



2025

# DOWNTOWN STEVENS POINT

*Resource  
Guide*



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# Thanks for being Downtown Stevens Point.

At the Downtown Stevens Point Business Improvement District, we are committed to enhancing our vibrant community by creating dynamic spaces and enriching experiences. Our mission is to foster a shared identity among businesses, property owners, residents, and visitors while leveraging resources to promote collaboration and growth.

We envision a thriving downtown with opportunities, engaging diverse audiences and celebrating local businesses. Our core values—accountable, thriving, collaboration, supportive, and innovative—guide our efforts to create a supportive environment that nurtures success.

This guide is designed to be your one-stop resource for navigating business and property ownership in Downtown Stevens Point. Whether you're looking for financial resources, community connections, or maintenance information, we're here to support you. Together, we contribute to the vibrancy of our district. Thank you for being an essential part of our community!



John Hartman - Contemporary Photography

*"I truly believe that together we can be a catalyst for positive change, and I'm honored to have the incredible job of serving Downtown Stevens Point."*

*-Chloe Kreuser*  
Executive Director

# 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 BID in Downtown Stevens Point 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 and adopting 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 intended 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



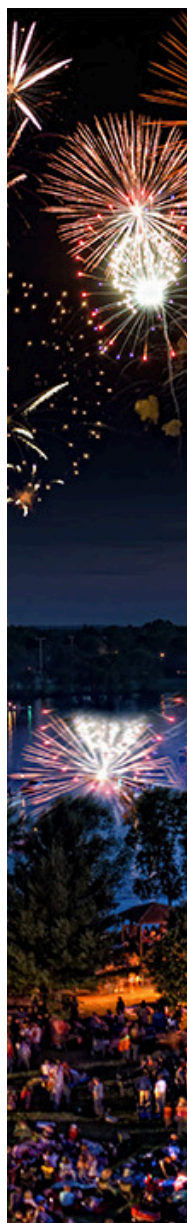
Downtown Stevens Point Business Improvement District Boundary

## KEY PARTNERS





# Business Development Resources



## **Portage County Business Council (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**

- Facade Grant is 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.

## **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.

**DOWNTOWN STEVENS POINT AND WISCONSIN ECONOMIC DEVELOPMENT CORPORATION MAIN STREET RESOURCES ARE ON THE NEXT PAGE.**

# Wisconsin Main Street Program



## BENEFITS OF MAIN STREET MEMBERSHIP

Our Downtown is a Main Street America Accredited Program. We have many services that are available to our program, municipality, property owners and businesses. All these services are FREE, and many are uniquely available to Main Streets, available because the community has made a commitment to their downtown district. Downtown Stevens Point also has four work group's based off these same four categories to accelerate vitalization in the district. For more information please contact Chloe at [ckreuser@stevenspoint.com](mailto:ckreuser@stevenspoint.com).

### 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 report on event attendance.



# Financial Resources



## Kiva Loan Match Program

Through the Wisconsin Economic Development Corporation (WEDC) and being in the Downtown 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. Contact Chloe at [ckreuser@stevenspoint.com](mailto:ckreuser@stevenspoint.com) for more information.



## WWBIC

WWBIC offers business training, capital lending, small business loans (\$1,000 to \$350,000) and coaching available. Contact [info@wwbic.com](mailto: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](mailto: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](mailto: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 Events

## Easter Egg Hunt

Saturday, April 19th

## Arts Walk\*

Friday, May 23rd, July 18th, Sept. 19th  
5-8pm

\*Event by Riverfront Arts Center

## Farmers Market\*

May- Oct.

All week, Saturday is most popular.

\*Stevens Point Farmers Market Association

## Notes @ Night

Wednesday, June 4th – Sept. 10th

5:30-8:30pm

## Levitt AMP Concert Series\*

Thursday, June – Aug.

6:00 – 8:30pm

\*Event by CREATE Portage County

## Make Music Day

Saturday, June 21st

## Riverfront Rendezvous

July 3rd, 4th, 5th

## Fourth of July Parade

Friday, July 4th

## Discover Downtown

Saturday, July 19th

## Wine Walk

Friday, Aug. 15th

## Dozynki Downtown\*

Saturday, Sept. 20th

\*Event by Polish Heritage Awareness Society

## Halloween Trick-or-Treating

Saturday, Oct. 25th

## Shop Small Week

Nov. 23rd -29th

## Holiday Parade

Wednesday, Nov. 26th

## Small Business Saturday

Saturday, Nov. 29th

## Downtown Christmas

Saturday, Dec. 13th

## Christmas Crawl\*

Saturday, Dec. 20th

\*Hosted by Downtown Taverns

## Follow Us



Meta and Instagram:

Stevens Point Downtown

USE THE HASHTAG: #DOWNTOWNPOINT



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# 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 Chloe at [ckreuser@stevenspoint.com](mailto:ckreuser@stevenspoint.com) for attendance or hosting inquiry.

## **Downtown Collective** (Monthly – Formal)

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: 2nd Tuesday of every month, 3:30 – 4:30 p.m.

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

## **Business Improvement District (BID) Board Meetings** (Monthly – Formal)

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

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

Location: 1105 Main Street Suite A

## **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.*

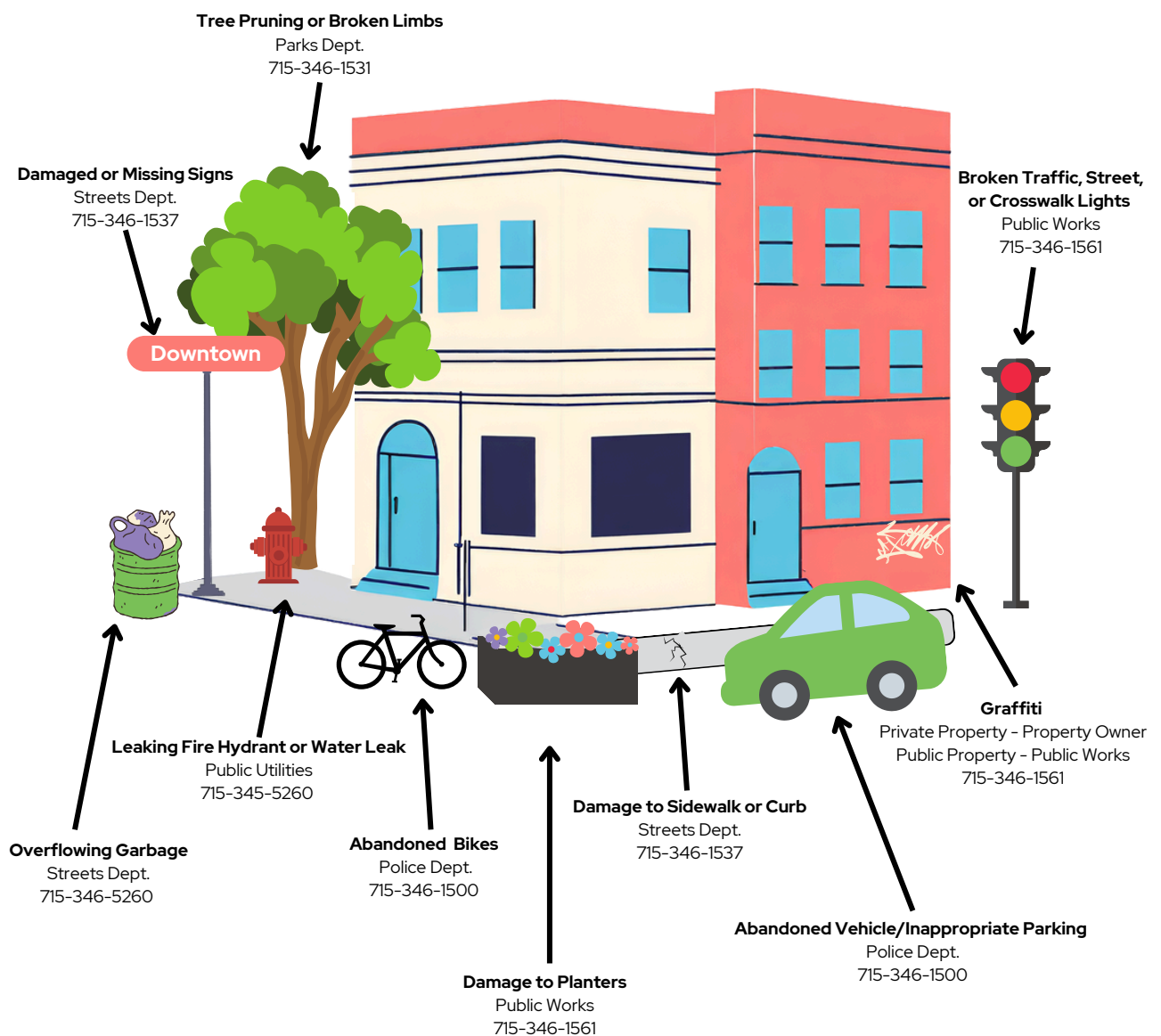
When: Follow “[Founders Network](#)” on Facebook to find event dates or email Chris at [cklesmith@stevenspoint.com](mailto:cklesmith@stevenspoint.com).



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 Chloe at [ckreuser@stevenspoint.com](mailto:ckreuser@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.](#)



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](mailto: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](mailto:akuhn@stevenspoint.com)) – Zoning Administrator

Ximena Christianson ([xchristianson@stevenspoint.com](mailto:xchristianson@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.*



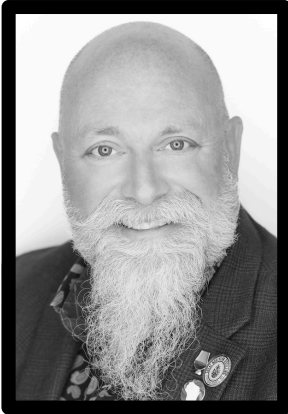
MAIN STREET + STEVENS POINT + JULY 2024



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2025 - 2026

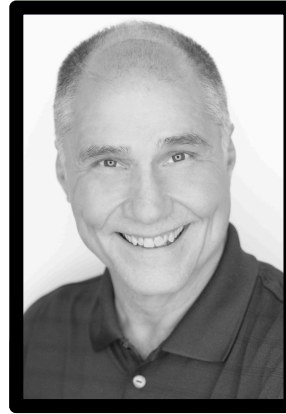
# Meet the Board



**Brian Cummins**  
Board Chair  
Great Northern Distilling



**Tara Manzke**  
Vice Chair; Promotions Lead  
Bria Bella & Co.



**Marc Christianson**  
Board Member  
Aldersperson District 1



**Rosalind Kealiher**  
Secretary; Design Lead  
The Rose House



**Hana Cutler**  
Organization Lead  
Emy J's Coffee House



**Mike Beacom**  
Treasurer  
Point Housing



**BJ Welling**  
Board Member; Economic Vitality Lead  
Property Owner



**Chloe Kreuser**  
Executive Director

## Follow Us



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## Contact Us

Chloe Kreuser  
ckreuser@stevenspoint.com  
715-496-0823

