



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:	September 3, 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. General Reports and Updates
 - A. Treasurer Report
 - B. City Staff Updates
 - C. Downtown Manager Report
 - D. Board Chair Report
4. Work Group Reports
 - A. Promotion Work Group Lead - Tara
 - B. Design Work Group Lead - Brian
 - C. Economic Vitality Work Group Lead - Rosalind
Vacancy Sub-Group
 - D. Organization Work Group Lead - Hana/Bob

Discussion and Possible Action on:

1. Approve Meeting Minutes from August 6th, 2024.
2. Approve Meeting Minutes from August 7th, 2024.
3. Approve Meeting Minutes from August 27th, 2024.
4. 2025 Tax Levy
5. 2025 Budget
6. 2025 Operating Plan Approval and Bylaw Review
7. Marketing and Event Coordinator Role Review and Hiring Timeline
8. Tech Visit: Logo and Branding
9. Approval Adjustment to Workshop in Racine
10. RainWorks: Public Art Purchase
11. Approval for Marketing in CVB Visitor Guide
12. BID Website Proposal
13. Alley and Space Activation Approval
14. On Point Music Festival Discussion and Insurance Policy Request
15. Approval for Requested Time off and Past Considerations
16. Adjournment.

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

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

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

08/06/2024

1. Roll Call

Tara Manzke-arrived at 2:45
Hana Cutler
Mike Beacom
Bob Butt
Brian Cummins
Rosalind Kealiher
Aldersonperson Christianson-present via phone

2. No comments from the public

3. General reports and updates:

- a. *Treasurer report*-2 months of reports available in packet
- b. *City staff update*-minor delays with Shopko building with electric/gas, but moving forward.
- c. *Downtown manager report*-discover downtown survey-responses from 14 business. Event document knowledge forms have been given to SPA members. Working on handbook for BID. Preparing for town hall. Working with city to figure out how to go about bounce back grants. Received an itemized list of what we would like to include on the website.
- d. *Board chair report*-met with CREATE and the Farmer's Market. Want them to know about the BID and be able to engage with them.
 - Policy-continuing to have policy review once per month. Looking at the formation of our workgroups, sub groups, and officer roles today.
 - September agenda will include setting up shop so we can be prepared to assume everything in January.
 - want stakeholders to feel heard and engage in our efforts.

4. Workgroup reports:

- a. Promotion work group-Tara
- b. Design work group-Brian, adding one more member to the group: Currently it is William and Serena.
- c. Economic Vitality-Rosalind, Michelle, Jordan-networking/social last week
Vacancy sub group-met and worked on grant information, will be able to present more info next month. Patrick Gaterman with SBDC is looking forward to being a support to the group.
- d. Organization-Hana, quarterly welcome party for the entire downtown
"Neighborhood" still working with the alleyway revitalization.

Discussion and Possible Action-

1. Motion to approve July minutes by Brian, second by Hana. Motion passes.
2. 2025 Budget-
 - a. Coordinator-350 hours/7 hours per week minimum commitment.

Will work along side downtown manager. Marketing and events.

- b. Chloe will process this discussion and bring forward a proposed budget for next month.

3. Downtown second fund name and creating line items.

Hana makes motion to have friends of downtown Stevens Point. Brian seconds.

Motion passes. Will discuss in the coming months what the line items will entail.

4. Review of town hall agenda

5. Hotel approval for placemaking WEDC workshop in Racine

Rosalind makes a motion to approve hotel needs. Tara seconds. Motion passes.

6. Policy Items: Work groups, sub groups, and task forces. Motion to approve policy by Brian, second by Tara. Motion passes.

7. Review marketing MOU for possible adoption and discussion

Brian makes motion to proceed with entering signing the MOU based on conditional edits, and reduced from three years to two. Bob seconds. Motion carries.

8. Mission, vision, values, facilitation requests

Tara makes motions that we move forward with a 90 minute session for \$350. Brian seconds. Motion passes.

08/07/2024 6:03pm

Roll Call:

Tara Manzke

Hana Cutler

Mike Beacom

Bob Butt

Brian Cummins

Rosalind Kealiher

Alderperson Christianson -Not present

Discussion and possible action:

1. Town hall presentation and discussion by Business Improvement district Board of Directors and Staff regarding Downtown Stevens Point 2024 Recap.
 - Biggest steps this year was definitely creating and hiring the downtown manager.
 - SPA agreement
 - Next year-transition with SPA events. Leadership does need to cycle through.
 - Want to grow out the stake holders.
- Upcoming 2025 plans
- City Updates
- 2024 recap
- Updates from each workgroup and what we are doing

BID Q&A:

JD Manville-Impressed by the positive vibes...out of town investment group and slumlord conditions-market rents unreal in this area...etc. Wants us to be aware, and if as a board we can implement something it would be appreciated.

Jeanna Q-In long term plan for 2028 do we have a plan for a full team of paid people?
A-hard to say. ATM-working on the operations. If there is an opportunity for growth and we can do more by adding more, then that will make sense.

Troy Q-involved in SPA, just wanted to say thank you.

Jeanna-discussion/planning/initiative to engage residence of the downtown?
A-That is a part of the upcoming vision of "Downtown as a neighborhood"
Have been working in the organization group-a quarterly "Welcome" gathering

Q-how many listening groups were there in February? A-12 groups.
Promotions group is also working on targeting the college students...etc.

Troy-Q-buy in of business and property owners...some sort of blog program? Place for businesses to be heard...etc.
A-hopefully will see this in early 2025

Q-do we have a space for downtown residence to communicate?

A-we are looking at a content management system.

Q-is there discussion about any grocers or businesses like that coming in?

A-need for density for grocery stores to consider coming in. Apartments should help with that. As we create more night life, more food will hopefully come downtown.

Public space enhancement options- Top two preferred-2nd place-colorful crosswalks, 1st place, ally activation

2. Adjournment 7:16pm

Roll Call

Hana Cutler
Mike Beacom
Bob Butt
Brian Cummins
Alderperson Christianson

Public

Megan Vruwink
Ryan Kernosky

Background of MOU: Initially, these meetings were developed to discuss major goals, opportunities, and improvement targets for Downtown Stevens Point with the following organizations: BID, CVB, SPA, and the City.

Brainstorming for Work Groups

Design: Consistent Branding for Downtown, graphic designer, using existing designs with small alterations to SPA logo

- Visual – Collaborating with Organization WG on alley activation
- Creating ease of access to façade improvements
- Working with new hire for events to have consistent branding.

Promotion: Setting up committees for each event, website, social media, etc. Figuring out a system to cross collab. With CVB, house brochures at CVB for downtown branded items. CVB- provide photographers, branding, etc.;

Economic Vitality: Welcome packet (includes historical guidelines – Adam) working on Historical guidelines page, continued networking group. Vacant storefront program – data collection through BOOMS Tracker

Organization: Volunteer Planning (role descriptions, skill delegation): Put together a “welcome to volunteering downtown” packet with the DT manager for the Friends of Downtown group.

Notes:

Megan with the CVB showing support for BID and housing Downtown Manager.

Mike: Continue to be family-focused, and music-focused for 2025.

Hana: Trying to connect the riverfront.

Mike: Bigger picture: media wants to hear from downtown happenings* (lights go up= bid contribution, ribbon cutting with PCBC? Friends of Downtown, Party in the Park to connect and type out news release?)

Brian: Board recruitment and development, extending point of contact, continuing to establish downtown relationships.

Marc: Promotion and keeping our name out there, consistent messaging, keeping contact with various stakeholders and media.

Hana: Cohesive branding, logos/Marc: Agreed: Catchy, downtown logo,

Megan-CVB: Has local media list and will share, offering to share details and specifics on branding/logo creation

General BID's Direction for Operating Plan Discussion

Goal: Maintain previous goals of District; 2023-2024.

- Maintain Main St. Community Designation.
- Hold Annual Town Hall 2025.
- Continued Support of downtown with the memorandum of understanding/networking expansion
 - Doing Business Downtown Guide

Goal: Hire & Onboard Special Events and Marketing Coordinator to maintain previous SPA events.

Goal: Promote and Install the Public Space Enhancement Project; a vitalized alleyway and vibrant spaces.

Goal: Continue and further marketing for the entirety of Downtown Stevens Point to provide clear messaging and branding.

Goal: Launch Vacant Storefront Reinvestment Program

Goal: Develop and begin outreach for volunteer engagement; "Friends of Downtown"; recruiting, training, identifying role descriptions, and recognizing volunteers.

Goal: Creating board and staff policy to add to the operating plan for 2026.

Adjourned 3:31 E

Account Number	Account Title	2024 Cur Year Budget	2025 Fut Year Budget	2025 Expected Revenue
REVENUES				
BUSINESS IMPROV DISTRICT (BID) EVENTS	DISCOVER DOWNTOWN			\$0
	SHOP SMALL WEEK			\$0
	WINE WALK			\$14,900
	SUMMER CONCERT SERIES			\$4,200
	DOWNTOWN CHRISTMAS			\$1,700
	HOLIDAY PARADE			\$2,500
	HALLOWEEN TRICK OR TREATING			\$0
OTHER FINANCING SOURCES				
	SPA INTIAL TRANSFER OF FUNDS	\$0	\$0	
Total OTHER FINANCING SOURCES:		\$0	\$0	\$23,300
EXPENSES				
BUSINESS IMPROV DISTRICT - FRIENDS OF DT STEVENS POINT				
	DISCOVER DOWNTOWN	\$0	\$1,135	
	SHOP SMALL WEEK	\$0	\$1,335	
	WINE WALK	\$0	\$6,775	
	SUMMER CONCERT SERIES	\$0	\$2,685	
	DOWNTOWN CHRISTMAS	\$0	\$2,200	
	HOLIDAY PARADE	\$0	\$235	
	HALLOWEEN TRICK OR TREATING	\$0	\$0	
		\$0		
Total BUSINESS IMPROV DISTRICT:			\$14,365	
BUSINESS IMPROV DISTRICT (BID) Revenue Total:			\$0	
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:			\$14,365	
EVENT EXPECTED REVENUE			\$23,300	
Net Grand Totals:			\$8,935	

Account Number	Account Title	2021 Pri Year 3 Actual	2022 Pri Year 2 Actual	2023 Pri Year Actual	01/24-06/24 Cur YTD Actual	2024 Cur Year Budget	2025 Fut Year Budget
REVENUES							
BUSINESS IMPROV DISTRICT (BID)							
TAXES							
254.41.00120.56	BID ASSESSMENTS	\$0	\$0	\$0	\$53,738	\$53,174	\$69,700
Total TAXES:		\$0	\$0	\$0	\$53,738	\$53,174	\$69,700
MISCELLANEOUS REVENUE							
254.48.00100.51	INVESTMENT INTEREST REVENUE	\$0	\$0	\$0	\$0	\$0	\$0
254.48.19900.56	MISCELLANEOUS REVENUE	\$0	\$0	\$0	\$500	\$0	\$0
Total MISCELLANEOUS REVENUE:		\$0	\$0	\$0	\$500	\$0	\$0
OTHER FINANCING SOURCES							
254.49.19310.59	GENERAL FUND BALANCE USAGE	\$0	\$0	\$0	\$0	\$0	\$0
254.49.19420.59	TRANSFER FROM TID 10	\$0	\$0	\$77,000	\$35,000	\$35,000	\$35,000
Total OTHER FINANCING SOURCES:		\$0	\$0	\$77,000	\$35,000	\$35,000	\$35,000
EXPENSES							
BUSINESS IMPROV DISTRICT							
	EVENT COORDINATOR SALARY						\$21,000
254.56.00700.1154	DOWNTOWN MANAGER SALARY					\$50,000	\$44,570
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET					\$3,450	\$2,803
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX					\$3,825	\$3,108
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR					\$48	\$39
254.56.00700.1930	WORKERS COMPENSATION PREM					\$50	\$41
254.56.00700.1950	MEDICAL INSURANCE PREM					\$18,044	\$5,872
254.56.00700.2203	TELEPHONE UTILITY CHARGES	\$0	\$0	\$0	\$214	\$540	\$565
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	\$0	\$0	\$0	\$0	\$2,700	\$500
254.56.00700.3001	GENERAL OFFICE SUPPLIES	\$0	\$0	\$0	\$21	\$680	\$500
254.56.00700.3005	PARKING CHARGES	\$0	\$0	\$0	\$0	\$150	\$0
254.56.00700.3202	MEMBERSHIP DUES	\$0	\$0	\$0	\$0	\$1,000	\$600
254.56.00700.3301	MILEAGE REIMBURSEMENT	\$0	\$0	\$0	\$301	\$0	\$550
	DISCRETIONARY EXPENSES					\$0	\$500
254.56.00700.5000	MISCELLANEOUS EXPENSES	\$0	\$0	\$771	\$79	\$500	\$500
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	\$0	\$0	\$0	\$0	\$5,000	\$5,000
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	\$0	\$0	\$0	\$292	\$1,200	\$1,300
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	\$0	\$0	\$0	\$0	\$10,000	\$10,000
254.56.00700.7910	GRANT DISBURSEMENTS	\$0	\$0	\$0	\$0	\$5,000	\$5,000
254.56.00700.8011	SOFTWARE PURCHASES	\$0	\$0	\$0	\$0	\$810	\$1,152
Total BUSINESS IMPROV DISTRICT:		\$0	\$0	\$771	\$907	\$102,997	\$103,600
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		\$0	\$0	\$77,000	\$89,238	\$102,997	\$104,700
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		\$0	\$0	\$771	\$907	\$27,580	\$103,600
Net Grand Totals:		\$0	\$0	\$76,229	\$88,331	\$75,417	\$1,100

Goal: Maintain previous goals of District; 2023-2024

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Goal: Launch Vacant Storefront Reinvestment Program Goal: Develop and begin outreach for volunteer engagement; “Friends of Downtown”; recruiting, training, identifying role descriptions, and recognizing volunteers.

Goal: Creating board and staff policy to add to the operating plan for 2026.

Downtown Stevens Point Marketing and Events Coordinator Job Description

Job Title: Downtown Stevens Point Marketing and Events Coordinator

Time Commitment: Contracted Role, Part-time, 13 hours/week average flexed with event timelines.

Organization Summary: The Downtown Business Improvement District (BID) of Stevens Point aims to revitalize downtown and support local businesses through various strategic initiatives. As part of this effort, we are seeking a part-time Marketing and Events Coordinator to lead promotional activities, be the primary event planner for downtown events, manage social media, and enhance the overall downtown experience. The Downtown BID, established in 2023, collaborates with community stakeholders to implement revitalization strategies aligned with the Main Street Four-Points; Organization, Promotion, Economic Vitality, and Design.

Role Summary: The Marketing and Events Coordinator is responsible for the coordination of all events of the organization. Additionally, this position is responsible for the development and implementation of marketing for all events in Downtown Stevens Point. This contracted position will maintain the organization's website and manage social media activities, alongside providing support in planning previously set events for Downtown Stevens Point. The Marketing and Events Coordinator works closely with the Downtown Manager, volunteers, and work group leadership to ensure continuous communications.

Role Responsibilities:

- Facilitate, plan, and organize promotions and events with the Promotion Work Group and sub-groups. (60% of time)
- Collaborate with work groups and the Downtown Manager to seek effective volunteer partnerships for events.
- Attend event committee meetings and work with committee chairs to ensure agendas and meeting minutes are sent out in a timely manner.
- Oversee general marketing activities including a monthly newsletter, website updates, annual report, and printed materials.
- Design marketing materials, draft press releases and communicate with local media to highlight downtown events, new business openings, etc.
- Manage social media to maintain a high level of visibility for Downtown Stevens Point in the community and beyond.
- Coordinate a calendar of events and promotions to attract target audiences.
- Pull permits and required insurance for Downtown Business Improvement District run events.
- Keep track of expenses and revenues from events, with support from the Downtown Manager and BID Treasurer.
- Send post-event surveys to gather insight on how to improve for the following year.
- Coordinate special lighting, event tents, garbage/recycling, and restrooms (if required) for events.
- Attend most, if not all, downtown events.
- Additional responsibilities as guided.

Qualifications:

- Ability to work occasional weekends and evenings for special events.
- At least 2 years of work experience in a related position or similar experience in planning events and/or promotions.
- Passion for creating fun, exciting, and creative events.
- Ability to have a vision for future events.
- Understanding of meeting timeline requirements.

Preferred Qualifications:

- Excellent written and verbal communication skills.
- Strong attention to detail.
- Creativity and the ability to generate innovative ideas.
- Proficiency in using marketing tools and software such as Canva, Adobe Products, etc.
- Ability to work effectively in a team and collaborate with cross-functional teams.
- Time management and organizational skills to handle multiple projects simultaneously.
- Adaptability and willingness to learn new skills and technologies as the marketing landscape evolves.
- Well organized and detail-oriented with consistent and timely follow through.
- Proactive approach to problem solving.
- Builds effective relationships with staff, volunteers, community partners, and downtown stakeholders.
- Flexible and easily adapts to changing circumstances.
- Committed to continuing growth and quality improvement.

Salary and Benefits: \$25 - \$30/hour depending on experience. This is a contracted role and there are no additional benefits.

This job description outlines the key responsibilities and qualifications for the Downtown Stevens Point Marketing and Events Coordinator position. Candidates should have a passion for downtown revitalization and a creative approach to marketing and promotions.

Downtown Stevens Point is committed to fostering an inclusive work environment. We celebrate and embrace differences in age, race, gender, sexual orientation, disability, and cultural background. All qualified applicants will receive consideration for employment without regard to these or any other characteristics. We believe that diverse perspectives drive innovation and success and are dedicated to ensuring that every individual feels valued and empowered.



Stevens Point Area PARTNER PROGRAM

Partner with us to promote your business

Don't miss the chance to have your business included in the Official Stevens Point Area Visitors Guide and website.

PARTNER BENEFITS

By advertising in the Official Stevens Point Area Visitors Guide, you become a Partner in Tourism. Partners can participate in a number of exclusive programs through partnering with the Stevens Point Area Convention & Visitors Bureau (SPACVB).



STEVENSPOINTAREA.COM

The top resource on local visitor information, from events, things to do, lodging and restaurants. Each Partner has their own page with detailed business information and links.



BUSINESS REFERRALS

Every day, our office receives inquiries about the Portage County area—in person, via phone, and by email. To best assist them, we refer them directly to your business. Partners also receive the benefit of business introductions, group tour leads/referrals, and meeting sales leads/referrals (if applicable).



CALENDAR OF EVENTS

To keep you up-to-date with local events, the SPACVB maintains and emails a monthly calendar of large events to help you plan/staff accordingly.



INDUSTRY NEWSLETTERS

Partners receive a monthly Partners Newsletter, filled with industry info and marketing initiatives. We also send a visitor-focused email to opt in subscribers with interest-based content and things to do in the Stevens Point Area.



SOCIAL MEDIA & DIGITAL PLATFORMS

As a Partner, you have the value-added benefit of promotion on Stevens Point Area social media and digital platforms, as space allows in our content calendar.



VISITORS GUIDE DELIVERY

This is a free service for Partners that will replenish your location with Stevens Point Area Visitors Guides on a rotating basis.



PUBLICITY & MEDIA OUTREACH

We actively promote the area to media and travel writers through PR efforts. Partners are also eligible to join in promotional opportunities and co-op advertising in statewide and regional media outlets, for a reduced cost.



TRAVELWISCONSIN.COM

By partnering with the SPACVB, your business and/or organization will be included on the Wisconsin Department of Tourism website, TravelWisconsin.com.



SUPPORT WITH VISITOR EXPERIENCE

As a Partner, your business will receive access to the SPACVB staff for support and advice regarding visitor experience. This includes site and familiarization tours, Partner visits, tourism industry-related events, and more.



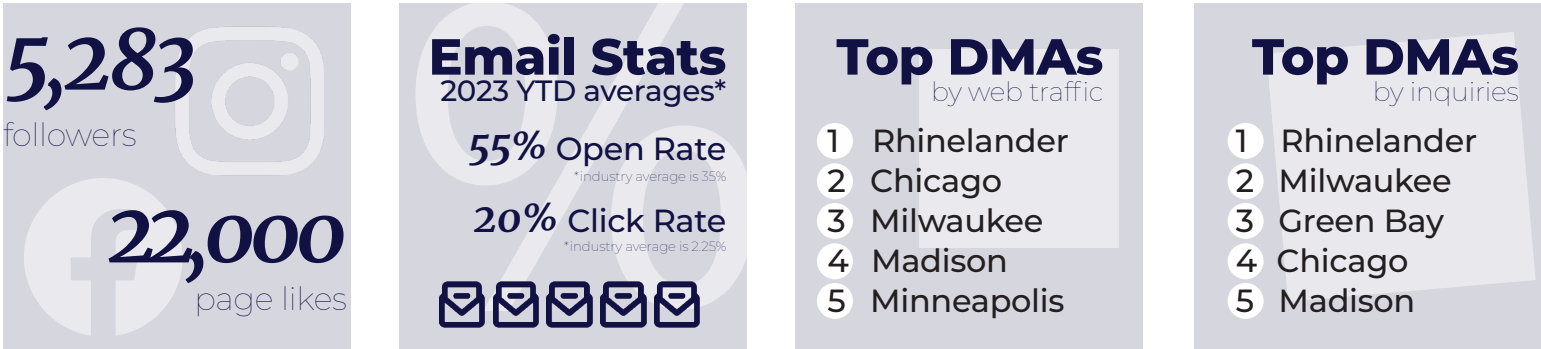
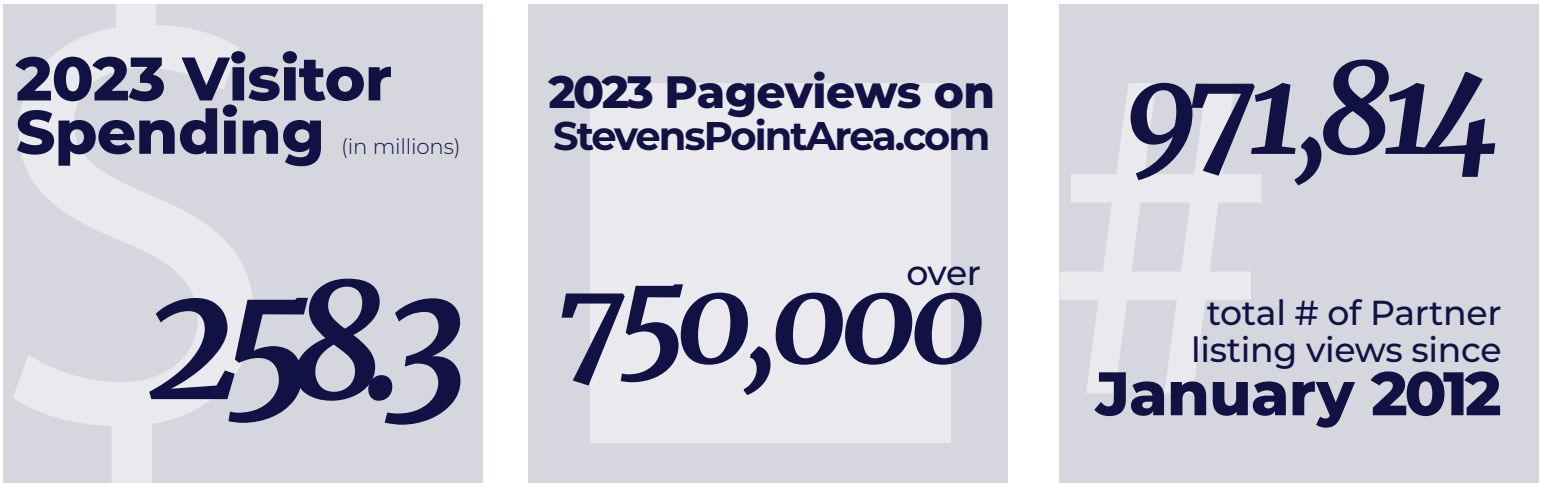
DISPLAY OF BROCHURES

Partner businesses are prioritized for display of information, brochures, and event posters in Visitor Center (as space allows).



TOURISM MAKES AN IMPACT

Tourism means big business in Portage County and is at the heart of what we do. As the chief storytellers for the Stevens Point Area, we strategically market the region and work to build relationships with visitors, meeting & sporting event planners and industry professionals.



WHAT OUR PARTNERS SAY

//

Great Northern Distilling partnered early on with the Stevens Point Area CVB. From helping our business with data during our planning stages to promoting us as a member of the Central Wisconsin Craft Collective, they have been the **most effective investment** we've made. They are more than just a destination marketing group, but are an engine for growth and change in the region.

Brian Cummins
Great Northern Distilling



A round of applause to the Stevens Point Area CVB for **enhancing our community** by promoting and supporting our local businesses everyday all day! Not only have I learned a lot with my partnership with the CVB, but **my business continues to grow** because of their passion for our local community. What a great group of people sharing what Stevens Point Area really has to offer!

Sarah Jo More
Main Grain Bakery

//

PARTNER WITH US!

Reserve your space today! Receive a 10% discount by sending your signed agreement and payment by July 19, 2024. Final ad space deadline and visitor guide materials (logo file, pictures, copy, etc.) is September 6, 2024.

CONTACT INFORMATION

Contact Name _____
Business _____
Address _____ City, State, ZIP _____
Phone _____ Email _____
Website _____
☐ Facebook ☐ TikTok ☐ Pinterest ☐ Instagram ☐ YouTube

CO-OP ADVERTISING OPTIONS & RATES

VISITORS GUIDE ADS*	
☐ Amherst Co-Op	\$300
☐ Bed & Breakfast Co-Op	\$375
☐ Central WI Craft Collective Co-Op	\$375
☐ Downtown Stevens Point Co-Op 1/6 Page	\$300
☐ Downtown Stevens Point Co-Op 1/3 Page	\$600
☐ Downtown Stevens Point Co-Op 1/2 Page	\$900
☐ Lake DuBay Co-Op 1/6 Page	\$300
☐ Lake DuBay Co-Op 1/3 Page	\$600
☐ Lake DuBay Co-Op 1/2 Page	\$900
☐ Rosholt Co-Op 1/6 Page	\$300
☐ Rosholt Co-Op 1/3 Page	\$600
☐ Rosholt Co-Op 1/2 Page	\$900
☐ Short-term Rental Co-Op	\$375

LISTINGS	
☐ Listing (free with Visitors Guide ad)	\$220
☐ Dining Grid inclusion	\$0

Because your business is in a specialty industry, you have the opportunity to participate in co-op advertising. This cooperative placement, grouped with other Partners, allows you the opportunity to increase visibility in the Visitors Guide for a specialty rate.

WEBSITE ADVERTISING (DTN)**	
In addition to your free website listing, receive priority ad placement on highly visible, high-traffic areas on StevensPointArea.com with DTN. Contact Taylor for more information!	
☐ Featured Listing	\$1,200
☐ Run of Site Feature	\$2,100
☐ Spotlight Feature	\$1,800
☐ Mobile Footer	\$2,100
☐ Premium Page Sponsor	\$1,380
☐ Header Image Feature	\$1,560

DISPLAY AD INSTRUCTIONS***

☐ Will provide new ad ☐ Pick-up from 2024, no changes ☐ Pick-up from 2024, with changes ☐ Please help design new ad

*** Visitor Guide advertisers receive up to two proofs to review.

LISTING DETAILS

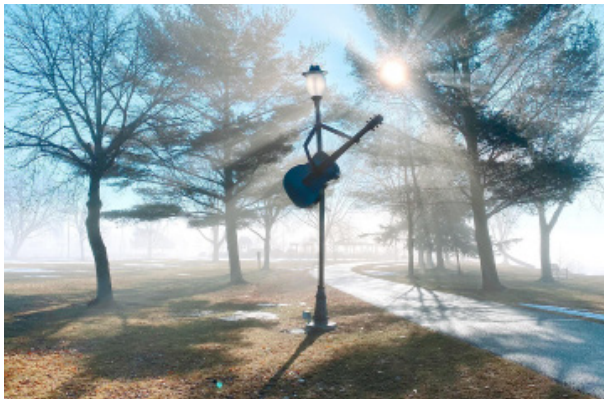
LISTING DESCRIPTION**** (185 CHARACTERS MAXIMUM, INCLUDING SPACES):

**** Listings for the Visitors Guide cannot exceed 185 characters, including spaces. Website listings have no maximum length, and can include images and links for no charge.

TOTAL INVESTMENT \$ _____ SIGNATURE _____ DATE _____

Questions? Contact Taylor Greenheck at 715-344-2556 or taylor@stevenspointarea.com
Mail to: 1105 Main Street, Suite A Stevens Point, WI 54481 Fax to: 715-344-5818
For Credit Card Payment: Call Taylor Greenheck at 715-344-2556

Full Page Ad 8.375" w x 10.875" h Full Page Ad w/bleed 8.5" w x 11" h Back Cover 8.375" w x 8.125" h	1/3 Page (H) 5.0833" w x 4.8" h 1/2 Page (H) 7.625" w x 4.8" h	1/6 Page (V) 2.392" w x 4.8" h	2/3 Page (V) 5.0833" w x 9.75" h	1/3 Page (V) 2.392" w x 9.75" h	1/2 Page (V) 5.0833" w x 7.275" h 1/6 Page (H) 5.0833" w x 2.325" h
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@theginghamginger



@seanyboulanger



@the_aussie_trifecta

MECHANICAL SPECIFICATIONS

- . (V) – vertical ads, (H) – horizontal ads
- . Bleeds available on full page and premium ad placements, including inside front cover and back cover ads.
- . Printing process: Web offset.
- . Bindery: saddle stitch.
- . All type and other live matter not intended to bleed.
- . Live area is 7.75" w x 9.875" h.

FILE REQUIREMENTS

- . NO spot colors. All colors must be CMYK.
- . Files names MUST contain advertiser name or abbreviation (i.e. funhut_qtr.pdf). NO generic file names (i.e. visitors_guide_ad.pdf). This assures there are no naming conflicts and the proper ad is run.
- . Please use three-letter extension on all file names.
- . High-resolution means photos originate at 266 dpi or higher — 300 dpi preferred, and line art bitmaps at least 600-1200 dpi. This also applies to raster effects such as transparency and shadows which must be set at 300 dpi.

PDF FILES PREFERRED

PDF files must be high resolution, fonts embedded, CMYK and built to the exact ad dimensions (no crop marks, info slugs, white space or other extraneous non-ad material). Premium full page bleed PDF files should be built to the exact bleed size of 8.625" w x 11.125" h. Premium back cover bleed PDF file should be 8.625" w x 8.375" h — PDF documents may be converted to Photoshop TIFF or EPS files.

NATIVE FILES

- . PDF/X1a is the preferred file format for the file submission
- . InDesign (CS6) files are supported. Native InDesign files require all linked files and OFT or Adobe Type 1 Postscript fonts for Macintosh. Finished files will be distilled into PDFX/1a compliant files.
- . Adobe Illustrator (any v6.0 through CS6).
- . QuarkXPress and Pagemaker files are no longer supported.
- . Word and MS Publisher files NOT accepted or supported.

ACCEPTABLE MEDIA

- . Please provide electronic materials:
- . Materials sent via email must be compressed. Maximum email attachment 10 MB. Send to taylor@stevenspointarea.com.
- . CD-ROM(s) or flash drives

Files not meeting publications specifications may require modification at the advertiser's expense. Advertising production is billed at \$100/hour, in 15 minute increments.

My name is Jason Besemer. I am writing to you today about the On Point Music Festival. In 2024 I worked with the Stevens Point Alliance to throw the inaugural festival. The goal of the event was to host a family friendly music festival. That featured artists from central Wisconsin. Over Memorial Day weekend on the square in Stevens Point. The short term goal of the event was to draw people downtown to support local business. The long term goal was to build an event that looked similar to Appleton's Mile of Music. Which not only would help the downtown area. But, also help hotels and restaurants in Stevens Point. The event boasted 9 hours of incredible live music. The event was free to the public. And ran from noon to 9 pm. And while the weather did not cooperate with us. The event still happened at the Holiday Inn Convention Center. And we considered it a success. With a couple hundred people attending. Our goal now is to continue the event. Grow it. And make it a cornerstone event for downtown Stevens Point.

As you know the Stevens Point Alliance is no longer moving forward. So, the festival's future does find itself in jeopardy. The main issue right now is insurance. The Stevens Point Alliance was the host entity. And therefore, could leverage the insurance it already had to make the event happen. While the cost was nominal at \$286. I am not willing to take the risk on as an individual. And I am not going to start a non profit or for profit entity to carry that insurance and continue the event.

The BID district has expressed interest in working with me to host the event and grow it over time. My goal has always been to work with members of the downtown community to host the event. This simply makes sense. As my goal is to build an event for the city and not myself. And quite frankly I don't want to do this alone each year. To realize my dream for the event. I will need help and influence from the stakeholders the event will benefit.

I was asked to put together some thoughts on what assistance I will need to host the event next year and into the future. And while that is tough to answer long term. It is easy to answer short term.

2025

- An entity that will host the event. And use the insurance it already has in place to make the event a reality. This does not necessarily mean paying for that insurance. But, the ability to procure the insurance.
- Fundraising assistance. I did raise the 10K needed to make the event happen last year by myself. Half of that money came from city tourism tax dollars. And, half came from sponsorships from local business. However, I could leverage the name of the Stevens Point Alliance to raise those funds last year. I do not believe I can raise the funds needed if I am asking as an individual.

2026

- Full cooperation from the BID district to plan and execute the event. With the goal of making it bigger in scope than the event in 2024 or 2025.

The question for 2025 really is momentum. We have already executed the event with a great deal of success. Do we keep that momentum going in 2025? Or do we wait until 2026 to start again? I believe continuing the momentum is the best way forward. And I believe many people agree with me. I had a

number of people this year speak to me about the importance of the event. And thanking me for pushing it to a reality. With one senior member of the community saying. Don't be disheartened by the rain this year. Keep going. Stevens Point needs this event. We are not a second rate city to Wausau.

We are starting to run up against the clock. And a decision needs to be made soon for 2025. I started planning in earnest last year in September. And needed all that time to make the event a reality.

Thanks for your consideration and interest in the On Point Music Festival. If you have any questions. Or, would like to speak to me personally about the event. Please feel free to call me at 715-252-4198.

Sincerely,

Jason Besemer