



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

- Marc Christianson
- Tara Manzke
- Hana Cutler
- Brian Cummins
- BJ Welling
- Craig Cook
- Vacant TBD

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	March 3, 2026 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 items.
3. Guest Speaker
 - A. Introduce new SPACVB Executive Director - Jodi Mcguire.
 - B. Errin Welty, WEDC Downtown Development Director - MSA Accreditation Visit.
4. General Reports and Updates
 - A. City Staff Updates
 - B. Board Chair Report
 - C. Treasurer Report
 - D. Downtown Executive Director Report
 - E. Event Coordinator Report
5. Work Group Reports
 - A. Promotion Work Group Lead

B. Design Work Group Lead

Library Alley Activation Project - Vibrant Spaces Update

C. Economic Vitality Work Group Lead

D. Organization Work Group Lead

Discussion and Possible Action on:

1. Approve Meeting Minutes from February 3, 2026.
2. Review and approve Sunrise Broadcasting 2026 contract.
3. Review and approve annual office fee for 2026 & proposed 2027 to Stevens Point Area Convention & Visitors Bureau.
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.

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	
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.	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes	No	Yes	No	Yes	No
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes	No	Yes	No	Yes	No
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No

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

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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	Notes
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:	___	___	___	

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Professional Staff Management				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Effective Operational Structure				
Indicator I: <i>Required</i>	___	___	___	
Standard II Average:	___	___	___	

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:	___	___	___	

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

LP CP MSA

Planning Guided by Inclusive Community and Market-Informed Inputs

Notes

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: ___ ___ ___

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

LP CP MSA

Preservation Ethics and Education on Historic and Cultural Assets

Notes

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: ___ ___ ___

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

LP CP MSA

Demonstrating the Value of Main Street

Notes

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: ___ ___ ___

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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

LOCAL PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

COORDINATING PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

MAIN STREET AMERICA

Reviewer: _____ Title: _____ Date: _____



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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:	February 4, 2025 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 items
3. General Reports and Updates

- A. City Staff Updates
- B. Treasurer Report
- C. Downtown Executive Director Report
- D. Board Chair Report

4. Work Group Reports

- A. Promotion Work Group Lead
- B. Design Work Group Lead
- C. Economic Vitality Work Group Lead
- D. Organization Work Group Lead

Master plan - shop to, mreyfont, chae bank potential RLF w/ USD A. zoning reunite

new event staff on board new resource guide, networking Maslats on main program

year of action potential to transition to work groups

golden egg hidden in stores, deal for another business

Business owner profiles

Boonstracker,

volunteer dev't, socials

*Next 3
Volunteer
Alley Activation
Sponsorship*

Discussion and Possible Action on:

1. Approve Meeting Minutes from January 7, 2025.

- would be great if it was a link - can it be shown so everyone can reference

2. Work Group Reporting Discussion
3. Alley Activation Planning - Town hall priority
4. WEDC Evaluation - Main Street America Framework for Accreditation
5. Adjournment.

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Downtown BID meeting
01/07/2025

Roll Call

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

City Liaison

Jarod Kivela

1. **City staff updates**-Still evaluating City Hall options. EPA Brownfield options will not have an update until Spring. Roadway designs and things like that will not be discussed until after Brownfield discussions in late July.
2. **Treasurer Report**-attached in agenda packet are the Nov & Dec treasurer reports. Events will operate as a separate line item so we can manage them appropriately.
3. **Executive Director Report**-New promotional materials are in and displays for 2025 events. Sponsorship guide is completed. Our Marketing and Events coordinator started onboarding for the job today. Reporting for 2024 is about to be submitted and annual numbers will be reported by early Feb.
Introduced downtown reporter: Emmy from the MetroWire.
4. **Board Chair Report**- Introduced new BID Member, BJ Welling, retired owner of Welling Kitchen, Bath & Floor, and owns a building on Main St. (Lily Vine & Floral and Kindred Spirits Books).

Discussion and Possible action on:

1. **Approval of special meeting minutes from Dec 3-**
Motion by Alderson Christianson to approve the meeting minutes with the amendment that Hana Cutler was present, second by Brian Cummins, motion passes.
2. **Approval of meeting minutes from Dec 3-** Motion to approve by Brian Cummins, second by Tara Manzke, motion passes.
3. **Approval of meeting minutes for Dec 17-** Hana Cutler makes motion to accept minutes, second by Brian Cummins. Motion passes.
4. **Rollover PTO request-** requesting rollover of PTO for executive director. Board decided mid-November on benefit policies, they were unclear and Director was unable to use up the full amount before end of the year. Brian Cummins makes a motion to carry the 42.5 hours of PTO over to be used this year, second by Tara Manzke, motion passes.
5. **2025 Elections-**
Chair-Brian Cummins-Tara makes a motion to appoint Brian Cummins as Chair, second by Alderson Christianson, motion passes. Brian resumes the meeting.

Vice Chair-Takes the role of fulfilling a meeting if the chair is unavailable. Runs the meetings when the chair is not available. Alderperson Christianson makes a motion for Tara Manzke to become vice chair, second by BJ Welling, motion passes.

Treasurer-Responsible for overseeing financial responsibilities. Rosalind makes a motion to approve Mike Beacom as treasurer, second by Hana Cutler, motion passes.

Secretary-Mike Beacom makes a motion for Rosalind Kealiher to continue as secretary, Hana Cutler seconds, motion passes.

Four workgroup assignments-

Promotion-Mike Beacom nominates Tara to continue as the lead of the promotions workgroup, Alderperson Christianson seconds, motion passes.

Design-Rosalind Kealiher volunteers to be the lead of the Design group.

Economic Vitality-BJ Welling volunteers to be the lead of the Economic Vitality group.

Organization-Hana Cutler volunteers to continue as the lead of the Organization group.

Hana Cutler makes motion for these workgroups to operate under the lead of the chair members as listed, and BJ Welling seconds, motion passes.

Subgroup lead allocation-

Working with Kris in regards to 2025 downtown events, one board member is committing to attend the volunteer meetings, assist to keep the volunteers accountable, and act as a liaison between the event groups and the DBID.

Make music day-Hana Cutler and Mike Beacom

Discover Downtown-Rosalind Kealiher

Wine Walk-BJ Welling

Notes at Night-Hana Cutler and Mike Beacom

Trick or treating-Hana Cutler and Mike Beacom

Shop Small week-Tara Manzke

Holiday Parade-Brian Cummins

Downtown Christmas-Alderperson [Christianson] and Tara Manzke.

Alderperson Christianson moves that we go forward with the subgroup heads as listed. Tara Manzke seconds, motion passes.

6. **Change of policy for Public comment-** that we would allow for public comment on non agenda at the beginning of the meeting, and public comment on agenda action items following presentation of the action item, before board discussions on possible action. Chair would have discretion if there needs to be additional comment from the public during board discussion. Mike Beacom makes a motion, second by BJ Welling, motion passes.
7. **Accreditation Board Engagement**-sharing info to create awareness for us. WI Main St will be here to share where we are at in February.

Work Group Reporting Discussion

- Monthly reporting
- Monthly meeting with work group
- Focusing on:
 - Being action and project based
 - Laying out a strategic plan for your goal(s)
 - S.M.A.R.T. goals / Transformational Strategies

Alleyway Project TRANSFORMATION STRATEGY PLAN

Transformation Strategy #1: Alleyway Activation					
Organization Name: <i>Downtown Stevens Point Main Street</i>			Date: <i>01/30/2025</i>		
Town, State: <i>Stevens Point, WI</i>			Completed by: <i>BID Board and Executive Director</i>		
Goal: <i>Activate a downtown alleyway to engage new audiences by creating a third-space to hang out/walk through.</i>			Define Success: <i>Finalizing the installation of the alleyway by end of 2025.</i>		
Partners: <i>City of Stevens Point, Downtown Stevens Point BID, Community, Downtown Friends, SPACVB.</i>					
Task	Volunteer Responsible	Staff Responsible	Due Date	Progress	Budget
<i>1. Identify alley and receive written permission from owner.</i>			<i>February 18th</i>	<i>In progress</i>	<i>\$0</i>
<i>2. Identify and communicate with City on what permits need to be pulled.</i>			<i>March 5th</i>	<i>Not started</i>	<i>\$0</i>
<i>3. Choose the theme and purpose of alleyway.</i>			<i>April 1st</i>	<i>In Progress</i>	<i>\$0</i>
<i>4. Develop a design with WEDC and research how other Main Street's have designed other alleyway projects.</i>			<i>April 23rd</i>	<i>Not started</i>	<i>\$0</i>
<i>5. Approve the design and have figures on how much it'll be to build.</i>			<i>May 6th (BID BOD Mtg.)</i>	<i>Not started</i>	<i>\$0</i>
<i>6. If above \$10,000, seek out financial partnerships.</i>			<i>May 21st</i>	<i>Not Started</i>	<i>\$0</i>
<i>7. Order items to activate space.</i>			<i>June 18th</i>	<i>Not Started</i>	<i>\$9,500</i>
<i>8. Plan the community activation day and campaign for awareness of the cool project.</i>			<i>August</i>	<i>Not Started</i>	<i>\$500</i>
<i>9. Complete project.</i>			<i>September</i>	<i>Not started</i>	
Total					<i>\$10,000</i>

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	96,441	.00
	Total GENERAL OPERATING CASH:	.00	96,441	.00
TAXES				
254.41.00120.56	BID ASSESSMENTS	69,700	.00	.00
	Total TAXES:	69,700	.00	.00
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	7,778	7,778
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
	Total MISCELLANEOUS REVENUE:	.00	7,778	7,778
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	591	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
	Total OTHER FINANCING SOURCES:	35,591	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	.00	.00	.00
	Total EXTERNAL AUDIT SERVICES:	.00	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,441	3,418	3,418
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,089	238	238
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,400	253	253
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	.00	3	3
254.56.00700.1930	WORKERS COMPENSATION PREM	795	61	61
254.56.00700.1950	MEDICAL INSURANCE PREM	6,399	533	533
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	.00	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	21,000	248	248
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	.00	.00
254.56.00700.3005	PARKING CHARGES	.00	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	.00	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	.00	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	320	320
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,300	.00	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,152	.00	.00
	Total BUSINESS IMPROV DISTRICT:	105,291	5,073	5,073
	BUSINESS IMPROV DISTRICT (BID) Revenue Total:	105,291	7,778	7,778
	BUSINESS IMPROV DISTRICT (BID) Expenditure Total:	105,291	5,073	5,073

Account Number	Account Title	2025 Current year Budget	2025 Current year Actual	2025 Current month Actual
	Net Total BUSINESS IMPROV DISTRICT (BID):	.00	2,705	2,705



THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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

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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-Assesment, 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 web-page 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.

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 performance 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.

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)

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.

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 district's 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, marketing 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 understand 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	
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.	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No
3	Identified Transformation Strategy to direct the work of the program, based on community input and market understanding.	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No
5	A dedicated budget for the district's revitalization programming and the Main Street program's operations.	Yes	No	Yes	No	Yes	No
6	Demonstrated support from the municipality for the Main Street program. This can include leadership participation, funding, in-kind and philosophical support.	Yes	No	Yes	No	Yes	No
7	Reinvestment statistics are reported as required by the Coordinating program (monthly, quarterly, or annually).	Yes	No	Yes	No	Yes	No
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.	Yes	No	Yes	No	Yes	No

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

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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	Notes
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:	___	___	___	

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Indicator III:	___	___	___	
Professional Staff Management				
Indicator I: <i>Required</i>	___	___	___	
Indicator II:	___	___	___	
Effective Operational Structure				
Indicator I: <i>Required</i>	___	___	___	
Standard II Average:	___	___	___	

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:	___	___	___	

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

STANDARD IV: STRATEGY-DRIVEN PROGRAMMING

LP CP MSA

Planning Guided by Inclusive Community and Market-Informed Inputs

Notes

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: _____

STANDARD V: PRESERVATION-BASED ECONOMIC DEVELOPMENT

LP CP MSA

Preservation Ethics and Education on Historic and Cultural Assets

Notes

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: _____

STANDARD VI: DEMONSTRATED IMPACT AND RESULTS

LP CP MSA

Demonstrating the Value of Main Street

Notes

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: _____

THE MAIN STREET AMERICA EVALUATION FRAMEWORK

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

LOCAL PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

COORDINATING PROGRAM

Program Name: _____

Reviewer: _____ Title: _____ Date: _____

MAIN STREET AMERICA

Reviewer: _____ Title: _____ Date: _____

BID Chair Report 3-3-2026

Update on unhoused situation & Partnering Together:

- The City approved the \$150,000 grant for the 24/7 shelter
- “No Camping” ordinance was also approved at the same meeting. Now enforcement will be key in the district.
- From Gregg Hansel of Partnering Together:
 1. Met with the seller of the 24/7 shelter building and are working out the details of the sale.
 2. Moving forward with the zoning and conditional use permit
 3. Fundraising will really pick up now - need everyone's help.
 4. Facebook page is live and will soon have a web page

We still need a Board Member to fill Mike Beacom’s vacant seat – Property Owner not running a business. Jenna Becker has declined.

Gearing up for event season. Will execute the insurance needs in the next couple of weeks under the City umbrella plan.

Attended a WEDC training session. We are required as Board Members to attend at least 1 session (in-person or virtually)

We need to leverage the power of our Workgroups and the 4 Point Approach. Kris and Karen are doing an excellent job, but must leverage our human capital to accelerate change.

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	192,264	77,250
TAXES				
254.41.00120.56	BID ASSESSMENTS	85,366	85,636	85,636
Total TAXES:		85,366	85,636	85,636
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	.00	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	4,027	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
Total OTHER FINANCING SOURCES:		39,027	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	3,300	.00	.00
Total EXTERNAL AUDIT SERVICES:		3,300	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,200	5,100	5,100
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	367	367
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	337	337
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	5	5
254.56.00700.1930	WORKERS COMPENSATION PREM	795	91	91
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	960	960
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	45	45
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	1,460	1,460
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	.00	.00
254.56.00700.3005	PARKING CHARGES	350	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	.00	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	.00	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	.00	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	.00	.00
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,000	20	20
Total BUSINESS IMPROV DISTRICT:		121,093	8,386	8,386
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	85,636	85,636
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	8,386	8,386

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
FRIENDS OF DOWNTOWN				
258.11100	GENERAL OPERATING CASH	.00	22,472	310-
MISCELLANEOUS REVENUE				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	.00	.00
258.48.00552.55	NOTES AT NIGHT REV	7,000	.00	.00
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	500	.00	.00
258.48.00555.55	WINE WALK REV	17,000	.00	.00
258.48.00556.55	TRICK OR TREATING REV	.00	.00	.00
258.48.00557.55	SHOP SMALL WEEK REV	2,550	.00	.00
258.48.00558.55	HOLIDAY PARADE REV	3,000	.00	.00
258.48.00559.55	SMALL BUSINESS SATURDAY REV	.00	.00	.00
258.48.00560.55	DOWNTOWN CHRISTMAS REV	2,500	.00	.00
258.48.00561.55	WALK DON'T RUN	6,750	.00	.00
Total MISCELLANEOUS REVENUE:		39,300	.00	.00
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	8,000	.00	.00
258.55.19850.5001	MAKE MUSIC DAY	.00	.00	.00
258.55.19850.5002	DISCOVER DOWNTOWN	500	.00	.00
258.55.19850.5003	WINE WALK	7,000	.00	.00
258.55.19850.5004	TRICK OR TREATING	200	.00	.00
258.55.19850.5005	SHOP SMALL WEEK	800	250	250
258.55.19850.5006	HOLIDAY PARADE	350	.00	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	1,000	.00	.00
258.55.19850.5008	DOWNTOWN CHRISTMAS	2,500	.00	.00
258.55.19850.5009	WALK DON'T RUN	3,893	.00	.00
258.55.19850.5010	EVENT INSURANCE	2,000	.00	.00
258.55.19850.5900	MISCELLANEOUS EXPENSES	13,057	.00	.00
Total MISCELLANEOUS EXPENSES:		39,300	250	250
FRIENDS OF DOWNTOWN Revenue Total:		39,300	.00	.00
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	250	250
Net Total FRIENDS OF DOWNTOWN:		.00	250-	250-
Net Grand Totals:		.00	22,222	560-

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
BUSINESS IMPROV DISTRICT (BID)				
254.11100	GENERAL OPERATING CASH	.00	189,202	3,063-
TAXES				
254.41.00120.56	BID ASSESSMENTS	85,366	85,636	.00
Total TAXES:		85,366	85,636	.00
MISCELLANEOUS REVENUE				
254.48.00100.51	INVESTMENT INTEREST REVENUE	.00	.00	.00
254.48.19850.56	EVENT REVENUE	.00	.00	.00
254.48.19900.56	MISCELLANEOUS REVENUE	.00	.00	.00
Total MISCELLANEOUS REVENUE:		.00	.00	.00
OTHER FINANCING SOURCES				
254.49.19310.59	GENERAL FUND BALANCE USAGE	4,027	.00	.00
254.49.19420.59	TRANSFER FROM TID 10	35,000	.00	.00
Total OTHER FINANCING SOURCES:		39,027	.00	.00
EXTERNAL AUDIT SERVICES				
254.51.19960.2004	AUDIT SERVICES	3,300	.00	.00
Total EXTERNAL AUDIT SERVICES:		3,300	.00	.00
BUSINESS IMPROV DISTRICT				
254.56.00700.1154	DOWNTOWN MANAGER SALARY	44,200	6,800	1,700
254.56.00700.1900	EMPLOYER CONTRIB/WISC RET	3,182	490	122
254.56.00700.1910	EMPLOYER CONTRIB/S.S. TAX	3,381	447	110
254.56.00700.1920	EMPLOYER CONTRIB/LIFE INSUR	23	5	.00
254.56.00700.1930	WORKERS COMPENSATION PREM	795	122	30
254.56.00700.1950	MEDICAL INSURANCE PREM	17,917	960	.00
254.56.00700.1955	HSA CONTRIBUTION	780	.00	.00
254.56.00700.2203	TELEPHONE UTILITY CHARGES	565	45	.00
254.56.00700.2800	COMPUTER/COMPUTER EQUIP	500	.00	.00
254.56.00700.2901	CONTRACTED SERVICES	24,000	2,480	1,020
254.56.00700.3001	GENERAL OFFICE SUPPLIES	500	.00	.00
254.56.00700.3005	PARKING CHARGES	350	.00	.00
254.56.00700.3202	MEMBERSHIP DUES	600	.00	.00
254.56.00700.3301	MILEAGE REIMBURSEMENT	550	.00	.00
254.56.00700.5000	MISCELLANEOUS EXPENSES	500	.00	.00
254.56.00700.5001	DISCRETIONARY EXPENSES	500	.00	.00
254.56.00700.5006	MISC PROMOTIONAL EXPENSES	5,000	.00	.00
254.56.00700.5018	EVENT EXPENSES	.00	.00	.00
254.56.00700.5910	GEN SEMINAR/EDUCATION EXP.	1,750	80	80
254.56.00700.5951	PUBLIC SPACE ENHANCEMENTS	10,000	.00	.00
254.56.00700.7910	GRANT DISBURSEMENTS	5,000	.00	.00
254.56.00700.8011	SOFTWARE PURCHASES	1,000	20	.00
Total BUSINESS IMPROV DISTRICT:		121,093	11,448	3,063
BUSINESS IMPROV DISTRICT (BID) Revenue Total:		124,393	85,636	.00
BUSINESS IMPROV DISTRICT (BID) Expenditure Total:		124,393	11,448	3,063

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
Net Total BUSINESS IMPROV DISTRICT (BID):		.00	74,188	3,063-
Net Grand Totals:		.00	263,389	6,125-

Account Number	Account Title	2026 Current year Budget	2026 Current year Actual	2026 Current month Actual
FRIENDS OF DOWNTOWN				
258.11100	GENERAL OPERATING CASH	.00	22,227	244-
MISCELLANEOUS REVENUE				
258.48.00550.55	EVENT SPONSORSHIPS	.00	.00	.00
258.48.00551.55	MISCELLANEOUS DONATIONS	.00	.00	.00
258.48.00552.55	NOTES AT NIGHT REV	7,000	.00	.00
258.48.00553.55	MAKE MUSIC DAY REV	.00	.00	.00
258.48.00554.55	DISCOVER DOWNTOWN REV	500	.00	.00
258.48.00555.55	WINE WALK REV	17,000	.00	.00
258.48.00556.55	TRICK OR TREATING REV	.00	.00	.00
258.48.00557.55	SHOP SMALL WEEK REV	2,550	.00	.00
258.48.00558.55	HOLIDAY PARADE REV	3,000	.00	.00
258.48.00559.55	SMALL BUSINESS SATURDAY REV	.00	.00	.00
258.48.00560.55	DOWNTOWN CHRISTMAS REV	2,500	.00	.00
258.48.00561.55	WALK DON'T RUN	6,750	.00	.00
Total MISCELLANEOUS REVENUE:		39,300	.00	.00
MISCELLANEOUS EXPENSES				
258.55.19850.5000	NOTES AT NIGHT	8,000	.00	.00
258.55.19850.5001	MAKE MUSIC DAY	.00	100	100
258.55.19850.5002	DISCOVER DOWNTOWN	500	.00	.00
258.55.19850.5003	WINE WALK	7,000	.00	.00
258.55.19850.5004	TRICK OR TREATING	200	.00	.00
258.55.19850.5005	SHOP SMALL WEEK	800	250	.00
258.55.19850.5006	HOLIDAY PARADE	350	.00	.00
258.55.19850.5007	SMALL BUSINESS SATURDAY	1,000	.00	.00
258.55.19850.5008	DOWNTOWN CHRISTMAS	2,500	.00	.00
258.55.19850.5009	WALK DON'T RUN	3,893	.00	.00
258.55.19850.5010	EVENT INSURANCE	2,000	.00	.00
258.55.19850.5900	MISCELLANEOUS EXPENSES	13,057	.00	.00
Total MISCELLANEOUS EXPENSES:		39,300	350	100
FRIENDS OF DOWNTOWN Revenue Total:		39,300	.00	.00
FRIENDS OF DOWNTOWN Expenditure Total:		39,300	350	100
Net Total FRIENDS OF DOWNTOWN:		.00	350-	100-
Net Grand Totals:		.00	21,877	344-

STEVENS POINT TALKING POINTS – DRAFT

What is the Main Street Approach?

- The Main Street Approach transforms downtowns through a blend of holistic revitalization, focusing on economic development, historic preservation, and community engagement.
- This approach drives growth with four key areas: Economic Vitality, Design, Promotion, and Organization, ensuring balanced and sustainable revitalization.
 - We focus on Economic Vitality by supporting local businesses, promoting entrepreneurship, and driving property development with strategic financial incentives.
 - The Main Street Approach focuses on Design Excellence to make the district more appealing and inviting through building improvements, cohesive signage, and welcoming public spaces.
 - Community-Centric Promotion is key, as we host events, launch marketing initiatives, and build partnerships to showcase the district's unique charm and draw visitors.
 - A Strong Organizational Framework underpins the approach, creating robust partnerships, engaging volunteers, and securing sustainable funding for long-term success.

Downtown Stevens Point

- Downtown Stevens Point is a nationally recognized Main Street America–accredited program and an official Business Improvement District (BID) dedicated to supporting a thriving, welcoming, and economically strong downtown.
- The BID was created in 2022 as a city-led effort to bring structure, staffing, and coordination to work that had been carried forward for years by committed community volunteers. That volunteer foundation remains essential to everything we do today.
- With dedicated staff—including an Executive Director and event support—the BID coordinates events, business assistance, beautification, marketing, and collaborative projects that keep the district moving forward.
- This work helps strengthen local businesses, connect property owners and residents with meaningful support, and build a vibrant, resilient downtown that reflects the pride and energy of the whole community.

What is the value of the Main Street Approach?

- The Main Street Approach drives economic growth by revitalizing businesses and attracting new investments, which creates jobs and boosts the local economy, leading to a more vibrant community.

- By preserving the unique character and heritage of historic districts, the Main Street Approach fosters community pride and ensures the area's cultural legacy remains for future generations.
- Transforming public spaces into engaging and inviting spots with the Main Street Approach increases foot traffic and local spending, making the district a bustling hub for social and economic activity.
- The Main Street Approach cultivates a deep sense of belonging and pride by creating vibrant public spaces and organizing community events that make residents feel at home and connected to their neighborhood.

What is the unique value of Downtown Stevens Point?

- Downtown Stevens Point blends historic charm with a warm, welcoming energy. The historic square, beautiful architecture, and Wisconsin's oldest farmers market create a sense of place people love and feel proud of.
- Downtown Stevens Point is home to more than 170 unique shops, restaurants, cafés, art galleries, and creative spaces—fostering a vibrant, collaborative community for both locals and visitors.
- As the home of the University of Wisconsin–Stevens Point, downtown benefits from a steady flow of students, faculty, and campus-driven creativity that enriches the area's cultural life.
- Downtown sits at the center of a major regional workforce, surrounded by large employers and corporate offices that bring daily foot traffic and economic activity.
- Nature is woven into everyday downtown experiences. The Green Circle Trail, nearby parks, and the Wisconsin River make it easy to walk, bike, and enjoy the outdoors while shopping, dining, or attending events. Green spaces are truly part of the downtown identity.
- Downtown brings people together. Families, students, professionals, and visitors gather for local shops, restaurants, coffee spots, galleries, and community events—all within a walkable, people-centered environment.
- A full calendar of events—Music on the Square, art walks, wine walks, Shop Small Week, and the farmers market—keeps the district lively year-round.
- Downtown drives economic vitality. Downtown Stevens Point welcomes more than 1.8 million visitors annually and continues to attract millions in private investment, reflecting strong confidence in its future.
- Downtown Stevens Point is built on a solid foundation and is ready for what's next—more creativity, more local business support, and more ways for people to connect as resources grow.

Why should residents donate to Downtown Stevens Point?

- Your support keeps downtown lively. It brings music on the Square, art walks, the farmers market, and family-friendly events to life.
- Your support strengthens the local economy. Downtown draws more than 1.8 million visitors a year, and your investment helps keep that activity strong.
- Your support lifts up local businesses. Contributions help keep storefronts full, sidewalks active, and our small business community thriving. Local businesses also get access to tools like façade improvement renderings, technical assistance, geofencing data, and a Kiva loan match of up to \$5,000 for women-, minority-, or veteran-owned businesses—support made possible by community giving.
- Your support protects what makes downtown special. From historic buildings to green spaces, your gift helps keep downtown beautiful, welcoming, and walkable.
- Your support builds community. Families, students, and visitors all gather downtown—your contribution helps create the shared experiences that bring people together.
- Your support stays local. Donations go directly to beautification, events, business support, and volunteer-powered projects that make a visible difference.
- Your gift is tax-deductible. It directly helps keep Downtown Stevens Point a thriving, exciting place to explore.

Why should businesses donate to Downtown Stevens Point? (Target: downtown businesses)

- Your support strengthens the downtown experience—bringing more people to the Square and increasing foot traffic through events like Music on the Square, art walks, Shop Small Week, and the farmers market.
- Your investment directly supports local businesses through workshops, technical assistance, and resources tailored to Stevens Point entrepreneurs.
- Giving preserves downtown’s unique character while encouraging innovation and new opportunities, keeping the area fresh, attractive, and full of potential for residents, visitors, and future entrepreneurs.
- Contributions are highlighted through Downtown Stevens Point events and promotions, raising your business’s visibility and showing your commitment to the community.
- Supporting downtown also makes it a great place for employees, customers, and neighbors. A lively, welcoming district helps attract talent and builds a stronger community for everyone.
- Your investment goes straight into programs and events that keep downtown growing, accessible, and full of culture.

Why should businesses donate to Downtown Stevens Point? (Target: businesses that are not downtown)

- Even if you're not located in the district, your business benefits when Downtown Stevens Point has a lively, attractive city center that draws visitors, new residents, and emerging talent.
- Your business gets positive visibility. Downtown Stevens Point recognizes its supporters through events and promotions, showing your commitment to the community and helping you reach audiences already connected to the downtown brand.
- A vibrant downtown supports your workforce. Great restaurants, events, green spaces, and cultural activities make Downtown Stevens Point a place where employees want to live and stay—helping you recruit and retain talent.
- Your support creates real, visible change. Donations directly power the markets, beautification, public art, and family-friendly programming that shape how people experience Downtown Stevens Point.



STEVENS POINT DOWNTOWN

*Resource
Guide*



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Welcome to the Heart of the Community - Stevens Point Downtown

Stevens Point Downtown is the heart of our community – a place where entrepreneurs take bold steps, property owners invest in the future, neighbors gather, and visitors experience the spirit of our city. Thank you for being part of what makes this district vibrant and resilient.

As Executive Director of the Stevens Point Downtown Business Improvement District (BID), I am honored to work alongside you in strengthening and supporting this essential district. Our role is to foster economic vitality, encourage thoughtful investment, and cultivate meaningful connections that allow businesses and properties to succeed.

We are here to support you – whether you are launching a new venture, expanding your business, rehabilitating a historic building, or exploring new opportunities. The BID serves as a resource hub, connector, advocate, and partner. Through collaboration, strategic partnerships, design guidance, promotion, and access to financial and technical resources, our goal is to create an environment where entrepreneurship thrives and property investment is supported.

This Resource Guide is designed to be a practical, informative tool to help you navigate available programs, partnerships, and services. If you have questions, ideas, or challenges, we encourage you to reach out. Your success strengthens Stevens Point Downtown – and together, we ensure it remains the welcoming, thriving heart of our community for years to come.

Let's build something great together!



Karen Margelofsky

Stevens Point BIDs-Executive Director

“Stevens Point Downtown is the heart of our community – and every business, property owner, and partner plays a vital role in keeping that heart strong.”



John Hartman - Contemporary Photography

About Downtown

MISSION

A thriving Downtown that engages diverse audiences and celebrates local businesses to foster a vibrant district.

VISION

Enhancing Downtown Stevens Point by collaboratively connecting property owners, businesses, residents, and visitors with resources and experiences.

HISTORY OF THE BUSINESS IMPROVEMENT DISTRICT (BID)

In October 2022, a petition to create a Business Improvement District (BID) to support Stevens Point Downtown was received from downtown property owners representing the Stevens Point Alliance. In December 2022, the City of Stevens Point Common Council approved a Resolution establishing a Downtown BID as a tax assessment under the city and adopted the initial operating plan for the BID. In January 2023, the Common Council approved the appointments of members to the BID consistent with Article II, Section I of the BID Bylaws (Appendix B).

Additionally, and arguably the most critical to the success of the BID, is the intention to unite businesses, organizations, and local government through collaboration and partnership to achieve the main objectives discussed within the initial operating plan.

VALUES

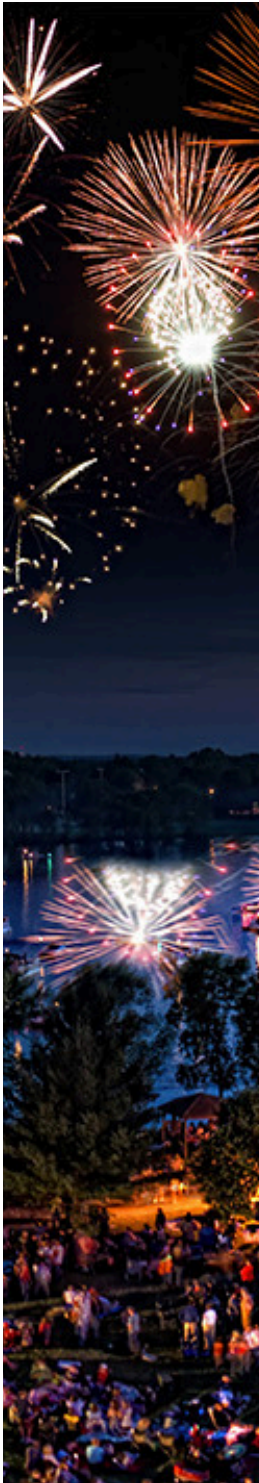
Accountable
Thriving
Collaboration
Supportive
Innovative

KEY PARTNERS



Stevens Point Downtown Business Improvement District Boundary

Business Development Resources



Portage County Business Council (PCBC-Chamber of Commerce)

- Free ribbon cuttings - Contact Karen at KarenM@portagecountybiz.com
- Membership - Contact Angie at AngieF@portagecountybiz.com

Small Business Development Center

Offers no cost, confidential advising and resources as well as fee based workshops/conferences to both startup and existing businesses.

City of Stevens Point

- Façade Grant for improvements to the exterior of downtown commercial or mixed-use buildings.
- Parklets or Sidewalk Café's can activate your outdoor spaces for customers. Contact Adam at akuhn@stevenspoint.com for more information.
- Obtain permits for any improvements to property or licenses to operate your business.

Stevens Point Area Convention and Visitors Bureau (SPACVB)

- Partnerships - Contact Taylor at taylor@stevenspointarea.com
- General Questions - Contact info@stevenspointarea.com
- Post your events through the calendar on their site, [linked HERE](#).

SCORE

Mentors for business planning - Contact Peter at Peter.Bushman@scorevolunteer.org

UWSP Pointer Connect Internship Program

This program provides wage reimbursement to small businesses and not-for-profits that hire UWSP student interns. Questions – Contact the ucolinternships@uwsp.edu.

STEVENS POINT DOWNTOWN BID (DBID) AND WISCONSIN ECONOMIC DEVELOPMENT CORPORATION (WEDC) MAIN STREET RESOURCES ARE ON THE NEXT PAGE.

Wisconsin Main Street Program



BENEFITS OF MAIN STREET MEMBERSHIP

Our Downtown BID is a Main Street America Nationally Accredited Program. We have many services that are available to our district, municipality, property owners, and businesses. All these services are FREE, and many are uniquely available to *Main Street Programs*, prioritized because the community has made a commitment to their downtown district. Stevens Point Downtown BID utilizes the Four Point Approach, as designed by Main Street America, which uses four work groups to accelerate revitalization in the district. These are the pillars that our organization focuses on throughout the district.

ORGANIZATION



- Strategic Planning
- Business/District/Community Survey
- Fundraising Planning
- Organizational Structure Assessment
- Volunteer Engagement Planning
- Committee Development and Support
- Draft Infographic Content
- Proofreading of Grants

DESIGN



- Façade Renderings
- Rear Building Renderings
- Streetscape Renderings (lighting, furniture, sidewalks, street trees, planters)
- Public Space Planning
- Design Training
- Review of existing design guidelines.
- Review of signage regulation/zoning.

ECONOMIC VITALITY



- Local Market Profile
- Housing Market Analysis
- Business Mix Analysis
- Business & Property Inventory
- Building Redevelopment Assessment
- Entrepreneur/new business market information
- Review of financial projections for development project

PROMOTIONS



- Event Impact Assessment
- Destination Bootcamp Course
- Canva Template Development
- Social Media Calendar Planning
- Website or social media review/audit
- Geofencing reports

Financial Resources



Kiva Loan Match Program

Through the Wisconsin Economic Development Corporation (WEDC) and being in the Main Street district, you can leverage a Kiva match if you are a women, minority, or veteran-owned business up to \$5,000.

- Loans of up to \$15,000 at 0% interest for three years.



WWBIC

WWBIC offers business training, capital lending, small business loans (\$1,000 to \$350,000) and coaching available. Contact info@wwbic.com for more information.



CAP Services

Technical assistance is available at no charge to low-income individuals starting a business or to businesses committed to creating jobs that will be filled by low-income individuals.

- For micro and small business loans for start-up and expansion expenses, please contact loans@capmail.org.



Community Foundation of Central Wisconsin (CFCWI)

The CFCWI offers three competitive grant cycles annually to support emerging needs in Portage and Waushara counties, aligning with their values and five mission areas; Arts & Culture, Education, Environment, Helping People, and Wellness.



CWED: Central Wisconsin Economic Development Fund

CWED provides financing tools and two loan options; financial projections are required – meeting with CAP or the Small Business Development Center first is highly recommended.

- CWED Start-up Fund (\$5,000 - \$35,000, 3-year term, 0-3% interest) - Contact kristen@cwedfund.com
- Traditional loans



Wisconsin Economic Development Corporation (WEDC)

WEDC has funding, resources, programs, and training to help both companies and communities bring their visions to life.

Downtown BID Events

New Pop-up Event

Saturday of Mother's Day Weekend



Halloween Trick-or-Treating

Saturday week before Halloween
3-5 pm



Notes @ Night

Weds, Late May – Early September
6-8:30 pm at the Square



Holiday Parade

Thursday before Thanksgiving at 6 pm



National Make Music Day

Always June 21



Shop Small Passport Week & Small Business Saturday

Starts Saturday after Thanksgiving
9 am – 4 pm Info Booth at the Square



Discover Downtown

Third Saturday in July
10 am – 4 pm on Main Street & the Square



Downtown Christmas

Second Saturday in Dec.
Live Reindeer at the Square & events throughout the downtown



Wine Walk

Second Friday in August
4- 8 pm



Follow Us: @StevensPointDowntown
USE THE HASHTAG: #STEVENSPOINTDOWNTOWN



Other Downtown Events

Easter Egg Hunt

Saturday of Easter weekend at 10 am in the Square

Farmers Market*

May 1st – October 31st
Saturdays from 7 am – 12 pm (vendors may also be present M-F & may stay later than 12 pm)
*Stevens Point Farmers Market Association

Arts Walk*

Friday in May, July, & Sept., 5:00 – 8:00 pm
*Event by Riverfront Arts Center

City Band Concert Series*

Weds, Early June – Late July
7:00 pm at Pffnner Park Bandshell
*Event by the City of Stevens Point-Park & Rec Dept.

Levitt AMP Concert Series*

Thursdays starting early in June – Mid-August
6:00 – 8:30 pm at Pffnner Park Bandshell
*Event by CREATE Portage County

Riverfront Rendezvous & 4th of July Parade*

Fri – Sun. closest to Fourth of July – Free Event
Pffnner Park – 3 Stages with LIVE Music, Activities, Food, & Fireworks (Parade on Main St.)
*Event by the City of Stevens Point

Dozynki Downtown*

Third Saturday in September 10 am – 4 pm
*Event by Polish Heritage Awareness Society

Christmas Crawl*

Third Saturday in December
*Hosted by Downtown Taverns

Dates are when the events are traditionally held but always check the event website for actual dates & times each year.



John Hartman - Contemporary Photography

Networking Opportunities

Downtown Business and Property Owners Networking (Quarterly - Informal)

About: *A casual networking space to mingle and socialize with other Downtown businesses and property owners.*

When: Quarterly, 6:00 - 8:00 p.m.

Location: Changes every quarter (Hosting rotated by businesses)

Contact Karen at kamragelofsky@stevenspoint.com for attendance or hosting inquiry.

Downtown Collective (Monthly - Informal)

About: *These meetings are designed to bring business owners together to grow, collaborate, discuss solutions, and positively impact the district. Every month there is a business-supporting education section.*

When: Changes monthly - contact Karen at 715-496-0823 for next event.

Location: Stevens Point Area Convention and Visitors Bureau (1105 Main Street Suite A)

Business Improvement District (BID) Board Meetings (Monthly - Professional)

About: *The Downtown BID board of directors meeting. Our meetings are professional and open to the public.*

When: 1st Tuesday of every month at 2:30 p.m.

Location: Stevens Point Area Convention and Visitors Bureau (1105 Main Street Suite A)

Meetings and Agendas are posted here: <https://stevenspointwi.portal.civicclerk.com/>

Portage County Business Council - Business X-Change (Monthly - Registration Required)

About: *These roundtable meetings provide opportunities for small business owners and their employees to learn from each other. Complimentary for all member businesses and their employees.*

When: 2nd Wednesday of the month at 7:30 am

Location: Varies, contact Portage County Business Council to register:

<https://portagecountybiz.com/>

Founders Network

About: *Founders Network is a collective of entrepreneurs and executive directors that hosts social events that inspire creative thinking and build social capital in Northcentral Wisconsin.*

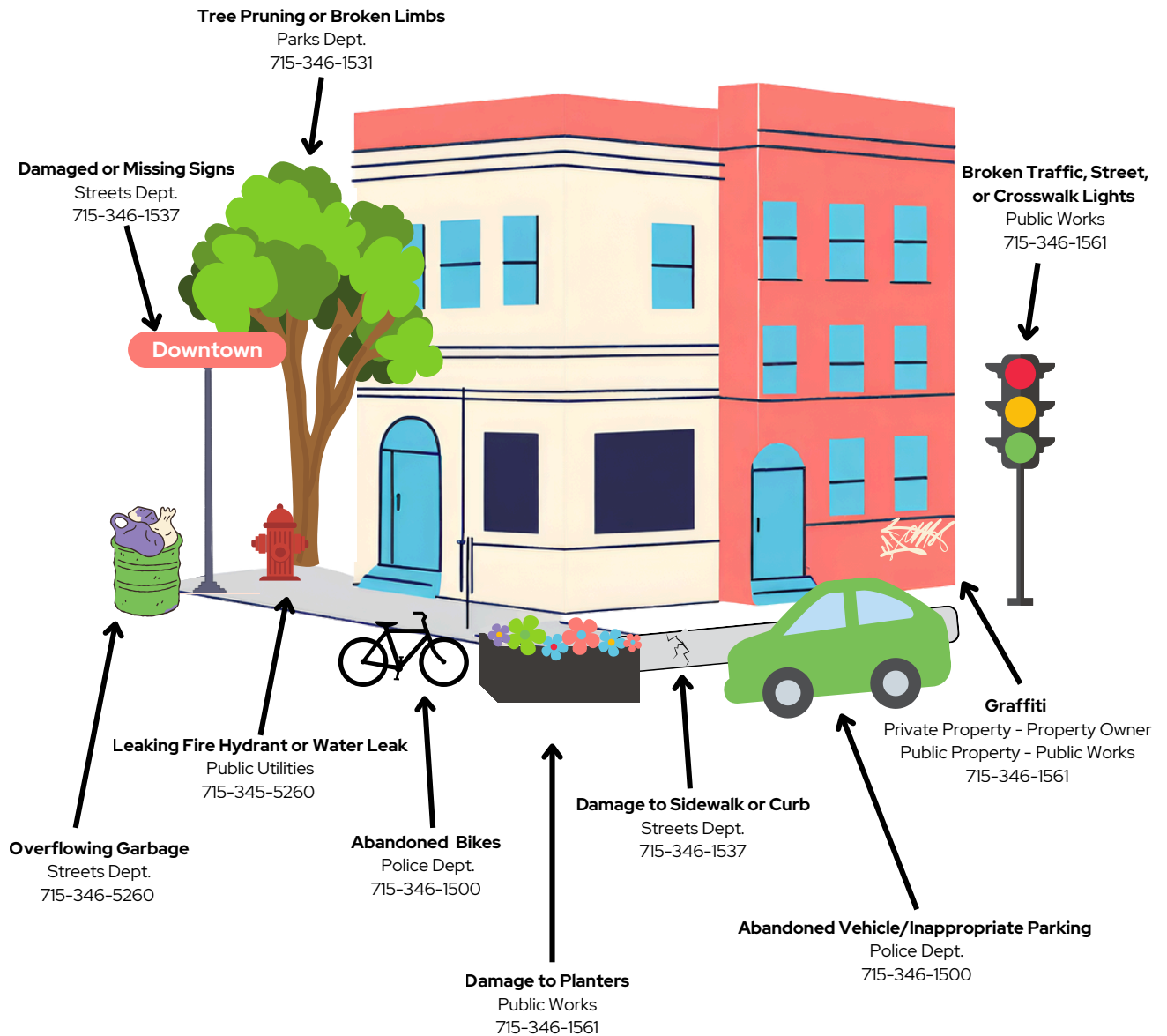
When: Follow "[Founders Network](#)" on Facebook to find event dates or email Chris at cklesmith@stevenspoint.com.



John Hartman - Contemporary Photography

Contacts for Maintenance

PLEASE REPORT AREAS NEEDING ATTENTION IN OUR DISTRICT TO KEEP IT CLEAN, WELCOMING, AND SAFE.



Sustainable Business Solutions

WANT YOUR BUSINESS TO BE MORE PLANET - FRIENDLY?

Zero Waste Event Supplies

Recycling Connections offers a near zero waste party supplies and services.

Composting Services

Bucket Ruckus provides weekly pick up services of food scraps for businesses and commercial services.

Renewable Energy Resources

Grow Solar is a program through Midwest Renewable Energy Association (MREA). This is a group buy program that reduces cost of buying solar.

Downtown Clean-up Initiatives

Quarterly the Downtown hosts a clean-up. Want to learn more on how to get involved? Contact Karen at kmargelofsky@stevenspoint.com.

Downtown Refillery

PROCESS is a general store offering sustainable, eco-friendly goods. Businesses can utilize their Refillery to reduce plastic waste. They also offer 25% off bulk cleaning supplies when you buy 64 ounces or more.

Focus on Energy

Energy efficiency effort incentives; new construction, renovations, equipment replacement, operations, and renewables for businesses.

[Learn more about incentives here.](#)

[Order a free energy-saving pack here.](#)

Recycle Electronics

PC Computer Recycling offers recycling of electronics. Please contact Patrick at pccomputerrecycling@gmail.com.



A summer time Downtown clean-up crew in 2024.

Historical Guidelines & Permits

HISTORICAL PRESERVATION

Historic preservation ordinances are in effect in the Downtown Historic District/Design Review District and the Clark Street Historic District to ensure new construction and remodeling projects are consistent with the historic character of the existing buildings. Please see the links below for more information or contact Adam at akuhn@stevenspoint.com.

[Historic Preservation Plan](#)
[Wisconsin Historical Society](#)
[National Register of Historic Places](#)

PERMITS

Not all commercial buildings are built the same, zoned for every use, and not all renovations need to meet the same standards. Building codes are designed to keep all users of a building – employees, customers, and residents – safe depending on the situation. If you have questions about opening a business in a particular building, make sure to contact the staff at the Community Development Department to ensure your building meets the requirements for your type of business.

Adam Kuhn (akuhn@stevenspoint.com) – Zoning Administrator
Scott Omernik (somernikn@stevenspoint.com) – Commercial Building Inspector, use and code verifications

Curious about open violations on a building? Search by address on this [online map](#).
If you need to report a property violation, violations can be submitted via the [online portal](#).

For a comprehensive list of work requiring permits in the City of Stevens Point, please access the [City's website](#) or contact Community Development Department at 715-346-1567.



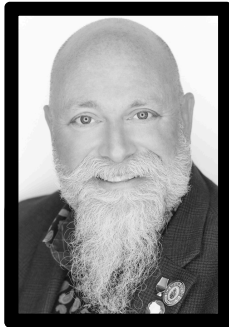
MAIN STREET + STEVENS POINT + JULY 2024



John Hartman - Contemporary Photography

Meet the 2026:

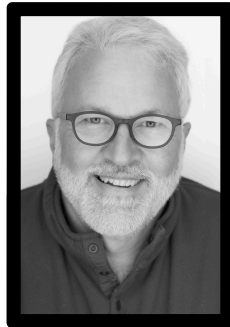
Downtown BID Board



Brian Cummins
Board Chair
Property & Business Owner
Great Northern Distilling



Hana Cutler
Vice Chair: Design Lead
Business Owner
Emy J's Coffee House



BJ Welling
Treasurer: Economic Vitality Lead
Property Owner



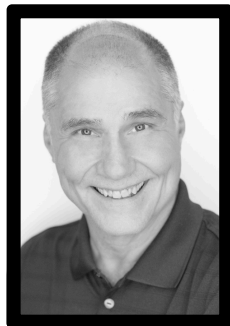
Craig Cook
Secretary
Property & Business Owner
Fall Line Outfillers



Tara Manzke
Promotions Lead
Business Owner
Bria Bella & Co.



Open Seat
Property Owner



Marc Christianson
Board Member
Aldersperson District 1



Downtown BID Team



Karen Margelofsky
Executive Director
kmargelofsky@stevenspoint.com
715-496-0823



Kris Carne
Event Coordinator
kristeencarne@yahoo.com
715-340-3259



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Event Marketing and Operations Intern for the Stevens Point Farmers Market and Downtown Business Improvement District

Work in a collaborative community centered summer internship to support Stevens Point Downtown Events and the Stevens Point Farmers Market.

This intern will have two main focus areas:

1. Work in conjunction with current Regional Farmers Market Coordinator (RFMC) & Farmers Market board members to maintain a functional Stevens Point (SP) Summer Farmers Market Information and SNAP/EBT transaction booth.
2. Work in conjunction with current Downtown BID Executive Director and Events Coordinator to promote and execute downtown events and perform managerial tasks as skill level allows.

Tasks may include, but are not limited to the following:

Farmers Market Booth Attendant & Volunteer Coordinator: 7 hours on Saturdays 6:30 AM - 1:30 PM (at the farmers market) throughout the farmers market season through the end of October.

- **The position requires interns to work Saturdays** throughout the market season, but if desired, we will work toward you having at least one Saturday off per month through volunteer coordination.
- Saturday day-of tasks include:
 - Set up and take down the Stevens Point farmers market booth on the downtown square in Stevens Point in variable weather conditions.
 - Operate the farmers market information booth throughout the summer season.
 - Swipe credit, debit, and SNAP/EBT cards for customers, hand out tokens, and maintain records of all transactions
 - Collect tokens from vendors and record the amount received
 - Communicate with farmers market customers and vendors that have questions
 - Hold space for the gleaning team to receive produce donations

Farmers Market Accounting and Marketing: 3.5 hours per week (flexible timing, remote)

- **Accounting Tasks include:**
 - Maintain, update, and ensure proper records from weekly booth operations
 - Write checks and maintain system for vendor token reimbursement
- **Marketing Tasks include:**
 - Assist with direct marketing techniques to SNAP eligible families
 - Take photos at the farmers market to send to RFMC to assist with marketing

- Assist with follow through on posting sponsorship logos at the market information booth

Downtown BID Marketing and Event Assistant: 7 hours per week (flexible timing, in-person & remote)

- The position may require the intern to work on Wednesday evenings at the information booth for Nights@Night event at the Square from 6 - 8:30 pm (May 27 - Sept. 2).
 - Work with Events Coordinator to assist with booth and tent setup/tear-down, put games out for kids, help band with setup needs, sell raffle tickets, help sponsor setup, post on social media and assist in making the event run smoothly.
 - Work on social media schedule for pre- & post- event postings to increase attendance at the events and to support all sponsors, the band, or deals that downtown businesses offer during the event.
- The position may require the intern to work at other Downtown BID events over the summer, as follows; Nat'l Make Music Day - Sun. June 21, Discover Downtown - Sat. July 18 10-4 pm, Wine Walk - Fri., Aug. 14 4-8 pm.
 - Assist the Events Coordinator on the social media promotions schedule for each event and prepare posts, assist with registrations, assist with preparations for the event, assist with storage of items used for the event, assist with street closures and any other duties necessary to setup and tear down an event.
- The position may require organizing the storage areas for optimal use of the space.

Downtown BID Executive Director Assistance: 7.5 hours per week (flexible timing, in-person & remote)

- The position may require assisting with a placemaking revitalization project planned at the Library Alleyway over the summer.
 - Assist the Executive Director in organizing the timeline of events for the ordering, installation, recordkeeping, and implementation of the project.
 - Assisting with the paperwork for recording donor receipts, grants, invoicing and grant filings.
- The position may require scanning documents into the digital platform for proper record keeping.
- The position may require updating the downtown asset inventory database known as BOOMS Tracker.

QUALIFICATIONS

- Must be currently enrolled at UWSP
- Must have junior or senior credit status (60+ credits earned)
- Must have a minimum 2.0 cumulative GPA
- Must be either a first-generation, non-traditional, or Pell-eligible student
- Must have general computer literacy and be able to use a word processor and excel

ESSENTIAL RESPONSIBILITIES

- Must be available on most Saturday mornings during the duration of your position.
- Must be available on most Wednesday evenings from June - Sept. 2 (there can be flexibility)

ESSENTIAL REQUIREMENTS

- Basic computer skills including web literacy and proficiency in Microsoft Office, Google Drive, & Canva.
- Social media (Facebook, Instagram) posting literacy and proficiency necessary
- Must be able to be on their feet for long periods of time in variable outdoor conditions and move and lift a market tent, tables, etc.
- Must be able to communicate effectively with a diverse audience
- Must be organized, inviting, and communicative
- Must be able to complete booth transactions in a friendly manner.
- Must be able to work independently with little to no supervision.
- Must be self-motivated.
- Must be able to lift up to 50 lbs items.

Hours: 25 hours per week (June through end of August) & 10.5 hours per week (September & October) timing of weekly hours will vary flexible based on need and work required, except the operation of the farmers market booth which will require a 6:30 AM - 1:30 PM shift (one Saturday per month will be allotted off (if desired) and work tasks will be flexed if volunteers are available). Some work will be performed in office at the Stevens Point Area Convention and Visitors Bureau, in-person at farmers markets, remote work will also be available, as well as in person at coalition meetings with support from the Regional Farmers Market Coordinator and Downtown Executive Director.

Payment: \$15.00/hour

Position Duration: June 2026 through end of October 2026

To Apply: Please send a cover letter and resume to the Regional Farmers Market Coordinator, meliss.haack@woodcountywi.gov & Stevens Point Downtown BID Director kmargelofsky@stevenspoint.com by the end of the day April 27th to be considered.

**Memorandum of Understanding (MOU) - 2026
Stevens Point Farmers Market and Stevens Point Downtown Business
Improvement District**

This Memorandum of Understanding ("MOU") is entered into by and between Stevens Point Farmers Market Association Cooperative ("SPFMAC"), a Wisconsin cooperative organization serving farmers and food producers at the summer farmers market in Stevens Point ("the farmers market"), and the City of Stevens Point Downtown Business Improvement District ("SPDBID").

1. Parties & Term

SPFMAC Primary Contact: John Sheffy, Board Member,
stevenspointfarmersmarket@gmail.com , 715-366-2656

SPFMAC Secondary Contact: Meliss Haack, Regional Farmers Market Coordinator,
meliss.haack@woodcountywi.gov , 715-751-1099

SPDBID Primary Contact: Karen Margelofsky, Executive Director,
kmargelofsky@stevenspoint.com , 715-496-0823

SPDBID Secondary Contact: Brian Cummins, Board Chair,
briancumminsspbid@gmail.com , 937-760-3494

Term: March 1, 2026 through November 30th, 2026.

2. Purpose

The purpose of this MOU is to outline roles, responsibilities, budget, payment and reimbursement procedures, and compliance between the Parties.

3. Definitions

"PCI program" means Pointers Connect Internship program. It is a program that connects Central Wisconsin small businesses, government agencies, and nonprofits to a pipeline of diverse talent. Participating organizations are reimbursed for providing paid internships to junior and senior first-generation students, non-traditional students or students eligible for the Federal Pell Grant.

"Intern" refers to the person that is hired through the PCI internship program to carry out tasks delegated by the Parties.

"Handshake" refers to an online platform for posting jobs for potential hires, this is the preferred platform suggested for posting PCI eligible internships by the PCI program coordinator.

4. SPDBID Responsibilities

- I. Work collaboratively with SPFMAC to hire, on-board, and mentor a summer intern through the Pointers Connect Internship (PCI) program.
- II. Meet all deadlines necessary to hire a PCI in a timely manner including job description creation, internship position posting deadlines, interviewing, and orienting the new hire.
- III. Submit position description to Handshake as required for PCI Program with assistance from SPFMAC.
- IV. Delegate relevant tasks to intern to ensure the weekly hourly expectations from the intern are met.
- V. Mentor and oversee tasks that are delegated to the intern to ensure an overall positive experience for the intern.
- VI. Communicate monthly and as necessary with SPFMAC primary or secondary contacts if any issues arise.
- VII. Host intern in an office space and, if needed, supply the intern with the technology needed to complete tasks they are assigned.
- VIII. Correspond with the financial team, human resources, and any other relevant collaborators to get the PCI Intern onto payroll.
- IX. SPDBID will invoice SPFMAC at the beginning of the season for \$1000 to contribute to the PCI fund and at the end of the season (October 31st, 2026) for the remaining funds.
- X. Work with human resources and the financial team to calculate final payments for payroll costs pro-rated at the percentage of hours worked for SPFMAC specific tasks.
- XI. Complete the employer survey required for the PCI program.
- XII. Submit a final pay stub to the PCI Coordinator for reimbursement.

5. SPFMAC Responsibilities

- I. Work collaboratively with the SPDBID to hire, on-board, and mentor a summer intern through the Pointers Connect Internship program.
- II. Facilitate meeting all deadlines necessary to hire a PCI in a timely manner including job description creation, posting deadlines, interviewing, and orienting the new hire.
- III. Delegate relevant tasks to intern to ensure the weekly hourly expectations from the intern are met.
- IV. Mentor and oversee tasks that are delegated to the intern to ensure overall experience for the intern.
- V. Communicate monthly and as necessary with the SPDBID primary contact if any issues arise.

- VI. Work with the intern to ensure they are allotted at least one Saturday off per month if so desired, by finding volunteers or collaborating with other organizations.
- VII. Reply to messages from the SPDBID team including all financial needs in a timely manner.
- VIII. Receive and pay SPDBID for wage reimbursements within 30 days of invoice receipt.
- IX. Work with the SPDBID to calculate final payments for payroll costs pro-rated at the percentage of hours worked for SPFMAC.
- X. A representative from SPFMAC will attend Stevens Point Business Improvement District meeting to report on this partnership in August, September, or October 2026 and discuss potential renewal.

6. Program Standards

- I. The Pointers Connect Internship program will provide students that are currently enrolled at UWSP, have junior or senior credit status (60+ credits earned), have a minimum 2.0 grade point average, and are either first generation, non-traditional, or Pell-eligible students.
- II. The PCI program reimburses the organization for up to \$4,500 in wages if the student works up to 375 hours during the summer season: June, July, and August.
 - A. The PCI program will reimburse for up to \$12/hour during the term.
 - B. The intern will get paid a minimum of \$15 per hour to ensure a desirable position.
 - 1. The parties will pay for the additional wages based on the hours worked for specific tasks.
 - a) SPFMAC would host the intern through the end of October (adding September and October to the students regularly June-August tenure) and pay the full wages for those months in which the intern worked on tasks specifically for the farmers market (10.5 hours per week).
 - C. All internships are posted on Handshake.
 - 1. Visit uwsp.joinhandshake.com
 - 2. Choose the "employer" account type and follow the instructions to set up your account
 - 3. Post your position on Handshake and notify the PCI Coordinator about the posting
 - 4. The PCI Coordinator will review the position for acceptance into the PCI Program

5. Students can apply to you directly or through Handshake; just specify which documents you want them to send (resume, cover letter, etc.)
- D. PCI program responsibilities with the Parties (noting that most things dealing directly with the PCI program will be the responsibility of SPDBID because the intern is on their payroll):
 1. Create an account on UWSP's Handshake platform and post your position.
 2. Notify the PCI Coordinator that your positions are ready for review.
 3. The PCI Coordinator reviews your position(s), approves them for the PCI Program and promotes them to students
 4. Students apply directly to you
 5. Review applications. Contact the PCI Coordinator to confirm applicants' eligibility **before** requesting an interview
 6. Interview students, and make internship offers to those you want to hire
 7. Notify the PCI Coordinator of your hire
 8. **Send Official Documentation:**
 - a) Complete the *Employer Contract*
 - b) Have your new intern complete the *Student Contract*
 - c) Return the two completed contracts to the PCI Coordinator
 - d) Start working together! Employ and mentor your student intern during an internship
 9. **At the End of the Internship:**
 - a) Complete the employer survey
 - b) Submit a final pay stub to the PCI Coordinator for reimbursement
 10. At the end of the student's internship, complete the employer survey and send the PCI Coordinator the following documents:
 - a) A pay stub indicating intern's name, employer's name, total hours worked, and rate of pay
 - b) Your W9 Form (first internship only)

7. Budget, Allowable Costs & Payment

- I. The Parties will do their best to predict the price of hosting the intern throughout the year by entering in most up to date hours in the following spreadsheet: [PCI Intern cost estimation SPFMAC](#)
- II. The SPFMAC will contribute \$1,000 to the funding account for the PCI to the SPDBID by June 30th, 2026 and pay any remaining dues based on invoicing requirements after the market season ends as reports are available.
- III. The SPDBID will track and maintain up to date reports with SPFMAC if there are any deviations from the budgeted costs.

8. Reimbursement Process & Timeline

- I. The Parties will collaborate to create a timesheet that is user-friendly and able to track the interns hours for both Parties easily.
- II. The SPDBID will ensure SPFMAC has the proper information for reporting hours through the SPDBID systems.
- III. SPFMAC will reimburse the SPDBID for hours worked on SPFMAC specific work during the intern's tenure as well as any accrued payroll costs prorated for the hours worked for SPFMAC and any other allowable expenses agreed upon in writing by both Parties.
- IV. The SPDBID must submit an approved invoice to SPFMAC for review.
- V. Documentation: Invoices must include dates, hours worked, & descriptions of work completed. Incomplete submissions may delay repayment.

9. Compliance & Branding

Adherence to the Parties policies and privacy protections.

10. Insurance & Indemnification

Each Party shall maintain insurance customary for its operations. To the extent permitted by law, each Party is responsible for its own acts and omissions and agrees to hold the other harmless for claims arising from its negligence or willful misconduct.

11. Partnership Status

The Parties are two separate organizations. Nothing in this MOU creates an employer-employee relationship, partnership, joint venture, or agency between the Parties.

12. Termination

Either Party may terminate this MOU with thirty (30) days' written notice.

Immediate termination for material breach, fraud, or failure to comply with internship requirements or payment policies.

Upon termination, the Parties will submit final timesheets and reimburse for any spent or unspent funds or as directed by the SPDBID.

13. Amendments

This MOU may be amended only by a written instrument signed by both Parties.

14. Entire Agreement

This MOU constitutes the entire understanding between the Parties with respect to the PCI Internship responsibilities for the Term and supersedes prior discussions.

15. Signatures

Stevens Point Business Improvement District	Stevens Point Farmers Market Association Cooperative Board Member
By: _____ —	By: _____ —
Name: _____	Name: _____
Title: _____ Date: _____	Title: _____ Date: _____

Event Coordinator Notes for BID Board Meeting March 3 2026

From Kristeen Carne <kristeencarne@yahoo.com>
Date Tue 2/24/2026 8:54 PM
To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Hi Karen, see below notes for the board meeting.

- Karen and Kris meeting with Justin Malin on March 6th at 1:30pm to discuss emergency management plans for events. May invite Justin to join us at the April board meeting if need be.
- Recap of Notes On Ice
- Update for 2026 events-Walk, Make Music Day (MMD), Notes @ Night (N@N), Discover Downtown (DD), Wine Walk.
 - Walk committee meets March 6th for working lunch to further plan Walk details and assign tasks. Jeanna T. will be joining us and has been a valuable asset with her background in walk/runs. Recommendation is to market in April as a pop-up event and hype heavy!
 - MMD work has begun. Working on Mass Guitar Incident (MGI) for the day. Push back has been it may be difficult to do the MGI as many players will be enjoying Father's Day. Working with Joyful Little Band as they do audience interaction, perfect for MMD. Letter to businesses will go out soon, encouraging businesses to host music for the day.
 - May 27th only evening not booked for N@N. Would like to see a high school entertain as a kick-off. Waiting on responses, if we cannot book, we'll look at other options.
- Evening Farmers Market - Starting first week in July and going through the season. Plan is to do 20 spaces, 10 on each end. Plan to have meeting with taverns to discuss specials for the evenings and cross promotion soon.
 - Discover Downtown. Craig and Kris met on February 27th to begin planning. Will give brief update at Board Meeting.
 - Wine Walk. BJ and Kris initial discussion to form the committee and get together as a group and inviting businesses to share ideas from last year/cross promotion and other topics so businesses can start their planning early.
- If someone would like to be the Easter Bunny after the city Egg Hunt on April 4th. Kris has a costume if someone would like to "hop" through downtown for photo opps.

WEDC Program:	Community Development Investment – Vibrant Spaces (CDI-VS)
Target Start Date:	5/1/26
Applicant Entity:	City of Stevens Point – Downtown Business Improvement District
Project Address:	1001 Main Street, Stevens Point, WI 54481
Name/Title of Project:	Stevens Point Downtown Library Alley Activation

Site Details, Project & Budget Narratives

1. Project Executive Summary

- i. Describe the project and goals as a brief overview (limit 100 words).

This project transforms the front, alley, and rear commons areas of the Portage County Public Library into a vibrant, interactive public gathering space that supports music, play, and community events. Investments include infrastructure improvements, landscaping, murals, and the installation of permanent, interactive percussion instruments designed to encourage social, cognitive, and emotional engagement for users of all ages. The project also equips the Downtown Business Improvement District with portable event infrastructure to program Main Street and the library commons year-round. Together, these enhancements create a welcoming, musical, and flexible public space that increases downtown vibrancy and supports expanded community programming.

2. Current Site Conditions

- i. Describe the current physical conditions users/uses of the site and site challenges (limit 250 words).

The front, alley, and rear areas surrounding the Portage County Public Library are centrally located in Downtown Stevens Point but are currently underutilized due to aging infrastructure, limited amenities, and a lack of inviting public-space features.

The **library alley** contains deteriorating concrete, insufficient lighting, and minimal visual interest, limiting its use as a pedestrian corridor or gathering space. While the alley includes a historic mural, poor lighting and outdated finishes prevent it from serving as a destination. The **front and back commons areas** of the library similarly lack landscaping, seating, and interactive features that would encourage people to linger, gather, or engage in programming.

As a newer Downtown Business Improvement District, the BID is actively expanding community events but faces challenges due to limited access to the City Square during much of the year. Without well-equipped alternative spaces, programming opportunities are constrained and often limited to single-use events.

The absence of permanent interactive elements—particularly features that engage families, children, students, and seniors—reduces opportunities for spontaneous play, social interaction, and multi-

generational use. Additionally, the BID lacks adequate portable equipment and storage to support consistent, high-quality event programming.

Together, these conditions represent a missed opportunity in a highly visible, walkable location adjacent to the library, Main Street, parking, and downtown institutions.

3. Community Activation & Programming

- i. Describe the public and private partnerships that will carry out the project. Include information on how the space will be maintained and programmed for multiple user groups (limit 250 words).

The Downtown Business Improvement District (BID) will lead project coordination, programming, and stewardship in partnership with the **City of Stevens Point Parks & Recreation Department**, which will support routine maintenance of public infrastructure. Maintenance of the library building will remain with the **Portage County Public Library**.

The BID will program the enhanced library commons and Main Street using both **permanent interactive features** and **portable event infrastructure**. Permanent musical elements—including dragonfly bells, bug beats, petal drums, and a street quartet—will provide daily, self-guided engagement supporting social, cognitive, and emotional well-being for children, families, students, and older adults.

Portable amenities such as a stage with lighting and PA system, bistro and round tables with seating, a branded event tent, mobile information booth, games, and storage equipment will allow the BID to host and support events throughout the year. These assets will be used for existing events such as Discover Downtown, Walk Don't Run, Make Music Day, Halloween programming, and seasonal markets, while also enabling new programming opportunities.

The BID will collaborate on programming with the **Portage County Public Library**, **Central Wisconsin Children's Museum**, local musicians and artists, schools including UW–Stevens Point and Mid-State Technical College, and other community partners. When not in BID use, select equipment may be shared or rented to partner organizations to support additional community events.

This shared-use model ensures frequent activation, broad community benefit, and long-term sustainability.

4. Pedestrian-Oriented Public Space

- i. Describe the project's visibility from the commercial corridor and describe any pedestrian and bike connections from the project to local businesses and destinations (limit 250 words).

The project is highly visible from Main Street and is centrally located near public parking, downtown businesses, educational institutions, and the Portage County Public Library. The library alley functions as a mid-block pedestrian connector linking Main Street to Clark Street and nearby residential areas.

Improvements to the alley and surrounding commons will enhance walkability, safety, and comfort through upgraded lighting, concrete replacement, landscaping, and wayfinding. These improvements will clearly signal the space as a public destination rather than a service corridor.

LOOK FORWARD ➤

The project area is also proximate to the Green Circle Trail, a citywide biking and walking loop accessed through the adjacent riverfront park. Trail users entering downtown naturally pass through the library area, making it an important transition space between recreation, education, and commerce.

Following project completion, the library commons could be used by pedestrians, cyclists, families, students, downtown employees, and visitors as an intuitive and welcoming entry point into the downtown district. Permanent musical play features and seating will encourage people to stop, interact, and linger, while portable event infrastructure allows the space to expand onto Main Street during larger events.

Together, these enhancements strengthen pedestrian connectivity, support biking access, and draw people deeper into the downtown commercial area.

5. Community Goals

- i. Discuss any previous planning, community documents, discussions or letters of support that demonstrate this site/project as a desired community investment (limit 250 words).

Public space enhancement and placemaking have been consistent priorities for the Downtown Business Improvement District since its formation. Since 2023, the BID's operating plans have emphasized improving underutilized public spaces, expanding event capacity, and creating welcoming environments that support community connection and economic vitality.

In 2025, BID board members, business owners, artists, and community stakeholders worked collaboratively to shape this project, identifying the library commons and alley as high-impact opportunities due to their central location and proximity to downtown activity. Feedback from business and property owners reinforced the need for improved upkeep, activation, and amenities that encourage people to spend more time downtown.

This project aligns with the City of Stevens Point's Downtown planning goals related to walkability, public-space investment, and downtown vibrancy. The City has demonstrated support through financial participation and ongoing maintenance commitments.

Formal City support is evidenced through adopted resolutions authorizing submission of this Vibrant Spaces application. Together, these planning efforts and commitments demonstrate broad community alignment and confirm this project as a desired and strategic public investment.

6. Community Impact

- i. Discuss how the project will enhance the vibrancy of the community and benefit local businesses. How will the space allow for more events or community engagement to occur in the space? (limit 250 words)

This project will significantly enhance community vibrancy by transforming the library commons into a colorful, musical, and interactive gathering space that supports daily use and expanded event

LOOK FORWARD ➤

programming. Permanent percussion instruments integrated into the landscape will encourage spontaneous play, creativity, and social interaction, benefiting users of all ages and abilities.

Upgraded infrastructure, murals, landscaping, and lighting will improve safety, aesthetics, and comfort, encouraging people to linger longer downtown and explore nearby businesses. By creating a destination beyond Main Street storefronts, the project expands the functional footprint of downtown and supports increased foot traffic.

Portable event infrastructure allows the BID to host more frequent, higher-quality events and to complement existing programming such as library events, children’s museum activities, and seasonal downtown celebrations. These assets also reduce barriers for partner organizations to host events, creating a multiplier effect for community engagement.

By providing both permanent and flexible amenities, the project strengthens downtown as a place for connection, creativity, and shared experiences—driving economic activity while improving quality of life.

7. CEDS/EDD Alignment

- i. How does the project align with the Community Economic Development Strategy (CEDS) / Economic Development District (EDD) plan for the region (limit 250 words)? *(Check with the municipality, Regional Planning Commission or Regional Economic Development Director if you’re unable to locate the plan.)*

This project aligns with the North Central Wisconsin Regional Planning Commission’s Comprehensive Economic Development Strategy (CEDS) by advancing placemaking, supporting the creative economy, and strengthening downtown as a community and cultural hub.

The CEDS identifies Arts, Entertainment, and Recreation as an emerging sector that enhances quality of life, tourism, and workforce attraction. While representing a small share of regional employment, the strategy emphasizes the importance of creative amenities as catalysts for entrepreneurship, innovation, and community vitality.

By investing in interactive musical infrastructure, public art, and flexible event amenities, the project directly addresses the CEDS goal of identifying placemaking opportunities that improve public spaces and foster an entrepreneurially supportive environment. The library commons will serve as a low-barrier platform for artists, musicians, educators, and community organizations to engage the public.

The project also supports regional goals related to downtown revitalization, visitor experience, and livability—strengthening Stevens Point’s role as a cultural and economic center within the region.

8. Budget Narrative

- i. Provide a narrative describing each line item included in the project budget (limit 250 words).

The project budget supports infrastructure improvements, public-space enhancements, signage, and seasonal equipment to activate the **Library Alley and surrounding library commons** as a vibrant, interactive, and programmable public space, while also supporting event programming on **Main Street**.

LOOK FORWARD ➤

Library Alley Improvements (\$79,607.21) include concrete replacement (\$27,175.56) and upgraded lighting (\$14,508.00) to improve safety, accessibility, and visibility. Public space enhancements include mural creation and enhancement (\$12,220.00), interactive musical features (\$22,500.00), landscaping (\$1,263.65), and project and sponsor recognition signage (\$1,940.00). Together, these investments transform the alley and adjacent commons into a welcoming destination featuring permanent, interactive percussion elements that support social, cognitive, and emotional engagement for users of all ages.

Event Programming and Seasonal Equipment (\$30,835.77) provide the Downtown Business Improvement District with the tools needed to activate the space year-round. These items include bistro tables and high chairs (\$5,809.40), event signage (\$1,389.90), a portable stage with lighting and sound system (\$10,736.32), a large tent and mobile information booth (\$4,245.00), portable tables, chairs, and transport dollies (\$7,015.00), and games and interactive activities (\$1,640.15). These assets allow for flexible programming in the library commons and on Main Street, support multiple event types, and increase the capacity for community gatherings and partnerships. Together, these investments total **\$110,442.98** and provide both permanent placemaking infrastructure and flexible programming assets to ensure long-term activation.

9. Project Budget

- i. At the time of application, 80% of total project funding should be secured with a strong plan for raising the remaining funds. Describe your anticipated funding sources, and indicate which commitments are secured and your plan for any outstanding sources (limit 250 words).

The total estimated project cost is **\$110,442.98**. At the time of application, **100% of project funding is secured**, meeting WEDC requirements for financial readiness.

The project requests **\$50,000** from the **WEDC Community Development Investment – Vibrant Spaces Grant**, which will be applied to eligible public-space enhancements and infrastructure improvements including concrete replacement, lighting upgrades, murals, interactive musical features, landscaping, and associated site improvements within the Library Alley and library commons area.

The **Downtown Business Improvement District (BID)** has committed **\$50,442.98** toward the project and has sufficient unrestricted operating reserves to fully cover its share of project costs if necessary. While the BID anticipates using approximately **\$15,000** in allocated district funds as a permanent contribution, the remaining BID-funded amount represents a secured bridge commitment that ensures full project delivery regardless of fundraising outcomes.

The **City of Stevens Point** has committed **\$10,000** toward public infrastructure improvements and will provide ongoing maintenance support through the Parks & Recreation Department.

The BID has initiated conversations with donors and sponsors and plans to secure private contributions to reimburse a portion of BID project expenses, particularly for highly visible elements such as interactive musical features, event equipment, seating, and signage. These sponsorships will reduce the BID's net expenditure but are not required for project completion.

All funds necessary for project implementation are secured, ensuring readiness to proceed within the proposed timeline.

LOOK FORWARD ➤

Downtown BID Board Meeting Minutes
3 February 2026 at 2:30 pm at SPACVB

Secretary: Craig D Cook

Agenda: Downtown Business Improvement District Board Meeting

Roll Call: Hana Cutler, Jarod Kivela, Craig Cook, Mark Christianson, BJ Welling, Kris Carnes, Tara Manzke, Brian Cummins

Public Comments: Unhoused, conversation, can we start having a more transparent monthly briefing on what is actually being action.

Troy Hynoski- supported Craig Cook on looking for updated action on what's happening.

Guest Speaker: No Guest Speaker

City Staff Updates: Jarod Kivela, Commonwealth Company at the Shopko building, the company has applied for tax credits, and the site itself is being looked at for additional parking and land contamination. The city is looking for Grants, to help with this project.

- Lot 8, Green parking to the North, market rate, owner owned project.
- Old Weber Tackle building, is starting to be demolished
- Great lakes / Old Dunham's loan building has interest
- Unhoused- it has stalled in conversation for a 24hour shelter.
- However, Franciscans will be moving out of the downtown and providing a meal at the Salvation Army. This is possibly happening prior to summer of 2026.

Treasurer Report: BJ Welling

- Primary Point of accounting for the BID, there were some obvious discrepancies – Brian Cummings I
- it will take about 6 weeks to reconcile the books, due to the city finances.

Downtown Executive Director Report: Karen/ Brian Cummings,

- Karen submitted a written report. Karen's accomplishments from the previous month- (will list after meeting)

Event Coordinator Report: Kris Carne

- Need chairs for events,
- 2026, Events with board member being established
- Shop Small- Tara
- Downtown Christmas- Mark
- Christmas Parade- Brian
- Wine Walk- BJ
- Discover Downtown
- Kris- talking to someone in emergency management.

- Kris or Karen to play music downtown by the ice rink end of February
- Notes at Night, only 2 slots available to fill for Wednesday nights.

Board Chair Report: Brian Cummings

- May 5th in the day of giving, communicate to businesses. How do we communicate information out to our constituents.
- We are still short a board member and are actively searching.
- Going to talk to Mayor about who he or who can we appoint for the last board position.

Work Groups:

1) Promotion Work Group- Tara:

- February 16th, 20, 27, March 6th, UWSP admitted student day (SP) What discounts do we offer? 10% off your sale? What businesses offer this to bring the day off? Or are coupons offered?
- Grant Writing professional to be available to BID constituents.

2) Design Work Group Lead: Hannah

- Trying to get a grant for possible design work.
- Library alley, mural, possibly get fixed or re-done
- More consistency with the appearance of the downtown main street.
- Need to start looking into downtown beautification.

3) Economic Vitality Work Group Lead: BJ

- The decision has been made to scrap the grant for the two-business location downtown and is now focusing on the North Side yard to possibly fill a spot there with the grant. Property owners have been 50/50 notified of these changes.

Nothing from Organization Work Group

-Approve Meeting Notes from January

Motion for approval- BJ, Mark Second, AIF

-Discuss and approve MOU for intern Partnership with Farmers Market Association and City of Stevens Point:

Motion for approval- Hannah, 2nd by Craig, AIF

Meeting Adjournment at 4:22 pm as the agenda was exhausted.

SUNRISE BROADCASTING CONTRACT

WAVL WJMT

Date: 02/10/26 **Account Rep:** Cindy O
Advertiser: Downtown Stevens Point - BID
City of Stevens Point- Downtown Business Improvement District
Contact: Karen M
Address: 1105 Main St. Suite A
City: Stevens Point **ST:** Wi **ZIP:** 54481
Phone: 715-496-0823 **Cell:** _____ **Fax:** _____
Email: Kmargelofsky@stevenspoint.com

Agency (EDI) Order Info Only
Estimate #: _____
Adv. Code: _____
Product Code: _____
Rep Order #: _____
Station Order #: _____
Product Name: _____

Estimate #: WAVE Studio Sponsor 2026
PO #: _____

Conflicts: City government
Area events

Revenue Type	Revenue Source	Billing Cycle	Inv. Type
<input checked="" type="checkbox"/> Cash	<input checked="" type="checkbox"/> Local <input type="checkbox"/> National <input type="checkbox"/> PSA	<input checked="" type="checkbox"/> Calendar	<input checked="" type="checkbox"/> Detail
<input type="checkbox"/> Prepay	<input type="checkbox"/> Direct <input type="checkbox"/> Political	<input type="checkbox"/> Broadcast	<input type="checkbox"/> Co-op Notarized Affidavit
<input type="checkbox"/> Trade	<input type="checkbox"/> Agency <input type="checkbox"/> Promo	<input type="checkbox"/> End of Schedule	<input type="checkbox"/> Notarized Affidavit

Email Invoice/Statement: Yes No Email to: Kmargelofsky@stevenspoint.com

Start Date 02/10/26 **End Date** 12/31/26
(Order dates start to finish, including those outside of billing & schedule)

Notes/Comments
1 ad per day Mon-Fri Billboard opener ea hr Return Billboard 1x hr Banner/logo/link on web site 28 promos with business mention ea week

Package Name Wave Studio Sponsor 2026
Level Billing 370 *per month*
Start Month Feb End Month December

SCHEDULE													
BEGIN	END	DAYPART	LEN	M	T	W	TH	F	SA	SU	RATE	TOTAL SPOTS	TOTAL AMOUNT
02/10/26	12/31/26	6a-6:05a	05	1	1	1	1	1			pkg	22	
		7a-7:05a		1	1	1	1	1				22	
		8a-8:05a		1	1	1	1	1				22	
		6:30-6:35a		1	1	1	1	1				22	
		7:30-7:35a		1	1	1	1	1				22	
		8:30-8:35a		1	1	1	1	1				22	
		6a-9a	60	1	1	1	1	1				5	
	promos	6a-7p	10	6	6	6	6	6				132	
TOTALS												pkg	370

Rights to this advertising may not be assigned, transferred, or offered by resale by the Advertiser to any third party, agency, time broker, political or otherwise be used in any way other than in accordance with the terms of this agreement. All advertisements, messages, products, and services are subject to prior approval of Sunrise Broadcasting, LLC and must comply with the rules, policies, standards, practices and regulations of Sunrise Broadcasting, LLC, the Federal Communications Commission, and any other governmental body with jurisdiction. This station does not discriminate in the sale of advertising time and will accept no advertising that is place with the intent to discriminate based on race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for the discriminatory purpose, including and not limited to decisions not to place advertising on particular stations based on race, gender, national origin or ancestry.

Advertiser: _____ **Date:** _____

Account Rep.: Cindy Opichka **Approved By:** _____

SUNRISE BROADCASTING CONTRACT

WAVL WJMT

Date: 02/10/26 **Account Rep:** Cindy O
Advertiser: City of Stevens Point-Downtown Business Improvement District
Agency: _____
Contact: Karen M
Address: 1105 Main St. Suite A
City: Stevens Point **ST:** Wi **ZIP:** 54481
Phone: 715-496-0823 **Cell:** _____ **Fax:** _____
Email: Kmargelofsky@stevenspoint.com

Agency (EDI) Order Info Only
Estimate #: _____
Adv. Code: _____
Product Code: _____
Rep Order #: _____
Station Order #: _____
Product Name: _____

Estimate #: Studio Sponsor Events Package
PO #: _____

Conflicts: City Government
Area Events

Revenue Type	Revenue Source	Billing Cycle	Inv. Type
<input checked="" type="checkbox"/> Cash	<input checked="" type="checkbox"/> Local <input type="checkbox"/> National <input type="checkbox"/> PSA	<input checked="" type="checkbox"/> Calendar	<input checked="" type="checkbox"/> Detail
<input type="checkbox"/> Prepay	<input type="checkbox"/> Direct <input type="checkbox"/> Political	<input type="checkbox"/> Broadcast	<input type="checkbox"/> Co-op Notarized Affidavit
<input type="checkbox"/> Trade	<input type="checkbox"/> Agency <input type="checkbox"/> Promo	<input type="checkbox"/> End of Schedule	<input type="checkbox"/> Notarized Affidavit

Email Invoice/Statement: Yes No Email to: Kmargelofsky@stevenspoint.com

Start Date 02/10/26 **End Date** 12/31/26
(Order dates start to finish, including those outside of billing & schedule)

Package Name Studio Sponsor Events Package

Level Billing _____ *per month*
Start Month _____ **End Month** _____

Notes/Comments
Walk Don't Run- May 9 th International Make Music Day-June 21 st Halloween Oct 24 th Shop Small November 28 th Downtown Christmas Dec 12 th SCHEDULING ORDER

SCHEDULE													
BEGIN	END	DAYPART	LEN	M	T	W	TH	F	SA	SU	RATE	TOTAL SPOTS	TOTAL AMOUNT
05/09/26	05/09/26	Remote							x				
05/05/26	05/08/26	Remote Promos	15		4	4	4	4					
04/01/26	05/08/26	5:45a-9p	30	5	4	5	4	5	5		pkg		
05/25/26	05/31/26	5:45a-8p	30		5		5	5		5			
06/01/26	06/07/26	5:45a-9p	30	5		5		5		5			
06/08/26	06/21/26	5:45a-8p	30	5	5	5	5	5			pkg		
10/19/26	10/23/26	5:45a-8p	30	3	3	3	3	3					
10/21/26	10/23/26	Remote Promos	15			4	4	4					
10/24/26	10/24/26	Remote							x		pkg		
12/12/26	12/12/26	Remote							x				
12/08/26	12/11/26	Remote Promos	15		4	4	4	4					
12/01/26	12/05/26	5:45a-9p	30	4		4		4					
12/07/26	12/11/26	5:45a-9p			4		4	4			Pkg		
TOTALS												Pkg	0
0													

SUNRISE BROADCASTING CONTRACT

Rights to this advertising may not be assigned, transferred, or offered by resale by the Advertiser to any third party, agency, time broker, political or otherwise be used in any way other than in accordance with the terms of this agreement. All advertisements, messages, products, and services are subject to prior approval of Sunrise Broadcasting, LLC and must comply with the rules, policies, standards, practices and regulations of Sunrise Broadcasting, LLC, the Federal Communications Commission, and any other governmental body with jurisdiction. This station does not discriminate in the sale of advertising time and will accept no advertising that is placed with the intent to discriminate based on race, gender, or ethnicity. Advertiser hereby certifies that it is not buying broadcasting airtime under this advertising contract for the discriminatory purpose, including and not limited to decisions not to place advertising on particular stations based on race, gender, national origin or ancestry.

Advertiser: _____ Date: _____

Account Rep.: Cindy Opichka _____ Approved By: _____

RE: 2026 WAVE 100.5 Advertising Contract

From cindy@sunriseamfm.com <cindy@sunriseamfm.com>
Date Wed 2/11/2026 10:12 AM
To Karen Margelofsky <kmargelofsky@stevenspoint.com>
Cc DowntownBID2 <tmanzkebid@gmail.com>; 'Kristeen Carne' <kristeencarne@yahoo.com>; DowntownBID5 <briancumminsspbid@gmail.com>

Hello all!

I gave you an Events Schedule and a Billing Order.
The Billing order is \$370 x11 months for the Studio Sponsor. Total is \$4070.00.

All the EVENTS are no extra charge; we made it part of the Studio sponsorship. You do not pay extra for the events we are LIVE for as listed on the EVENT schedule.
We have also kept you running consistently giving you January at no charge.
(We put it in our system monthly- That's why the Billing order shows \$370)

This does NOT need to be paid in advance.

Please let me know if you need anything else!

Cindy

From: Karen Margelofsky <kmargelofsky@stevenspoint.com>
Sent: Tuesday, February 10, 2026 4:35 PM
To: cindy@sunriseamfm.com
Cc: DowntownBID2 <tmanzkebid@gmail.com>; Kristeen Carne <kristeencarne@yahoo.com>; DowntownBID5 <briancumminsspbid@gmail.com>
Subject: Re: 2026 WAVE 100.5 Advertising Contract

Cindy,

Thanks for sending me these contracts. I still don't see what the contract amount will be for the BID, can you help me so I can explain this to the board and finance team?

Warmly,

Karen Margelofsky (She/Her)

BID-Executive Director

Stevens Point Downtown &

Portage County Business Park

Business Improvement Districts (BIDs)

kmargelofsky@stevenspoint.com | [Website](#) | [Facebook](#) | [Instagram](#) | [City Public Meeting Postings](#)

Office: 715-344-2556

Mobile: 715-496-0823

Please update your records: The contact email for the Stevens Point Business Improvement District (BID) has changed. Kindly replace ckreuser@stevenspoint.com with kmargelofsky@stevenspoint.com, as I've stepped into this role. Thank you!

From: cindy@sunriseamfm.com <cindy@sunriseamfm.com>

Sent: Tuesday, February 10, 2026 4:23 PM

To: Karen Margelofsky <kmargelofsky@stevenspoint.com>

Cc: DowntownBID2 <tmanzkebid@gmail.com>

Subject: 2026 WAVE 100.5 Advertising Contract

Karen,

I have attached this year's contract (s)

I have the main Feature Billed as Studio Sponsor which includes ads.

I also did a Scheduling Order for the EVENTS we are covering.

This will blanket the events listed with both ads for the BID in general -like last year, plus the remote dates, promos and ads.

As last year, we will promote other events as necessary- exp: Wine Walk and Notes @ Night with on air reads from the Downtown Stevens Point Businesses Studio!

Any questions please let me know and we can talk more Friday.

Upon approval I will submit these and get the new ads running!

Have a great week!

Cindy Opichka

Sales Manager

Sunrise Broadcasting LLC

1415 Merrill Ave Suite 150

Wausau Wi 54401

Cell-715-846-3574

Office- 715-845-8218

cindy@sunriseamfm.com



**STEVENS
POINT** AREA

INVOICE

Invoice #: 1012026
Invoice date: 2/27/2026

1105 Main Street Suite A
Stevens Point, WI 54481
P: 715-344-2556
info@stevenspointarea.com

Bill to: Stevens Point BID
Address: 1105 Main Street
Stevens Point, WI
Phone: 715-496-0823

Item #	Description	Year	Price	Sub Total	Total
Office Space	Rental Agreement	2026	\$500.00		\$500.00
				Invoice Subtotal	\$500.00
				TOTAL	\$500.00

MEMORANDUM OF UNDERSTANDING

Between the Stevens Point Area Convention & Visitors Bureau and the Stevens Point Business Improvement District

This Memorandum of Understanding (MOU) is entered into by and between the Stevens Point Area Convention & Visitors Bureau (SPACVB) and the Stevens Point Business Improvement District (BID).

1. Purpose

The purpose of this MOU is to outline the terms and understanding regarding office space usage and related resources provided by the SPACVB to the BID.

2. Location

The office space covered under this agreement is located at:
1105 Main Street Suite A
Stevens Point, WI 54481

3. Space and Resources Provided

The SPACVB agrees to provide the BID with the following:

- Office space within the building
- Basement storage space
- Access to office supplies including paper and copier usage

These resources are intended to support the operations of the BID.

4. Financial Terms

The BID agrees to the following payment structure:

- **2026:** A total annual cost of **\$500**
- **2027:** **\$150 per month**

Payment timing and method may be coordinated between both parties.

5. Term of Understanding

This MOU will begin on January 1, 2026, and will remain in effect until modified or replaced by mutual written agreement of both parties.

6. General Understanding

This MOU reflects the cooperative relationship between the SPACVB and BID and is intended to clarify expectations regarding shared space and resources. Both organizations agree to maintain open communication regarding facility use and operational needs.

7. Amendments

Any changes to this MOU must be agreed upon in writing by both parties.

Signatures

Stevens Point Area Convention & Visitors Bureau

Signature:

Name: Jodi Maguire

Title: Executive Director

Date:

Stevens Point Business Improvement District

Signature:

Name: Karen Margelofsky

Title: Executive Director

Date: