



STEVENS POINT DOWNTOWN

*Business Improvement District
Investor's
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

Supports:

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

Downtown Transformation Initiative

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 | Event Engagement |
| <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 | <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 | Marketing & Storytelling |
| <ul style="list-style-type: none">• Community leadership recognition• Project ribbon cuttings• Advisory participation opportunities• Investor briefings & updates• Economic impact reporting• Strategic networking opportunities | <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 | Legacy & Transformation Recognition |
| <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 | <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.

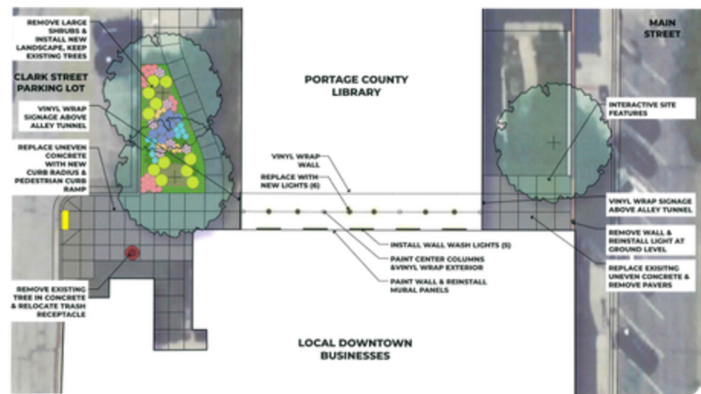
2026 Transformation Project – Library Alley Activation

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
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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.

