



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

- Alderperson Christianson
- Tara Manzke
- Hana Cutler
- Tim Schertz
- Brian Cummins
- Robert Welling
- Craig Cook

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	June 2, 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
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
 - C. Economic Vitality Work Group Lead
 - D. Organization Work Group Lead

Discussion and Possible Action on:

1. Approve Meeting Minutes from May 5, 2026.
2. Discussion and possible action on Communication Policy, Event Communication and Quick Guides.
3. Discussion and possible action on Organization Work Group Chair Appointment.
4. Discussion and possible action on Corporate Investor List and Board Fundraising assignments.
5. Discussion and possible action on quote for repairing Fountain Control Board \$6,500.
6. Approve purchase of items recommended by Design Work Group for Alley Activation Project.
7. Approve paying unpaid balance of \$100 for Make Music Day Alliance dues.
8. 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.

Stevens Point Downtown BID Executive Director Report

June 2, 2026 Board Meeting

During the past month, efforts remained focused on supporting downtown businesses, strengthening community partnerships, advancing key projects, planning events, pursuing funding opportunities, and continuing organizational development initiatives for both the Downtown and Business Park BIDs. As we enter the summer season, a significant organizational priority will be securing community and corporate investment to support current programs, Vibrant Spaces initiatives, and future downtown revitalization efforts.

Economic Vitality & Business Development

I attended several networking and professional development opportunities to strengthen relationships with local businesses and community partners, including the Portage County Business Council (PCBC) X-Change Marketing Session, Business After 5, SalesNet Lunch, the Mid-State Technical College LEAD Conference, and the Stevens Point Area Convention & Visitors Bureau (CVB) FAM Tour. These events provided valuable opportunities to promote Downtown Stevens Point, build new business connections, and identify potential partnerships.

I met individually with Candace, Branch Manager at Nicolet Bank, to discuss the BID's work and explore future partnership opportunities. As a result of that meeting, I have been invited to present to the local Rotary Club in June.

I also participated in demonstrations with Locable and Yodel to evaluate potential tools for website, community calendar, and business promotion enhancements.

In addition, I continue to connect businesses with available grant and technical assistance opportunities and gather feedback from business and property owners to better understand current needs and challenges within the district.

Business Support & Training

Following a WEDC opportunity that became available when another community was unable to host, Stevens Point was selected to host the Destination Creation Seminar on June 15-16. Through coordination with Mid-State Technical College, I secured meeting space at no cost through Dean Ben and have been recruiting participants. Currently, seven businesses are registered, representing eleven attendees. Day one consists of a full-day educational seminar, while day two provides individualized 50-minute consulting sessions for each participating business.

I have also been recruiting local small-scale producers for participation in a national small business accelerator program and currently have one producer registered, along with my

own participation to better understand the resources available and support future recruitment efforts.

I attended a Solar Opportunities Webinar and coordinated a joint informational presentation with the City, County, and solar representatives to educate Downtown and Business Park businesses on available opportunities. The presentation is scheduled for June 9 at 3:00 p.m. at the Transit Center.

In partnership with the Stevens Point Police Department, I coordinated a Downtown business meeting regarding resources and current efforts related to the unhoused population. This meeting is scheduled for June 2 at 10:00 a.m.

Promotions, Partnerships & Events

Significant time was dedicated to final planning and implementation of the inaugural Walk Don't Run Downtown event. I assisted with event preparation, coordination, and day-of operations alongside Events Coordinator Kris Carne.

Additional event planning activities included:

- Development and launch of the Downtown Wine Walk business participation registration.
- Creation of the Night Market vendor application.
- Creation of the Discover Downtown vendor application.
- Creation of the Discover Downtown Car Show interest form.
- Coordination and promotion of upcoming summer programming.

I onboarded our new intern, Lydia Johnsrud, who assisted with preparations and operations for the first Notes @ Night event of the season. Lydia and I successfully hosted the season kickoff event.

To support Notes @ Night and strengthen relationships with local taverns and beverage distributors, I attended several meetings with Badger Liquor, General Beverage, and Tito's to discuss promotional opportunities, attendee incentives, and event support. These conversations identified limitations associated with our governmental nonprofit structure, as some organizations are unable to provide donations directly to municipal entities.

As a result, I am exploring options for establishing a 501(c)(3) structure through the Friends organization while maintaining our relationship with the City. I plan to discuss potential organizational and legal options with Attorney Logan.

Community Partnerships & Downtown Stewardship

A positive example of community stewardship occurred when BMO Bank organized an Adopt-a-Block cleanup effort for the block surrounding their downtown location. This initiative demonstrates how business-led beautification efforts can positively impact the

district, and I hope to expand the program by coordinating additional volunteer cleanup days throughout downtown.

Additionally, the Mayor forwarded information regarding a private company that has expressed interest in providing downtown cleanup services. A proposal was received with an estimated cost of approximately \$10,000 and could be evaluated alongside other maintenance and beautification strategies.

Vibrant Spaces Grant & Library Alley Project

Work continues to advance the Vibrant Spaces Grant project and Library Alley improvements.

Key milestones completed or underway include:

- Secured the signed mural agreement from the Laabs family and forwarded documentation to the City for its records.
- Coordinated with Parks & Recreation to remove the existing mural prior to June 12.
- Scheduled the muralist to paint the background mural July 7-9.
- Coordinated power washing of the project area by Parks & Recreation prior to mural installation.
- Working with City departments on improvements to the southern flower bed, including new plantings planned for June and July.
- Continued collaboration with the Design Work Group and local artists on additional interactive elements within the alley.
- Coordinating final design concepts for artistic lamp posts and exploring fabrication timelines.
- Working with the Streets Department regarding garden preparation and concrete improvements.
- Coordinating with Bushman Electric on lighting upgrades and vinyl installations.

The Design Work Group recently met with a local artist to discuss several interactive public space concepts that would complement the alley activation efforts while expanding beyond the musical elements currently planned for the project.

Organizational Development & Administration

Routine administrative responsibilities continue, including processing invoices, obtaining project quotes, managing communications, supporting board and work group activities, maintaining records, and preparing materials for meetings and events.

Significant time was also devoted to board meeting preparation, project coordination, sponsorship development, implementation planning, and partner outreach for upcoming initiatives.

Business Park BID Updates

Work continues on several key Business Park initiatives:

- Continued progress on the Business Park rebranding project.
- Completed review of the Deed Restrictions and Protective Covenants revisions; awaiting final edits from City staff.
- Ongoing development of a comprehensive Business Park property owner contact database.
- Solicited additional quotes for roadway repairs within common areas.
- Coordinated efforts to address electrical repairs and fountain maintenance to restore all fountains to full operation.

Looking Ahead

June will be a critical month for advancing both project implementation and long-term organizational sustainability. A primary focus will be securing investors and strategic partners to support downtown programs, events, placemaking initiatives, and future revitalization projects.

The recently completed Investor Guide will serve as the foundation for these conversations, and board members will play an important leadership role in helping identify, cultivate, and engage key community and corporate partners. By leveraging existing relationships and community connections, we have an opportunity to build a stronger and more sustainable funding model that supports our mission and vision for Downtown Stevens Point.

Additional priorities include:

- June 2 Downtown business and police resource meeting.
- June 9 Solar Opportunities Presentation.
- June 15-16 Destination Creation Seminar.
- Continued recruitment and support for Downtown Wine Walk participation.
- Summer event implementation and promotion.
- Vibrant Spaces project coordination and implementation.
- BPBID-Business Park rebranding and infrastructure improvements.
- Continued business outreach, grant assistance, partnership development, and sponsorship opportunities.

Respectfully submitted,

Karen Margelofsky

Executive Director

Stevens Point Downtown Business Improvement District

Stevens Point Business Park BID

June BID Board Meeting Notes Events Coordinator

From Kristeen Carne <kristeencarne@yahoo.com>

Date Wed 5/20/2026 6:34 PM

To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Hi Karen, this is a brief update. If anyone has questions, I think you can cover anything they might need. Please feel free to add, edit as you wish,

- Walk Survey has gone out to businesses. We'll report back after we have results.
- Make Music Day (MMD). We will be receiving 20 harmonicas from MMD and waiting to hear about drum sticks as well as date for public piano to be up at the stage by bus stop.
- Notes @ Night (N@N): update on collaboration with Farmers Market/night market and tavern/vendor collaborations.
- Discover Downtown (DD): Permit has been approved. No takers for car show to date, will continue to solicit with help of some local car club enthusiasts. (Other updates from Craig on National Guard)

- Wine Walk. Permit will go in first week of June. Businesses have until June 1st to sign up. We have a nice list of vendors to work with. Will stay mainly with Wisconsin wines, will have a couple US options and NA as well.

Downtown Stevens Point Alley Activation

PROJECT GOALS

- Increase visibility into and out of the alley
- Improve light levels in alley during the day & at night
- Provide unobstructed pathway from Clark Street parking lot & Main Street sidewalk
- Improve wayfinding to Main Street & Clark Street
- Add interactive element(s) to the alley or entrance areas on north or south end

GRANT ELIGIBILITY

- Public Space Enhancements (including, but not limited to alleys, programmable plazas and park spaces). Enhancements can include landscaping, lighting, art, water features, and other fixtures.
- Parklets, parking lot conversions, or parking space conversions.
- New public infrastructure projects (including site preparation and build-out of performance areas, programmable spaces and public restrooms to serve public spaces, and electrical)

CURRENT ALLEY EXPERIENCE



ALLEY ENTRANCE FROM CLARK STREET PARKING LOT ALLEY ENTRANCE FROM MAIN STREET



DARK BUILDING FACADES & "NO" SIGNS



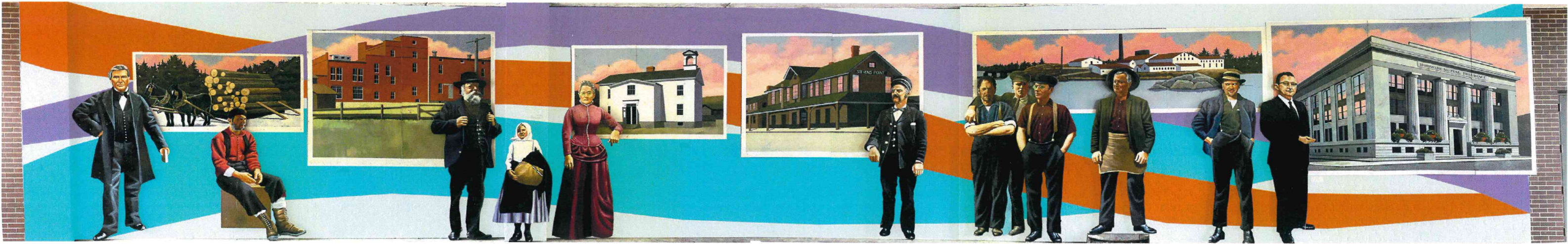
DARK PAINT BEHIND MURAL



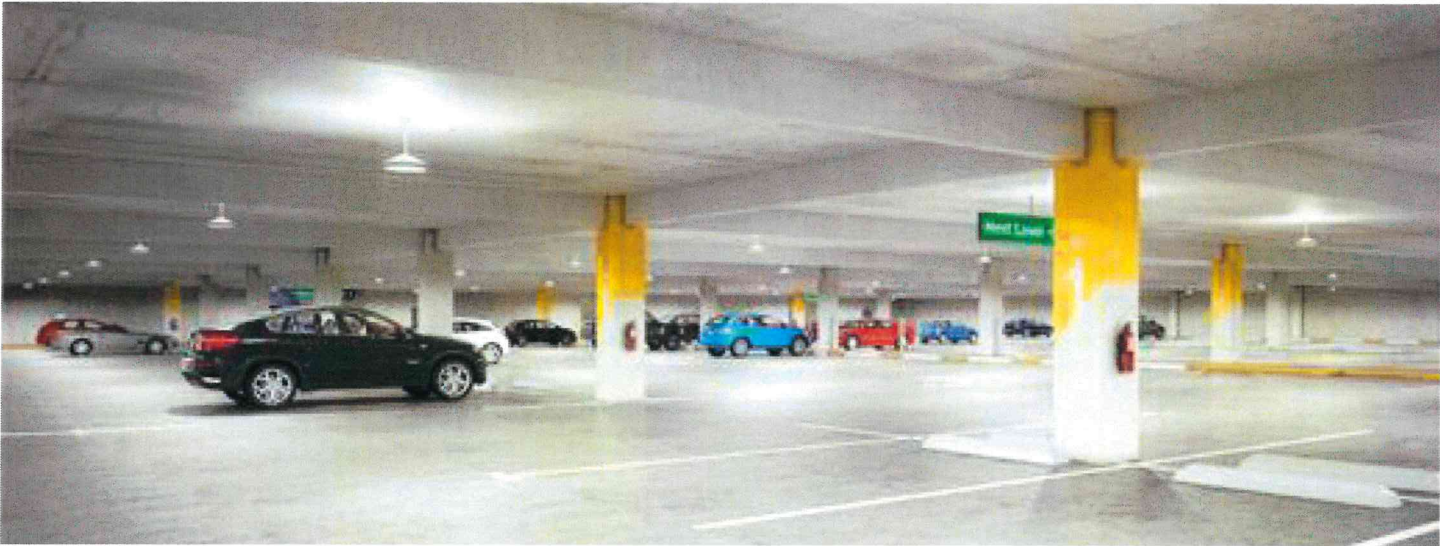
DIM LIGHTING

Downtown Stevens Point Alley Activation

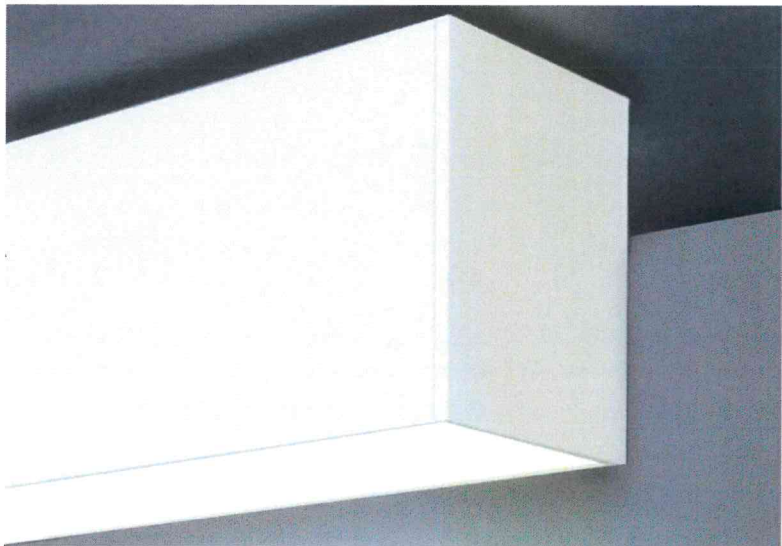
ALLEY TUNNEL IMPROVEMENTS



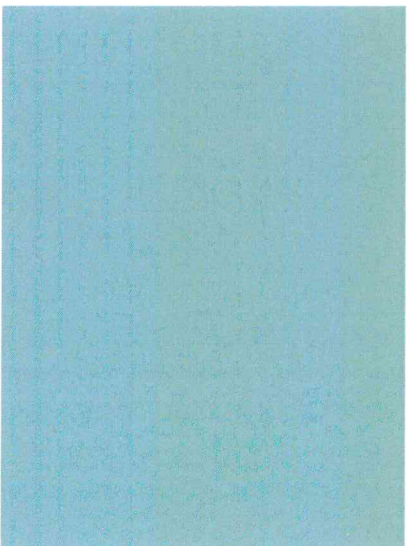
EAST WALL: PAINT WALL WHITE WITH COLORED RIBBONS



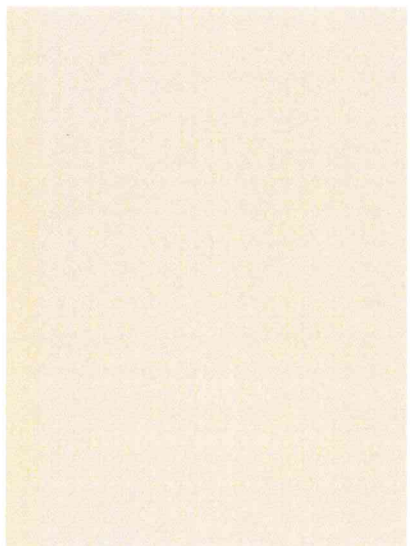
UPDATED LIGHTING TO REPLACE EXISTING LIGHTS



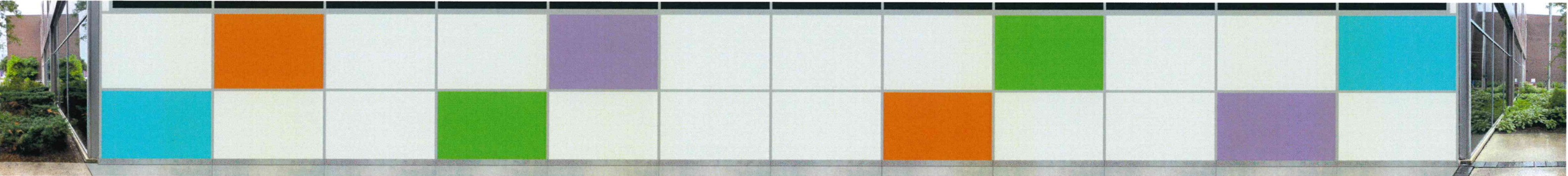
ADD WALL WASH LIGHTING



CEILING PAINT SW
DUTCH TILE BLUE



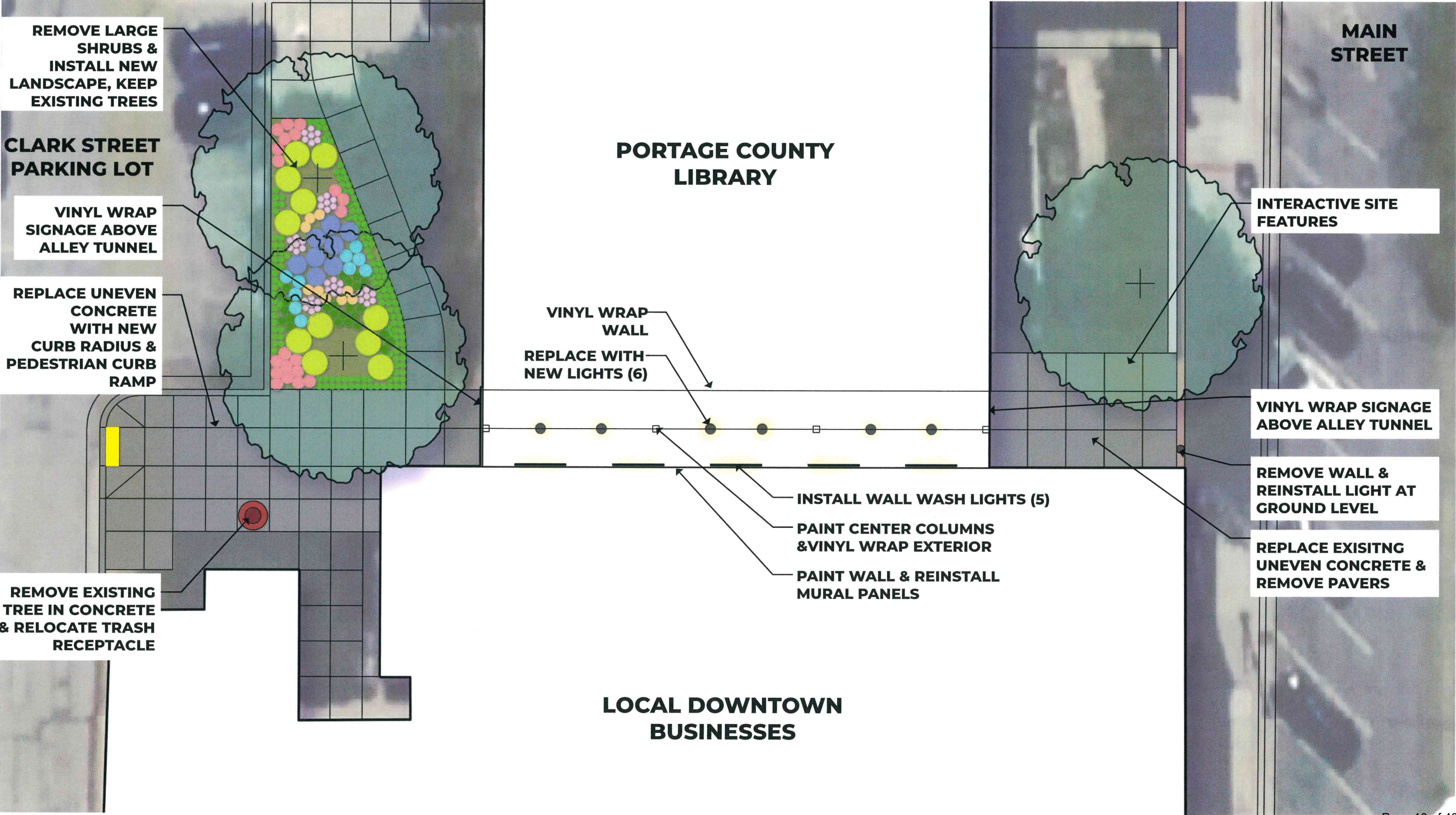
WALL PAINT SW
SHOJI WHITE



WEST WALL: WHITE AND COLORED VINYL WRAP

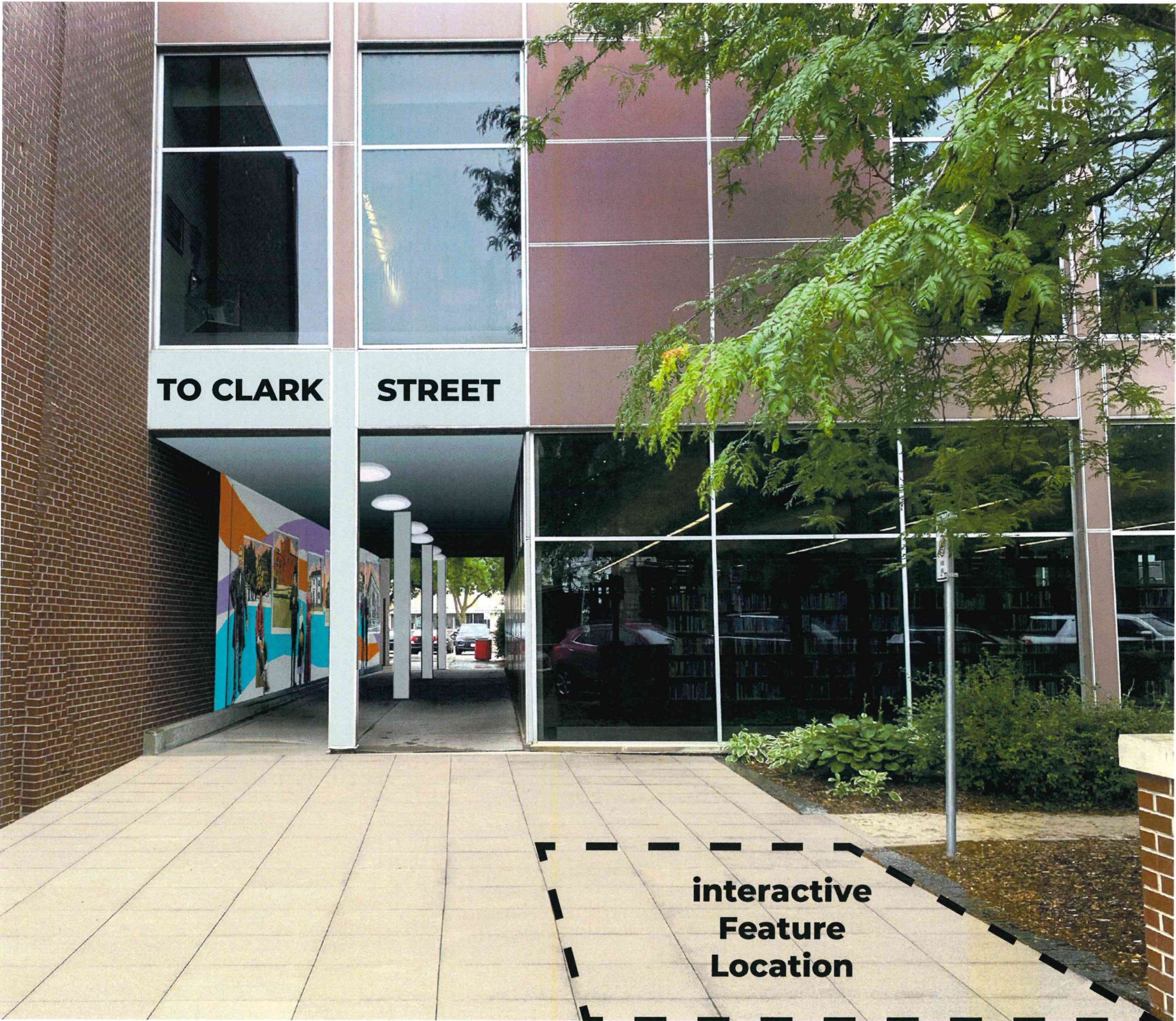
Downtown Stevens Point Alley Activation

SITE IMPROVEMENT PLAN



Downtown Stevens Point Alley Activation

MAIN STREET ALLEY ENTRANCE



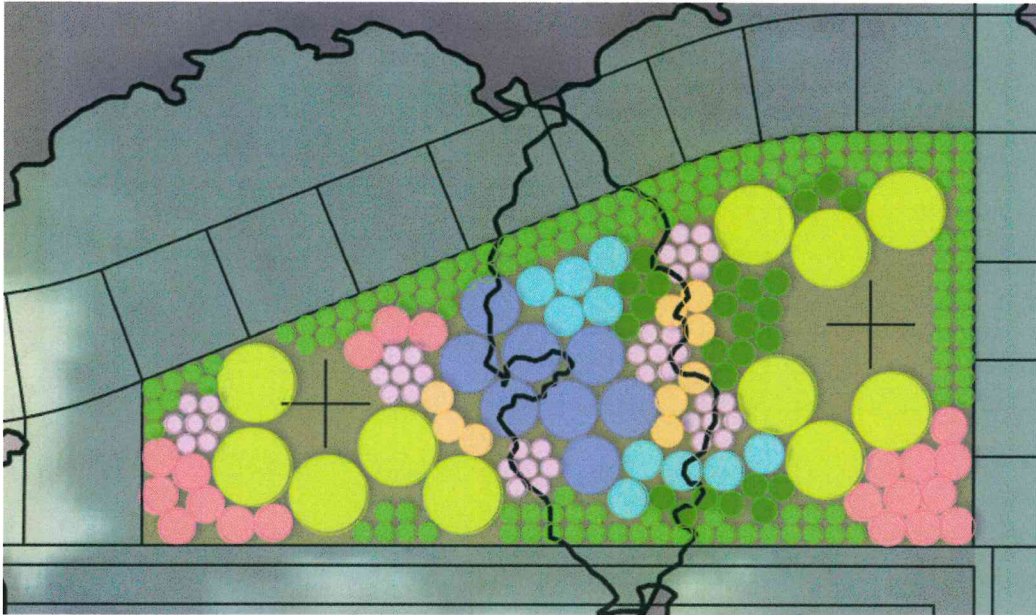
Downtown Stevens Point Alley Activation

CLARK STREET PARKING LOT ALLEY ENTRANCE



Downtown Stevens Point Alley Activation

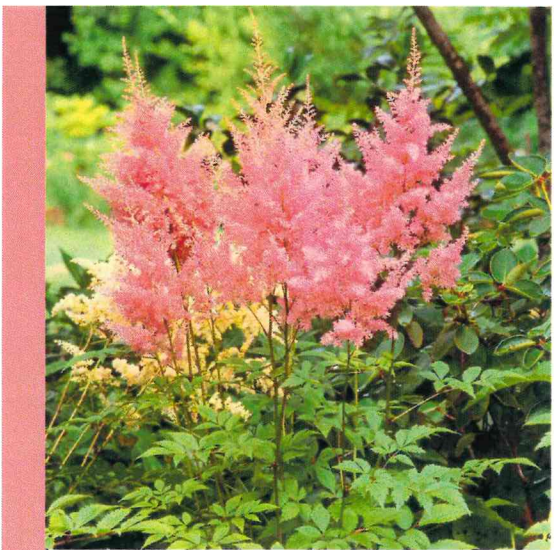
LANDSCAPE IMPROVEMENTS



SEDGE GROUND COVER



PRAIRIE DROPSEED



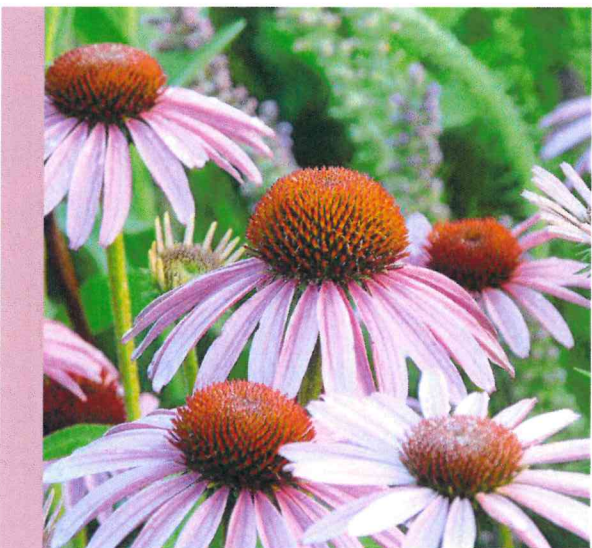
ASTILBE



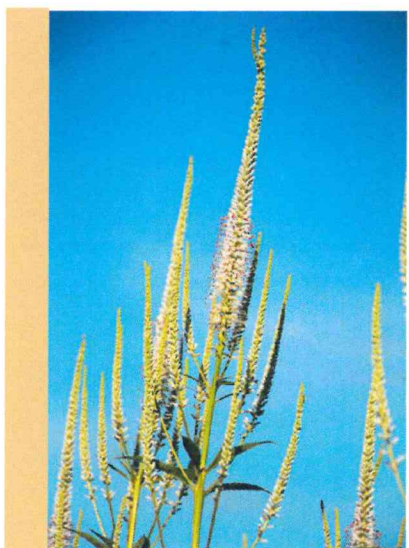
HOSTA - 24" WIDE



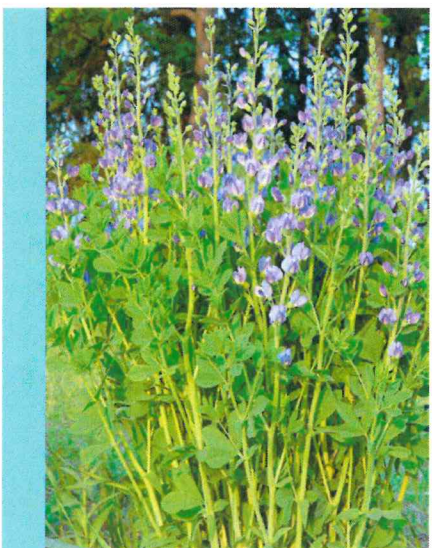
HOSTA - 48" WIDE



PURPLE CONEFLOWER



CULVER'S ROOT

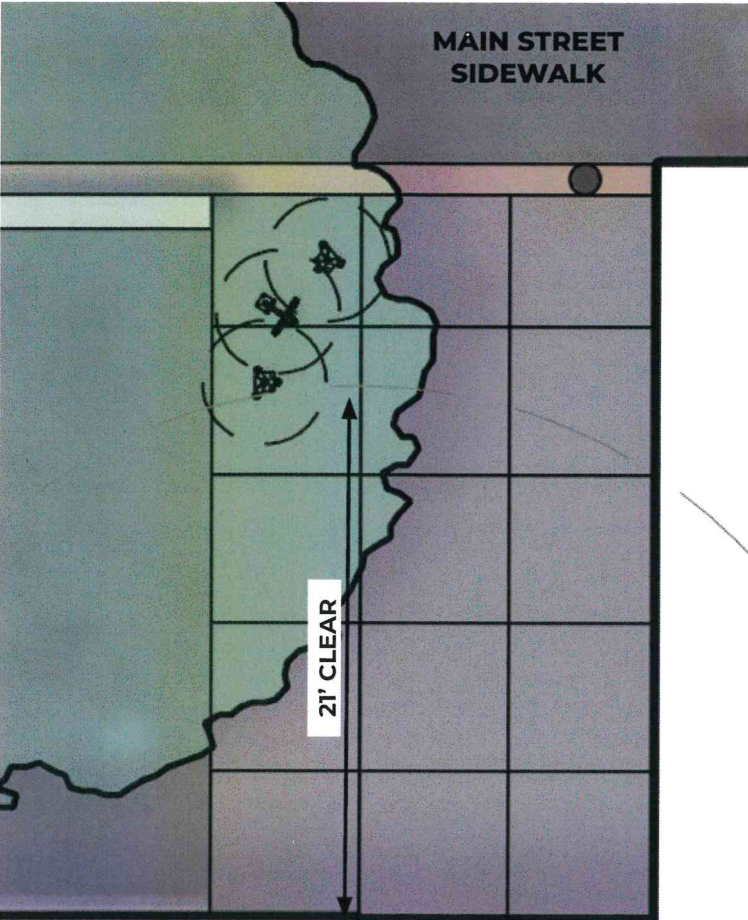


FALSE INDIGO

Downtown Stevens Point Alley Activation

INTERACTIVE FEATURE LOCATION AND OPTIONS

NORTH SIDE OF LIBRARY



OPTION A: INSTRUMENTS



Approx. 61 db & Approx. 67 db
Equivalent to normal conversation noise

OPTION B: PHOTO OP SIGN



State or city celebration photo opportunity.

OPTION C: SCIENTIFIC EXPLORATION



Users can experience scientific features through play and inquiry.

Downtown Mural Agreement

This agreement is made between the Stevens Point Downtown Business Improvement District ("DBID") in the state of Wisconsin and James E. & Patricia A. Laabs ("Owner"), for purposes of setting forth the agreement of DBID and Owner concerning the painting of a mural on the west side tunnel area of Owner's building at 1035 Main Street, Stevens Point (the "Building").

Legal Description

LOTS 1 & 2 CSM 5130 18-155 & A, B & C BNG PRT LOTS 1 & SM 3584-12-242 BNG PRT NE NW
S32 T 24 R8 TOGETHER WITH ESMT DES IN 577/455

Recognizing that the painting of a mural on the side of the Owner's Building will be of benefit to both DBID and Owner, DBID and Owner agree as follows:

1. Purpose: The purpose of this Agreement is to have the Owner permit the DBID and any designated department in the City to install, display, maintain, remove, and/or replace the historic mural painted on 4'x8' boards with a background painted on the wall on the Building that reflects the history, culture, and community identity of Stevens Point.
2. Design and Installation: The theme, design, and artistic direction of the mural being in the discretion of the DBID. Prior to installation, the DBID and Owner will agree upon any necessary wall preparation or modifications, if necessary, and other structures of the Building to accommodate the mural. Any agreed-upon modifications shall be completed at a cost being paid by the DBID, or as mutually agreed upon by both parties.
3. Term of Agreement: This Agreement shall remain in effect from the date of execution for at least ten (10) years ("Term"), unless terminated earlier as provided herein. The mural may remain on the Building during the Term. Any extension of this Agreement must be mutually agreed upon in writing by both parties.
4. Ownership of the Mural: The DBID retains ownership of the mural as an artistic work, including all associated rights such as copyright, marketing, exhibition, and reproduction.
5. Maintenance and Alterations: The DBID shall have the primary right and responsibility to maintain the mural and reserves the right to restore, repair, or replace the mural as needed.
6. Removal of the Mural: At the expiration or termination of this Agreement:
 - The DBID shall be responsible for removal of the mural, unless otherwise agreed in writing.
 - Removal shall occur within a mutually agreed-upon timeframe.
 - If removal is required due to building renovations, safety concerns, or structural issues, both parties will coordinate in good faith to determine timing and responsibility. If the Owner requests early removal, costs and responsibilities shall be negotiated and agreed upon in writing prior to removal.
7. Liability and Wall Condition: The Owner acknowledges and agrees that the DBID shall not be responsible for any damage to the Building wall or structure. The Owner releases and holds harmless

the DBID from claims related to normal wear, weathering, or pre-existing structural conditions of the Building. The Owner remains responsible for general building maintenance and structural integrity.

8. Use of Images: The DBID retains the right to photograph, reproduce, and promote the mural. The Owner may include images of the mural in marketing materials related to the Building or their business, provided such use is incidental and does not misrepresent ownership.

9. Interference and Access: The Owner agrees not to interfere with public viewing or enjoyment of the mural. The Owner agrees not to alter, obstruct, or damage the mural during the Term nor to undertake any modifications to the wall or adjacent areas that would impact the mural without prior written approval from the DBID. The DBID or it's appointed contractors shall have reasonable access to the Building wall for maintenance, repair, or removal of the mural with prior notice to the Owner. This also includes gentle pressure washing the area to provide a clean surface for touchup work.

10. Binding Effect: This Agreement shall run with the land and be binding upon the successors and assigns of both parties.

11. Termination: This Agreement may be terminated by mutual written agreement of both parties.

12. Entire Agreement: This document represents the entire agreement between the parties and supersedes any prior agreements related to the mural.

The parties respectively enter into this agreement this 28th day of May, 2020


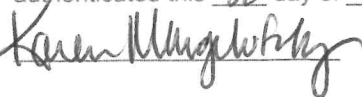
Signatures

Owners:  
James E. Laabs Patricia A. Laabs

Stevens Point Downtown Business Improvement District Board ^{Director} ~~Chair~~

Signed by:  Printed Name: Karen Margelofsky

AUTHENTICATION

Signatures of James E. Laabs, Patricia A. Laabs,
and  and
authenticated this 28 day of May, 2020


Drafted by Stevens Point Downtown BID Executive Director - Karen Margelofsky and reviewed by Attorney Andrew L. Beveridge, Mayor Mike Wiza, Dan Kremer and DBID Board.

Stevens Point Downtown Business Improvement District Board Meeting Minutes Tuesday, May 5th, 2026, at 2:30 pm in the SPACVB Conference Room

Opening Section: Brian Cummins – meeting called to order at **Start Time: 14:32**

1. Roll Call: Board Present: Brian Cummins, Ald. Marc Christianson, Tara Manzke, Hana Cutler, BJ Welling, Craig Cook, Tim Schertz

Staff: Karen Margelofsky (ED), Kris Carne (Events Coor.), Chris Klesmith (City)

Guests: Troy Hojnacki (Owner Grafitti's), Alexander Johnson (PC Public Library ED)

Brian welcomed our new board member Tim Schertz to the group and asked him to do an introduction. Tim stated that he has been a property owner in Stevens Point Downtown for over 30 years and has owned as many as 18 properties & some businesses at one time but now is down to 3 properties & one parking area and no businesses but still has a very strong interest in the success of the downtown and is glad to be a contributing member of the board.

2. Comments from the public on non-agenda items. Troy welcomed Tim to the board. Alexander stated he would like to speak on the WEDC Contract item.

3. General Reports and Updates

A. City Staff Updates, Lot A, condo building will start this year behind Great Northern Distilling. Shopko site should hear back from WHEDA this month to see if this project will continue to advance. Bus transfer center still in the works. Southern half of the Shopko site being worked for possible future development. Edgewater site is still being worked on pre-sale for townhome condos. City has a call for bids out for the new city hall which will close by May 19th.

B. Treasurer Report, Expenditures are as expected for salary's and wages for 2026. General Operating at 155k as of 1 May 2026. Audit price seems expensive \$3,300 seems high per BJ. Karen verified this is the actual expense per the invoice from Baker Tilly. Downtown bid financials look to be on track. \$22k from the friend's budget report as it currently stands for YTD end of March.

C. Downtown Executive Director Report

- i. Summary from Main Street America, Tulsa, OK
- ii. Monthly update for each work group. 50k grant was awarded for vibrant spaces, for library, alley project.
- iii. Quarter Social was held and about 15-20 people attended.

iv. Mural contract has been updated. Jim Laabs is reviewing the agreement that was reviewed and approved by Attorney Logan at the City, so it looks to be heading in the direction to get fixed and replaced.

4. Board Chair Report: Insurance for events has been worked and needs to be finalized and working with BJ on the audit for the BID finances.

5. Event Coordinator Report

Chris Carne: Weekend event of 9 May, the change will be not to (close) Main St. for Saturday. Make Music Day, awaiting to hear back if we will get free harmonica and drumsticks. Notes at Night: Lawn signs will be going out into the community; signs are changing from 5:30 to 6-8:30 pm for Music. Night Market will start in July-September 10 total markets, 15 music events. Night/Farmers market in July will start at 5-8:30 pm.

Discover downtown, permits have been submitted. Still working on having a car show on that day.

Wine Walk: letters to business will go out next week to get participation. Bars can participate but they must have an invoice of purchase. 1 wine sample, 1 food sample and non-alcoholic options.

6. Work Group Reports

A. Promotion Work Group Lead: Grant writing services and training. Email will be sent to the BID members this week.

B. Design Work Group Lead: Meet Thursday, group, for alley project.

C. Economic Vitality Work Group Lead: Group met once since last board meeting and met with Joy from Northside yard. Pivoting to something with more control. Shift efforts to maximize grants offered. Window re-opening grant and Facade grant.

D. Organization Work Group Lead: (Chair seat Vacant), Downtown Collect, social, presenter's lineup, all board members will need to assist with the fundraising efforts to corporate supporters.

Discussion and Possible Action on:

1. Approve Meeting Minutes from March 3, 2026.
“(February financials) change from March were approved, and Water street changed to 2nd street for the city updates”, BJ moved, Tara 2nd, all in favor, Tim Schertz abstain as he was not in attendance last month. Ald. Christianson added

that the Franciscans feeding of the unhoused has shifted to 1 June, being moved from 1 May due to volunteers at the Salvation Army location.

2. **WEDC Vibrant Spaces Contract:** public comment from Library Executive Director Alexander Johnson: Nonsound based features since the library windows are porous so sound travels. BJ- recommends having complete buy in on the library board for what interactive features or not. Jarod will be the signature for the WEDC contract. Hannah makes a motion to accept contract, Marc Christenson, 2nd, all approved.
3. **Communication Policies & Quick Reference Guides:** Karen presented the newly developed policy and guides and informed that they were presented to the promotion work group but that this is just a first draft and stated that she would like to add a section on board emails regarding having a designated email separate from their personal emails that is owned by the DBID but required to be used for all board communications and will be subject to open records request should we ever receive one. This item was tabled for the next meeting to have more input and to make the noted additions.
4. **Adjournment.** Meeting was adjourned at 16:17

Reported by and certified by Craig Cook, Secretary

Stevens Point Downtown BID

Communication Policy



Purpose: This policy establishes clear, consistent, and transparent communication practices for the Stevens Point Downtown Business Improvement District (BID). It ensures that information is shared appropriately, supports effective collaboration, protects sensitive discussions, and maintains a strong and consistent organizational identity.

Scope: This policy applies to:

- Board of Directors
- Staff and contractors
- Work group participants (Economic Vitality, Design, Promotion, Organization, and special project groups)
- Volunteers and representatives acting on behalf of the BID

Guiding Principles: All communications will be:

- Accurate, timely, and relevant
- Professional, respectful, and community-focused
- Consistent with BID branding and Main Street principles
- Mindful of confidentiality and organizational integrity

Timely Communication Definition: “Timely” communication means providing information within a reasonable timeframe based on the nature and urgency of the situation:

- **Urgent (safety, operations, immediate impact):** as soon as practicable
- **Time-sensitive (events, deadlines, opportunities):** with sufficient notice for participation or response
- **General updates:** within regular and consistent communication cycles

1. Roles & Responsibilities

- The **Board of Directors** establishes policy and determines official organizational positions
- The **Executive Director (ED)** implements communications and serves as the primary spokesperson unless otherwise designated. The ED is authorized to act in the best interest of public safety and the organization during event-related emergencies, in alignment with established protocols.
- The **ED may delegate specific communication responsibilities to staff**, including an **Events Coordinator** for event-related promotions and communications
- Individuals representing the BID should defer public statements to the ED or designated staff unless authorized

2. Communication with Stakeholders

A. BID Members

The BID provides updates and information relevant to downtown stakeholders, including:

- Events, promotions, and participation opportunities
- Economic development resources and initiatives
- City updates impacting downtown
- Operational, safety, and infrastructure information
- Organizational updates and engagement opportunities

B. Public & Social Media

Official channels are used to:

- Promote events, businesses, and community initiatives
- Share positive, inclusive, and mission-aligned messaging

Stevens Point Downtown BID

Communication Policy



- Highlight partnerships and storytelling

Event-related promotions and communications may be managed by the **Events Coordinator or designated staff**, under the direction of the ED.

Confidential, sensitive, or unapproved information will not be shared publicly.

3. Work Groups (Main Street Approach)

Work groups support the BID's work through collaboration and planning:

- Economic Vitality
- Design
- Promotion
- Organization
- Special project work groups as needed

Expectations

- Work groups are open and collaborative but function as **working sessions**, not formal public meetings
- Discussions may include **preliminary or sensitive information**

Confidentiality

Participants are expected to:

- Respect that discussions are deliberative and not final
- Refrain from sharing information externally until officially released
- Support a productive and trusted planning environment

4. Board Communication & Confidentiality

Board members receive information necessary for governance and are expected to maintain confidentiality regarding:

- Financial, legal, or contractual matters
- Personnel discussions
- Strategic or unapproved initiatives
- Sensitive stakeholder or partner information

Information may only be shared publicly once approved.

5. Board Member Communication Accounts & Records Compliance

To support organizational transparency, continuity, and compliance with applicable open records requirements:

- Board members may be assigned an official BID email account managed by the organization
- Official BID business should be conducted through assigned BID communication platforms and accounts whenever practicable
- Communications related to BID business may be subject to public records retention and open records requests in accordance with applicable laws and policies

Use of Personal Accounts

- Board members are encouraged to avoid conducting BID business through personal email accounts, text messages, or social media messaging platforms
- Personal accounts or devices used for BID-related communication may become subject to records requests or review if used for official BID business
- Board members should avoid deleting BID-related communications that may be subject to retention requirements.

Stevens Point Downtown BID

Communication Policy



Records Retention & Access

- Official BID communication accounts and records will be maintained in accordance with applicable retention requirements and organizational practices
- Access to organizational accounts may be managed by the Executive Director or designated administrative personnel to support continuity and governance needs

6. City of Stevens Point Coordination

The BID will:

- Share relevant and accurate City information impacting downtown
- Clearly distinguish between City-led and BID-led initiatives
- Provide context when appropriate to support stakeholder understanding

7. Information Sharing & Requests

Not all information presented to the BID will be distributed.

Guidelines

- Information is evaluated based on relevance, alignment with BID priorities, and appropriateness
- The BID reserves the right not to distribute content that does not meet these criteria

Response

When information is not shared, a professional response will indicate that:

- The request has been reviewed
- It does not align with current communication priorities or policies

8. Organizational Positions & Public Statements

The BID may take a public position on issues affecting downtown.

Process

1. Topic is presented to the ED and/or Board Chair
2. Reviewed for alignment, impact, and relevance
3. Board determines whether to take a position
4. Approved messaging is developed and communicated by the ED

The BID will remain focused on issues directly impacting downtown vitality.

Representation & Use of Title

- Board members, work group chairs, and participants **may not represent or imply representation of the BID** in external communications (including letters, emails, or public comments) without prior authorization
- Individuals may express personal or business opinions; however, they **must not reference their BID role, title, or affiliation** in a way that suggests an official BID position unless approved

Approval Requirement

- Any communication directed to public officials, media, or partner organizations that:
 - References the BID
 - Uses a BID title or affiliation
 - Could be perceived as representing the BID

Must be reviewed and approved in advance by the Executive Director and Board Chair, and when appropriate, the Board of Directors

- Copying (cc'ing) BID leadership on a communication **does not constitute approval or endorsement**

9. Meetings & Transparency

Stevens Point Downtown BID

Communication Policy



The BID will:

- Comply with applicable open meeting laws for Board meetings
- Provide required notices, agendas, and minutes
- Encourage appropriate stakeholder engagement

10. Event & Emergency Communications

The BID will follow established safety and communication protocols for events, including coordination with the City of Stevens Point and emergency services.

- The BID utilizes the **City of Stevens Point's Emergency Communication Plan** for large-scale events
- Event-day communication and response procedures are outlined in **Appendix A: Event-Day Communication Flow & Emergency Communication Protocol**
- Staff, including the Executive Director and Events Coordinator, will coordinate communication during emergencies
- Communication will prioritize **public safety, clarity, and timely response**
- Only designated individuals will issue official event-related emergency communications

11. Branding & Communication Standards

All communications must:

- Align with the Stevens Point Downtown BID brand identity
- Maintain consistent tone, messaging, and visual standards
- Follow guidelines outlined in the BID's Brand Standards document

Creation of Materials

- All branded materials must be approved by the ED or designated staff prior to distribution
- Work groups, the Events Coordinator, and partners must coordinate through the BID for final production
- All event promotions must follow BID branding and approval processes

12. Brand Asset Ownership & File Management

Ownership

All logos, graphics, templates, and marketing materials created for the BID—including events and programs—are the property of the BID.

Requirements

- Fully editable, original source files must be provided to the BID
- The BID retains full usage rights for all materials
- Materials are not considered complete until files are received

Creation Process

- New logos and branded materials require approval prior to development
- Designs must be reviewed and files transferred before public use

Volunteer & Partner Contributions

- Contributions must include transfer of usage rights and editable files
- Materials created without coordination or proper file transfer may not be used

File Management

- The BID will maintain a centralized repository of all assets
- Access will be managed to ensure continuity and long-term use

13. Media Relations

Stevens Point Downtown BID



Communication Policy

- The ED serves as the primary spokesperson
- Media inquiries should be directed to the ED unless otherwise designated
- Public messaging must align with approved organizational positions

14. Records & Documentation

All communications and records will be maintained in accordance with applicable laws and organizational practices.

15. Policy Review

This policy will be reviewed annually and updated as needed.

16. Appendices

This policy is supported by:

- **Appendix A: Event-Day Communication Flow & Emergency Communication Protocol**
- **Communication Quick Reference Guide (for Board, Work Groups, and Volunteers)**

Adoption: Adopted by the Stevens Point Downtown BID Board of Directors on: _____

Stevens Point Downtown BID

Appendix A: Event-Day Communication Flow & Emergency Communication Protocol



Purpose: This appendix provides a clear framework for communication during Stevens Point Downtown BID events, including emergency and operational situations. It aligns with the **City of Stevens Point's Emergency Communication Plan** and establishes roles, responsibilities, and communication flow to ensure public safety and effective coordination.

1. Guiding Principles

During any event-related situation:

- **Public safety is the top priority**
- Stay calm and help keep others calm
- Respond quickly, but remain focused and safety-oriented
- Communicate clearly and follow direction from designated leaders
- Follow direction from **emergency personnel and City officials**

➔ **When in doubt, call Police, Fire, or EMS immediately**

2. Chain of Communication

Executive Director (ED)

- External communication, media, and final organizational authority

Events Coordinator

- On-site lead for operations, internal communication, and coordination

Event Chair (Board Member)

- Advisory support and board liaison
- Collaborates with staff but does not override operational or emergency decisions

Staff & Volunteers

- Report issues, follow direction, and assist as directed

City Partners (Police, Fire, EMS, Public Works)

- Emergency response and official safety authority

➔ **Only the ED or designated staff communicate externally during incidents**

3. Emergency Authority

In an emergency:

- The **ED and Events Coordinator are authorized to make immediate decisions** related to safety and operations
- Decisions are made in coordination with **Police, Fire, EMS, and City officials**

➔ **Do not delay action to seek internal approval in an emergency**

4. Emergency Communication Flow

(Examples: medical emergency, safety threat, severe weather)

Step 1 – Identify & Report

- Notify the **Events Coordinator immediately**
- Call **911** if needed

Step 2 – Activate Response

- Events Coordinator contacts:

Stevens Point Downtown BID



Appendix A: Event-Day Communication Flow & Emergency Communication Protocol

- Executive Director
- Emergency services / City contacts
- Follow the City Emergency Communication Plan

Step 3 – On-Site Direction

- Events Coordinator provides clear instructions to staff, vendors, and attendees

Step 4 – External Communication

- **Executive Director (or designee)** manages public messaging and media

➔ Communication should be **clear, factual, and focused on safety**

5. Operational (Non-Emergency) Communication

(Examples: vendor issue, minor disruption, schedule change)

- Notify the **Events Coordinator**
- Issue is assessed and resolved
- Updates are shared as needed
- Escalate to the ED if broader communication is required

6. Weather-Related Communication

- Events Coordinator and ED assess conditions
- Decision: delay, relocate, or cancel
- Communicate updates as early as possible via:
 - Social media
 - Website
 - Direct outreach

7. Communication Guidelines

- Use **one clear source of information (ED or designated staff)**
- Keep messaging simple, consistent, and actionable
- Do not share incident information on personal or business accounts
- Refer all questions to the **Events Coordinator or ED**

8. Leadership Notification

- The **Executive Director will notify the Board Chair as soon as practicable** during or after an emergency
- Coordinate with City leadership when appropriate

➔ **Notification does not delay immediate response**

9. Common Event Scenarios & Response Guidance

➔ **When in doubt, call 911**

Lost Child

- Notify Events Coordinator
- Stay with child and keep them safe

Stevens Point Downtown BID



Appendix A: Event-Day Communication Flow & Emergency Communication Protocol

- Contact Police if needed

Medical Emergency

- Call 911 immediately
- Notify Events Coordinator
- Clear space for responders

Theft

- Notify Events Coordinator
- Encourage reporting to Police
- Do not intervene

Disruptive Person

- Notify Events Coordinator
- Remain calm and do not escalate
- Contact Police if behavior becomes threatening

Severe Weather

- Follow staff direction
- Assist in guiding attendees to safety

Serious Threat (Weapon, Bomb Threat, etc.)

- Call 911 immediately
- Notify Events Coordinator
- Follow law enforcement direction

Street Safety / Vehicle Access

- Follow City-approved barricade plan
- Do not allow unauthorized vehicles
- Report any breach immediately

10. Key Reminders

- Follow the **City of Stevens Point Emergency Communication Plan**
- **When in doubt, call Police, Fire, or EMS**
- Stay calm and help keep others calm
- **Respond quickly, but remain focused and safety-oriented**
- Do not act beyond your level of training
- **Get the Events Coordinator or ED involved as soon as possible**
- Do what you are able to do and direct others to assist or get help when needed

Use of This Appendix

This appendix should be:

- Shared with **event staff, volunteers, and work group members**
- Included in **event planning materials**
- Reviewed prior to each event

Stevens Point Downtown BID

Appendix A: Event-Day Communication Flow & Emergency Communication Protocol Event Safety Quick Guide (For Volunteers)



IF SOMETHING HAPPENS:

1. Stay calm
2. Call **911** if needed
3. Notify the **Events Coordinator**
4. Follow directions

DO:

- ✓ Put safety first
- ✓ Stay calm and help others stay calm
- ✓ Listen to Police, Fire, EMS
- ✓ Communicate clearly

DON'T:

- ✗ Don't post on social media
- ✗ Don't try to handle emergencies alone
- ✗ Don't share unverified information
- ✗ Don't escalate situations

REMEMBER:

- 👉 When in doubt, call 911
- 👉 You are not expected to solve the situation—just respond and report

Stevens Point Downtown BID

Communication Quick Reference Guide

(For Board Members, Work Group Participants & Volunteers)



Who Speaks for the BID?

- The **Executive Director (ED)** is the official spokesperson
- The **Board Chair** may speak when designated
- Staff (including the **Events Coordinator**) may communicate within their roles under ED direction

➔ If you are unsure—do not speak on behalf of the BID

What You CAN Share

You are encouraged to:

- Promote BID events and activities
- Share official BID posts and communications
- Invite participation and engagement
- Celebrate downtown businesses and successes

➔ When in doubt: **share, don't create**

What You SHOULD NOT Share

Do not share:

- Unapproved plans, ideas, or discussions from work groups or board meetings
- Confidential or sensitive information
- Anything that could be interpreted as an official BID position without approval

Using Your BID Title

✗ You **may NOT**:

- Use your BID title (Board Member, Work Group Chair, etc.) in letters, emails, or public comments
- Suggest or imply you are speaking for the BID

✓ You **may**:

- Share personal or business opinions
- Speak as an individual **without referencing your BID role**

Before Sending or Posting Something Official

Ask yourself:

- Am I representing the BID?
- Am I using my BID title?
- Could this be seen as an official position?

➔ If **YES to any**, get approval from the **ED (and Board Chair if needed)** before sending

Important: CC'ing the ED or Board Chair **does NOT equal approval**

Work Group Conversations

Work groups are for:

- Brainstorming

Stevens Point Downtown BID

Communication Quick Reference Guide

(For Board Members, Work Group Participants & Volunteers)



- Planning
- Developing ideas

➔ These conversations are **not final** and should **not be shared publicly** until released by the BID

Event Promotions

- Managed by the **Events Coordinator and/or staff**
- Must follow BID branding and messaging
- Work groups and volunteers should coordinate with staff

Creating Logos or Materials

Before creating anything:

- Get approval from the **ED**
- Ensure all **editable files** will be provided to the BID

➔ No files = cannot be used

When in Doubt

- ✓ Ask the Executive Director
- ✓ Share official content instead of creating new
- ✓ Wait until information is publicly released

Bottom Line

Protect the organization. Support the message. When unsure—pause and ask.

2026 Stevens Point DOWNTOWN Business Improvement District (BID) Contact Information

<i>Mission: A thriving downtown that engages diverse audiences and celebrates local businesses to foster a vibrant district.</i>						<i>Values: Accountable, Thriving, Collaboration, Supportive, Innovative</i>	
<i>Vision: Enhancing downtown Stevens Point by collaboratively connecting property owners, businesses, residents, and visitors with resources and experiences.</i>							
Board Member Name	Code	Business/Organization	Phone Number	Email Address	Executive/Work Group	Event Lead	Term (2 years)
Brian Cummins	5	Great Northern Distilling (Property & Business Owner)	937-760-3494	briancumminsspbid@gmail.com	Chair	Holiday Parade	12/16/24-12/31/26
Tara Manzke	2	Bria Bella & Co (Business Owner)	715-544-9656	tmanzkebid@gmail.com	Promotions	Shop Small Passport Week (SBS)	1/1/26-12/31/27
Tim Schertz		Schertz Properties LLC (Property Owner)	715-340-1465	dbidprop2@gmail.com			4/20/26-12/31/27
BJ Welling		Welling Properties LLC (Property Owner)	715-340-4069	BDBoD.bjw@gmail.com	Treasurer, Economic Vitality	Wine Walk	12/16/24-12/31/26
Hana Cutler	1	Emy J's Coffee House (Business Owner)	715-252-4059	cutler.stevenspoint@gmail.com	Vice-Chair, Design	Notes@Night, Make Music Day, Trick-or-Treat	1/1/26-12/31/27
Marc Christianson	D1	District 1 Alderperson	715-315-2490	district1@stevenspoint.com		Downtown Christmas	12/16/24-12/31/26 *April 2027 Alderman term ends
Craig Cook		Fall Line Outfitters (Property & Business Owner)	715-544-0019	dbidbusprop2@gmail.com	Secretary	Discover Downtown	1/1/26-12/31/27
Board meeting is the 1st Tuesday of the month at 2:30 pm at the SPACVB (Civicclerk public posting of meeting, agenda, packet here)							
TEAM			Mobile	Email	Title	Notes	Websites/Social Media Links
Karen Margelofsky		Downtown BID + Business Park BID (Staff)	715-496-0823	kmargelofsky@stevenspoint.com & downtownspbid@gmail.com	Executive Director	Hired 10/1/25	www.stevenspointdowntown.com
Kristeen Carne		Downtown BID/Friends of BID (Contracted)	715-340-3259	kristeencarne@yahoo.com & kristeencarne@gmail.com	Events Coordinator	All Events	Facebook & Instagram: StevensPointDowntown
Lydia Johnsrud		Downtown BID/Friends of BID & FM (Intern)	715-445-1691	ljohnsrud@stevenspoint.com & bidfintern@gmail.com	FM/BID Summer Intern	May 22 - Aug. 31, 2026 (*will be working for the FM thru October)	City of Stevens Point BIDs
Office Address: Stevens Point Downtown BID, 1105 Main Street, Suite A, Stevens Point, WI 54481							
Linktree							
WORK GROUP MEMBERS	Work Group		Phone	Email			Purpose
Hana Cutler	Design - Lead		715-252-4059	cutler.stevenspoint@gmail.com	Usually meet 2nd Thursday of the month at 8:30 am at Emy J's Vault in Park Ridge		DESIGN supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. Learn more >
Alexandria Krzmarzick	Design		920-636-8140	alex.leider@gmail.com			
Sarena Melotte	Design		715-630-0300	sarena.melotte@outlook.com			
William Schierl	Design		715-572-3203	williams@teamschierl.com			
Charles Koch	Design			cdkoch@uwalumni.com			
BJ Welling	Economic Vitality - Lead		715-340-4069	BDBoD.bjw@gmail.com	Usually meet the 2nd Monday of the month at 10 am at the SPACVB		ECONOMIC VITALITY focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. Learn more >
Chris Klesmith	Economic Vitality		715-496-0164	cklesmith@stevenspoint.com			
Ximena Christianson	Economic Vitality		715-315-2491	maxistal75@gmail.com			
	Economic Vitality						
TBD	Organization - Lead				Meeting date TBD		ORGANIZATION involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district. Learn more >
	Organization						
	Organization						
	Organization						
	Organization						
Tara Manzke	Promotions - CoLead		715-544-9656	tmanzkebid@gmail.com	Usually meet every other Friday at 9 am at The Wooden Chair		PROMOTION positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics. Learn more >
Kris Carne	Promotions - CoLead		715-340-3259	kristeencarne@yahoo.com			
Connie Buchanan	Promotions		615-310-2926	connie@turquoiseonmain.com			
Troy Hojnacki	Promotions		715-340-8013	troyhojnacki@yahoo.com			
Tracie Schweder	Promotions		262-617-0757	tracieschweder@gmail.com			
Cindy Opichka	Promotions		715-846-3574	cindy@sunriseamfam.com			
Steph Schmid	Promotions		715-741-0955	steph@wiscobranding.com			
Brandi Makuski	Promotions		715-310-3319	brandi@spmetrowire.com			



STEVENS POINT DOWNTOWN

*Investors
Guide*



Investing in the Heart of Stevens Point

Where Business, Community & Creativity Connect

Stevens Point Downtown is more than a destination – it is where our community gathers, where entrepreneurs build their dreams, where students and families create memories, and where the economic energy of our city takes shape.

Since the Downtown Business Improvement District was established in 2022, we have built meaningful momentum through the committed investment of downtown property owners and strong partnership with the City of Stevens Point. Together, we have strengthened programming, enhanced public spaces, and advanced thoughtful revitalization efforts that support long-term economic vitality.

As a nationally accredited Main Street America™ program, our work is guided by a proven framework used across the country to help historic downtowns thrive. This connection provides professional training, strategic guidance, and a statewide and national network of expertise – ensuring that our efforts are intentional, accountable, and grounded in best practices.

In fact, the Wisconsin Economic Development Corporation's 2025 State of Downtowns Report identified Stevens Point as a Growing Downtown – a recognition that reflects rising activity, business strength, and measurable progress. This validation affirms that our community is moving in the right direction.

As we look ahead, we are expanding opportunities for broader community partnership through our nonprofit structure so that downtown's vibrancy is sustained not only by property owners, but by all who benefit from its success.

Your investment supports a structured organization with national backing, local commitment, and a clear plan for continued growth. Together, we can ensure that Stevens Point Downtown remains a place of opportunity, connection, and pride for generations to come.

Warmly,

Karen Margelofsky

Executive Director of Stevens Point Downtown
Business Improvement District (BID)



Stevens Point Downtown Stats:

- 1.8 Million+ Annual Visitors
- 170+ Businesses
- Nat'l Accredited Main Street Program
- Regional Workforce & University Hub
- Riverfront & Green Circle Connectivity

2025 State of Wisconsin Downtowns Report noted as Growing Downtown demonstrating:

- Rising foot traffic
- Increasing business presence
- Strong economic momentum
- Measurable land value growth

What Your Investment Powers

A Dual Investment Model for Sustainable Growth

Stevens Point Downtown advances its mission through two complementary strategies:

Corporate Investment Program

Downtown Transformation Initiative

Supports:

- Downtown Community Events
- Entrepreneur Assistance
- Marketing Assistance
- Business Grant Opportunities
- Internships

Supports:

- Public Improvements
- Capital Infrastructure
- Placemaking Features
- Downtown Beautification
- Interactive Features

This dual approach ensures both immediate vibrancy and long-term transformation.



MAIN STREET + STEVENS POINT + JULY 2024



Corporate Investment Program

What Your Annual Investment Supports Fueling Year-Round Vibrancy:

- Entrepreneur Assistance
- Facade, Beautification, Business Grant Initiatives
- Strategic Marketing & Promotion
- 2026 Downtown BID Events:



<u>Signature Event</u>	<u>Date / Timing</u>	<u>Estimated Reach & Impact</u>
WDRBAYMISPD10,296ISFM!	Sat. May 9 • 9 AM–2 PM	50 registered participants • 75 overall attendees
Notes @ Night on the Square	Weds, May 27–Sept. 2	5,000 seasonal attendees • 15 performances
Make Music Day Downtown	Sun. June 21	100 in Square & throughout DT
Discover Downtown	Sat. July 18 • 10 AM–4 PM	2,500 attendees
Wine Walk	Fri. Aug. 15 • 4–8 PM	350 participants
Downtown Trick-or-Treat	Sat. Oct. 25 • 3–5 PM	750 families
Holiday Parade on Main Street	Thurs. Nov. 19 • 6 PM	70 floats • 6,000 spectators
Shop Small Passport Week	Nov. 28–Dec. 5	300 travelers • 1,500 added visits
Downtown Christmas	Sat. Dec. 12 • 1:30–4:30 PM	2,000 attendees



2026 Corporate Investment Levels

Corporate Investment Opportunities

Visionary Investor
\$10,000

Catalyst Investor
\$7,500

Community Builder
\$5,000

Downtown Champion
\$2,500

Supporting Partner
\$1,000

Each level includes recognition and engagement opportunities customized and aligned with your business goals.

A strong downtown strengthens YOUR business too!

Supports workforce recruitment & retention

Drives foot traffic & commerce

Enhances brand visibility

Builds long-term economic resilience

Creates a vibrant place employees and families want to be

2026 Corporate Investment Levels

Partnership Benefits Menu

Recognition and engagement opportunities are customized to align with your organization's goals, interests, and investment level. The following menu highlights examples of opportunities available through a Stevens Point Downtown partnership.

Recognition & Visibility <ul style="list-style-type: none">• Website recognition • Social media recognition • Investor spotlight features • Newsletter recognition • Event signage placement • Annual report recognition • Investor window decal	Event Engagement <ul style="list-style-type: none">• Event sponsorship opportunities • Booth or activation space • Promotional item distribution • Stage acknowledgements • Event speaking opportunities • Volunteer engagement opportunities • VIP event access
Business & Community Leadership <ul style="list-style-type: none">• Community leadership recognition • Project ribbon cuttings • Advisory participation opportunities • Investor briefings & updates • Economic impact reporting • Strategic networking opportunities	Marketing & Storytelling <ul style="list-style-type: none">• Business spotlight features • Success story promotion • Collaborative media opportunities • Product/service launch support • Grand opening promotion • Cross-promotional marketing campaigns
Employee & Client Engagement <ul style="list-style-type: none">• Employee volunteer opportunities • Team-building experiences • Investor networking events • Project tours & previews • Client appreciation opportunities • Early access to downtown initiatives	Legacy & Transformation Recognition <ul style="list-style-type: none">• Permanent project recognition • Naming opportunities • Project dedication recognition • Transformation initiative visibility • Community impact storytelling • Long-term legacy recognition

Benefits vary by investment level and availability. Customized partnership packages may combine opportunities from multiple categories to create meaningful value for both your organization and Stevens Point Downtown.

Annual Downtown Transformation Initiative

Each year, Stevens Point Downtown identifies a targeted project area and invests \$100,000+ in public space improvements through grants, municipal partnership, BID investment, and private support. This ensures continuous, visible revitalization.

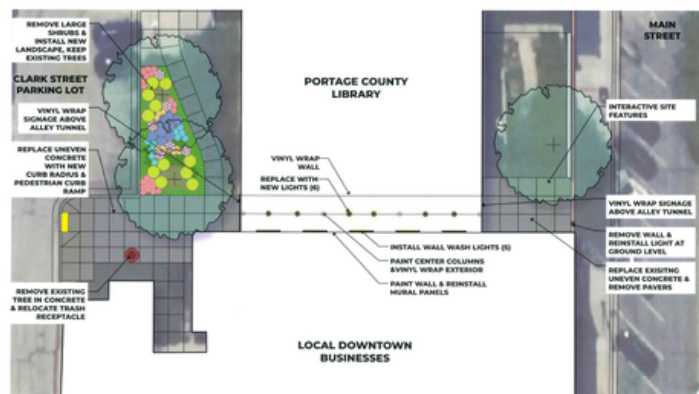
2026 Transformation Project – Library Alley Activation

This initiative will transform the downtown Library Alley into a safe, vibrant gathering space through:

- Decorative lighting & enhanced safety
- Public murals preservation & creative enhancements
- Interactive & engaging installations
- Landscaping & seating
- Portable stage, lighting & sound infrastructure



Downtown Stevens Point Alley Activation SITE IMPROVEMENT PLAN



Downtown Stevens Point Alley Activation LANDSCAPE IMPROVEMENTS



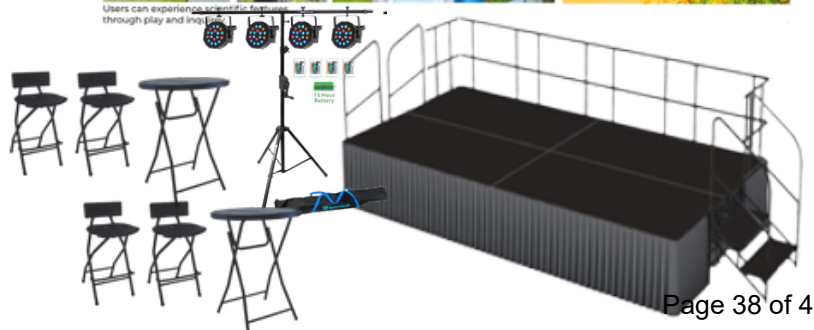
OPTION A: INSTRUMENTS



OPTION B: PHOTO OP SIGN



OPTION C: SCIENTIFIC EXPLORATION



2026 Transformation Initiative Levels

Library Alley & Walkway Activation Project

Community Impact Leader ~ \$50,000 (1 available)

Keepers of the Heart ~ \$10,000 (2 available)

Experience Creators ~ \$7,500 (2 available)

Light the Alley Partners ~ \$5,000 (3 available)

Center Stage Champions ~ \$3,500 (3 available)

Creative Visionaries ~ \$2,500 (2 available)

Artistic Lamplighter ~ \$1,000 (4 available)

Bloom Builders ~ \$500 (5 available)

Moment Makers ~ \$25 - \$400 (Unlimited)

These are permanent improvements shaping downtown for years to come. Recognition at each level to be determined and customized.

The Library Alley Activation Project has been awarded a \$50,000 Community Development Investment (CDI) – Vibrant Spaces Grant from the Wisconsin Economic Development Corporation (WEDC), validating the project's vision and community impact. This state-supported initiative will showcase Stevens Point Downtown as a leader in creative placemaking and public space revitalization while leveraging local investments to create lasting community benefits. By participating in this initiative, investors will be recognized as partners in a state-recognized project that is transforming a highly visible public space and creating a lasting legacy in the heart of our community.



INVESTING IN BOTH

Maximizing Community Impact

Corporate Partners support annual vibrancy.

Transformation Partners support permanent revitalization.

Many organizations choose to invest in both to create immediate energy and long-term economic strength.

Annual Corporate Investor Program

Annual Downtown Transformation Initiative

\$_____ **Corporate**

+ \$_____ **Transformation**

= \$_____ **Annual Downtown Investment**

This dual approach ensures both immediate vibrancy and long-term transformation in the heart of our community.



Be Part of the Heartbeat!

Stevens Point Downtown thrives because of strong partnerships. Your investment fuels economic vitality, creative placemaking, and community connection.

Interested in a 2026 investment opportunity? Connect with us directly to explore how your involvement can make a meaningful impact in Stevens Point Downtown.

Karen Margelofsky
Executive Director

Stevens Point Downtown Business Improvement District
715-496-0823

kmargelofsky@stevenspoint.com

We would love the opportunity to learn more about you and your company's interests, goals, and how you see yourself as part of Stevens Point Downtown. Let's connect and explore how we can bring this vision to life—together.



www.StevensPointDowntown.com

RE: Downtown Water Fountain Electronic Controller

From Mike Wiza <MWiza@stevenspoint.com>
Date Thu 5/28/2026 1:29 PM
To Karen Margelofsky <kmargelofsky@stevenspoint.com>

Sure.

On May 16th, we received a call about a broken pipe on the square. Our team went down and found the main pipe to the fountain pump and controls had a failure. The water was shooting more than 30' into the air. It was more than 30 minutes before we were able to shut the valve off at the street.

Because of the water, the control panel for the pump got saturated. We had the pipe repaired, but the control panel was not repairable. It is too old to get parts. In order to get the fountain working again, we need a new control box/panel.

Is that what you needed?

From: Karen Margelofsky <kmargelofsky@stevenspoint.com>
Sent: Thursday, May 28, 2026 12:49 PM
To: Mike Wiza <MWiza@stevenspoint.com>
Subject: Re: Downtown Water Fountain Electronic Controller

Can you give me a little more of the background story of what happened and why this work is needed to fix the problem?

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 kreuser@stevenspoint.com with kmargelofsky@stevenspoint.com, as I've stepped into this role. Thank you!

From: Mike Wiza <MWiza@stevenspoint.com>
Sent: Thursday, May 28, 2026 11:51 AM
To: Karen Margelofsky <kmargelofsky@stevenspoint.com>
Subject: FW: Downtown Water Fountain Electronic Controller

Karen,

Is this something the BID can cover? We don't have the resources right now.
There will be some electrical connection costs, too. Likely \$6500 total.

Mayor Mike Wiza (He/Him)
City of Stevens Point, WI
mwiza@stevenspoint.com
715-346-1570
www.stevenspoint.com
2026-2027 LWM Urban Alliance President



fountain people
A PLAYCORE Company

Quotation

Equip:	\$5,801.00
Freight / Crating:	\$125.00
Total:	\$5,926.00

Wednesday, May 27, 2026
Valid For 90 Days

Project No: P11887

Version: CMP C

Stevens Point Downtown Square

Qty	Part Number	Part Description
(1)	DSC-0-8	UL-Listed Controller with no wired input modules, 1 module for 8 wired 24VAC outputs, mounted in a NEMA 4X Enclosure with Lockable Hasp.
(1)	PRODUCT WARRANTY	One Year Equipment Warranty
(1)	SALES TAX	Quoted prices do not include sales tax amount; this will be added at time of invoicing.
(1)	SURCHARGE	5% Surcharge will be Implemented on all orders due to Material Increases and Tariffs.

To accept this quotation, please sign here and return.

Type/Print _____

Signature _____

Date _____



Performance Guarantee & Warranty

Performance Guarantee

Fountain People, A PlayCore Company shall guarantee the performance of the system design to produce the specified effects provided all equipment is purchased and installed per our recommendations and all of the architectural details we provide are incorporated into the system installation. In the event that others have provided the system design or our recommendations are not utilized, guarantee shall be limited to the performance of the furnished equipment only.

Warranty

1. Fountain People, A PlayCore Company shall warrant all properly installed and maintained equipment (except lamps) for a period of one year from date of original shipment.
2. For systems with a factory start-up, the warranty shall extend 18 months from date of original shipment or one year from date of start-up, whichever comes first.
3. Fountain People, A PlayCore Company at their option, shall replace or repair any materials, components, or workmanship found to be defective within the warranty period when returned to the factory, freight pre-paid.
4. No component may be returned to Fountain People, A PlayCore Company for repair or replacement without an approved Return Materials Authorization (RMA).
5. Any maintenance or repairs done without the pre-authorization of Fountain People, A PlayCore Company or its authorized service providers shall void all warranties

Exclusions

This warranty does not include damage resulting from lightning, vandalism, improper maintenance, operator error, Acts of God, failure to comply with codes of the jurisdiction having authority, or other conditions beyond the control of Fountain People, A PlayCore Company. Nor does this warranty cover labor, freight charges, or incidental materials required to implement repairs. Fountain People, A PlayCore Company shall not be held liable for damage to other equipment or materials, or loss of time, profits, or any inconvenience, directly or indirectly, resulting from the failure of equipment or materials furnished by Fountain People, A PlayCore Company. Fountain People, A PlayCore Company will not accept liability for any costs associated with the removal or replacement of equipment in difficult-to-access locations. These extraordinary costs shall be the responsibility of the customer, regardless of the reason necessitating removal of the product from service. This warranty may exclude damage to metals resulting from chemical control devices that use electrolysis as a means for generating chlorine or other chemicals to treat water. No other warranty, expressed or implied, exists beyond that included in this statement.



Terms & Conditions

1. TERMS AND CONDITIONS, which follow, shall constitute the entire sales agreement between the parties. Any contrary or additional terms and conditions submitted by the purchaser shall be null and void unless specifically acknowledged in writing by Fountain People, Inc. (FPI) at the time of order acceptance.
2. PURCHASE ORDERS must be submitted in writing and be signed by an authorized representative of the purchaser. Purchase orders must be made out to "Fountain People, Inc." – not to our agent or any other party. All purchase orders must reference a specific "Equipment List" or equipment by catalog number. No purchase order will be accepted which references equipment "per Plans and Specifications".
3. ACCEPTANCE OF ORDERS takes place only when the order is acknowledged in writing by Fountain People, Inc. FPI reserves the right to reject any order.
4. PRICES are firm for 90 days from date quoted unless otherwise stated in writing. Prices on accepted purchase orders will be firm for six months from date of order. Orders not released within six months will be billed at price in effect at time of shipment.
5. SALES TAXES: (Customer) is solely responsible for prompt payment of any and all Taxes to the appropriate tax authority. Fountain People, Inc. shall not be liable for any of (Customer) income taxes, franchise tax or similar tax measured by (Customer) gross income or any business and operating licenses, fees and permits imposed upon (Customer) business operations. FPI shall not be liable to (Customer) for any employment related tax, fee, or charge. FPI will collect Sales and Use Taxes in the following states as applicable: Alabama, Arizona, Arkansas, California, Florida, Kansas, North Carolina, Pennsylvania, and Texas. Quoted prices do not include sales tax amount, which will be added at time of invoicing.
6. TERMS OF PAYMENT FOR DOMESTIC SHIPMENTS may vary depending on the degree of custom fabrication in the purchased equipment and the credit history of the purchaser. Standard payment terms are 50% deposit, with balance due upon shipment.
7. TERMS OF PAYMENT FOR INTERNATIONAL SHIPMENTS: Fountain People, Inc. will accept 50% cash deposit, with the balance due prior to shipment. In the event the customer cannot take delivery on the requested date, delivery shall be deemed completed at the FPI manufacturing facility for the purpose of payment.
8. A service charge of 1.5% per month will be added to all invoices not paid within terms. Delinquent accounts will be subject to credit hold, stop notices, lien filings, or litigation, as necessary.
9. RETENTIONS: Fountain People, Inc. is a material supplier, not a contractor and, as such, will not accept retention of payment in any form. As a corporation, FPI is required by law to report income directly to the IRS, are not bound by IRS Code 6109, and therefore should not receive 1099s, nor should payments be withheld on this premise.
10. MATERIAL LIENS: As a vendor, supplier, and material manufacturer, Fountain People, Inc. does not waive any right to lien or other security interest. Purchaser shall agree to furnish upon request all information required to complete such lien or security interest. Conditional and unconditional waivers shall be furnished to purchaser upon request and when appropriate.
11. DELIVERY will be made via common carrier. Fountain People, Inc. assumes no liability associated with shipping delays resulting from causes beyond its control. All shipments will be made FOB, San Marcos, Texas. Requests by the purchaser for air freight shipments or other special handling will be billed to the purchaser.
12. RETURNS will not be accepted unless accompanied by a Return Material Authorization (RMA). Requests to return material must contain the original invoice number and the reason for return. Returned material will be inspected upon receipt to determine condition. Approved warranty returns will be credited to purchase within 30 days of receipt. Materials returned new and unused will be subject to a minimum 40% restocking charge. No credit will be issued for any modified, custom, or discontinued items. All freight for return items will be at purchaser's expense. No freight collect shipments will be accepted.
13. CANCELLATIONS made after orders are released for fabrication and shipment will be subject to a cancellation charge. Custom fabricated items may not be canceled and must be paid in full even if refused.
14. FOUNTAIN SYSTEMS AND COMPONENT WARRANTY: Fountain People, Inc. shall warrant all properly installed and maintained equipment (except lamps) for a period of one year from date of shipment. For systems with a factory start-up, the warranty shall

extend for 18 months from date of shipment or one year from date of start-up, whichever comes first. FPI, at its option, shall replace or repair any materials, components, or workmanship found to be defective within the warranty period when returned to the factory freight prepaid. No component may be returned to FPI for repair or replacement without an approved return material authorization.

15. This warranty does not include damage resulting from lightning, vandalism, improper maintenance, operator error, or other conditions beyond the control of Fountain People, Inc. Nor does this warranty cover labor, freight charges, or incidental materials required to facilitate fountain repairs. FPI shall not be held liable for damage to other equipment or materials, or loss of time, profits, or any inconvenience, directly or indirectly, resulting from the failure of equipment or materials furnished by FPI. Fountain People, Inc. will not accept liability for consequential loss or liquidated damages in connection with this order.
16. No other warranty, expressed or implied, including the warranties of merchantability exists beyond that included in this statement. In the event of any conflict between the terms and conditions contained herein and any terms and/or conditions contained within the agreement or purchase order, these terms and conditions contained shall supersede and prevail.

Make Music Alliance

1801 Dorchester Rd Apt 1K
Brooklyn, NY 11226 USA
maddie@makemusicday.org
The Make Music Alliance, Inc.

INVOICE

BILL TO
CREATE Portage County
PO Box 565
Stevens Point, WI 54481

INVOICE 1682
DATE 01/09/2026
TERMS Net 30
DUE DATE 02/08/2026

DATE	SERVICE	DESCRIPTION	QTY	RATE	AMOUNT
	Membership Dues	2026 MMA membership dues - Make Music Stevens Point	1	350.00	350.00

Please send payment by check to the address listed above or, make payment online here: <https://www.makemusicday.org/donate/>

BALANCE DUE

\$350.00

Invoice #: 1682
Description: Event - Make Music Fee
Acct.#: 258.55.19850.5001
Dept./Auth.: KJM
Date: 2/5/26

\$100

2/3/26

Board Approved to pay \$100 - to make music

CREATE to pay \$850. when they receive their grant funds.

* 5/18/26 - Kristin from CREATE said they can only pay \$150 towards dues.

Invoice #: 1682a
Description: DBID - Make Music Dues
Acct.#: 258.55.19850.5001
Dept./Auth.: KJM
Date: 5/18/26

Still owe \$100 - then