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 are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- BJ Welling
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	May 13, 2025 2:30 PM	**Location:**	Large Conference Room Stevens Point Area Convention & Visitors Bureau 1105 Main Street Suite A, Stevens Point, WI 54481

Opening Section:

1. Roll Call.
2. Comments from the public on non-agenda items.

Discussion and Possible Action on:

1. Alleyway Activation Sound Extension Discussion
2. Event Enhancement Speaker System Purchase Approval
3. Radio Ads for Downtown Promotion: Possible Action on Partnership.
4. 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.

May 2025 Special BID BOD

The Alleyway Activation team wants to discuss how to interconnect the current conversations of Downtown music, extending to the alleyway.

From :
Jasen Kubowski
87 Sunset Blvd
Stevens Point, WI 54481 US
jasenk@precisioncell.com
(715) 343-8000

To :
Tara Manzke
925 Main St.
Stevens Point, WI 54481 US
tara@briabellaco.com
+1 715 544 9656

Quote # QUO-0442
Date: April 23, 2025
Expiration Date: April 23, 2026

1 × **Portable 300-Watt Powered PA with 8-Channel Mixer and Bluetooth®** $849.99

1 × **Tripod Speaker Stands with Carrying Case** $49.99

1 × **BLX Wireless Microphone Kit** $475.00

Subtotal	$1,374.98
Sales Tax ($1,374.98 @ 5.5%)	$75.62
Total	$1,450.60

Describe the job

Quote status : **Proposed**

Stevens Point Business Improvement District
Marketing Partnership Opportunity

Wave 100.5 offers a number of exclusive marketing elements to promote businesses and services within the Stevens Point BID

Including (but not limited to):

Annual Marketing Campaign to promote BID organization
(holidays/special sale/summer events/UW Back to School etc)

Four Live "on-site" Radio Broadcasts per year for BID marketing events

Exclusive ad rate discount for individual member businesses
Exclusive Business "Coop" advertising program for member businesses

Digital Support

Web site banner/link to BID business list and BID events
Facebook/Twitter/Instagram event listings

"Wave Morning" interview – 4 to 6 segments per year (BID representative)

Non-Exclusive Media—other TV/Print/Digital partners are welcome

Sunrise Broadcasting, LLC
1415 Merrill Avenue Ste. 150 * Wausau, Wisconsin 54401
(715) 845-8218 * www.wavlfm.com

CALL LETTERS	**WAVL**	**FORMAT**	Adult Contemporary
DIAL POSITION	100.5	**PRIMARY DEMO**	Female 25-49
WATTAGE	25000	**SECONDARY DEMO**	Adult 25-54

WAVE 100.5 is North Central Wisconsin's Adult Contemporary and official "*at work variety*" station.

WAVE MUSIC We play a huge variety of the big pop hits from the 80's, 90's and best of today's new music. Listeners will enjoy songs from Adele, Billy Joel, Taylor Swift, Michael Jackson, Madonna, Whitney Houston, Prince, Bon Jovi, 'N Sync and many more..

MORNING WAVE Artie "The One-Man Party" Wy gets you up and on your way with all your favorite songs, pop culture, the fun news you can use and keeps you in the know on what's happening around town. Information includes World and National Headlines from CBS, local news powered by the Wave NewsCenter, Sports Flash and *Wave Weather*.

WORKDAY WAVE Wave 100.5 air personalities Scott Conners, Gina Caveli, Andrew Jay and Todd Chambliss bring the fun, talk about the things important to you and your life, and they'll get you through your workday with the best mix of pop hits from the 80's, 90's and today.

EIGHTIES NOONER Market vet Craig Collins will fill your lunchtime with a most definitely jam-packed hour of fantabulous 80's pop hits along with memories and bits of the rad decade

NINETIES BOOYAH Wave 100.5's Craig Collins joins you for a joyride home at with a bangin' hour of favorites from the 90's….and it's all good

World and national news headlines are aired from the CBS Radio Network.
Local news headlines from Wave News. Breaking, extended and continuous crisis news coverage airs as needed

Wave Weather from ***Weatherology***, the Midwest's leading weather service. Weather broadcasts are aired twice per hour and continuous weather coverage is aired during any serious weather condition.

Wellness Wednesday Weekly morning segment that spotlights local professionals discussing issues of physical, mental and emotional health and well-being.

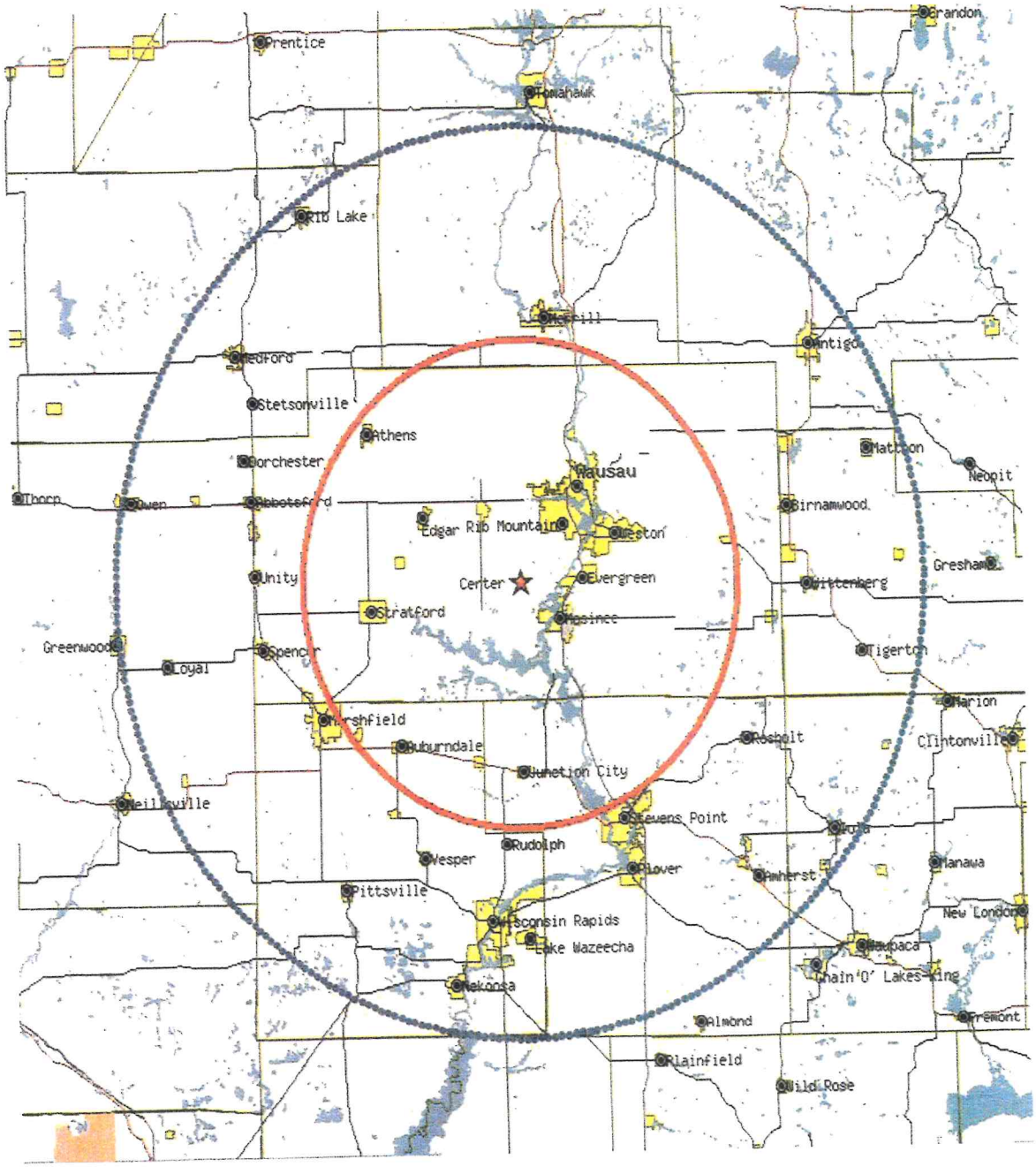
is North Central Wisconsin's "official "**Holiday Hits station**" as we mix today's top pop holiday releases along with all-time favorites, from *Black Friday* through Christmas.

Wave Digital streaming online at wavlfm.com, Alexa, and we connect with Facebook, Twitter and Instagram. The Wave app is available free from Apple, Google and Play stores

Locally owned, independent radio group, headquartered in Wausau, Wisconsin

Sunrise Broadcasting, LLC
1415 Merrill Avenue Ste 150 * Wausau, Wisconsin 54401
(715) 845-8218 * (715) 845-6582 fax * www.wavlfm.com

WAVL 100.5 Coverage Map



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Why Wave 100.5??

TOP RADIO FORMATS in the NATION

Format	Jan-Jun 22	Jan-Jun 23	Jan-Jun 24
News/Talk	11.0%	10.0%	9.8%
Adult Contemporary	8.0%	8.4%	8.4%
Country	5.9%	6.4%	5.9%
Classic Hits	5.9%	6.0%	5.8%
Classic Rock	5.1%	5.5%	5.6%
CHR	5.0%	4.9%	4.7%
Sports	4.2%	4.4%	4.5%
Hot AC	4.5%	4.5%	4.1%
Contemporary Christian	2.9%	3.2%	3.5%
Rock	1.3%	1.3%	1.3%

Source: Nielsen total week 6+ AQH Shares, PPM Markets. Published in Radio Insight July 15, 2024

Why Radio

"At every age, consumers spend more than half of their daily ad-supported audio time with radio, and listeners 35 and older give nearly 75% of their audio time to radio".

Q324 quarterly report by The Record, released by Nielsen and Edison Research, and published by Inside Radio

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