

Business Improvement District (BID) Board

AGENDA

City Hall, 101 S. Second Street, Black River Falls, WI

Thursday, January 30, 2025 – 5:30pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/89497555455?pwd=kYuT2uHYgwkJwemupk0poSYxatgGZp.1>

OR Dial: 1 312 626 6799

Meeting ID: 894 9755 5455

Passcode: downtown

1. Call to Order
2. Roll Call
3. BRF Downtown Association financials & inventories – Discussion & Possible Action
4. Updates on decorative street lamps
5. Update/Replace Christmas lights at a cost of \$294.47 – Action
6. 2025 BID Operating Plan implementation
7. Set next meeting date and time if applicable – Action
8. Adjourn

Posted: January 24, 2025

2:54 PM

Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2022

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Revenue									
City Revenue									
BID Assessment									
Deposit	05/17/2022	070834	City of Black River ...	1st Qtr 2022 ...	BID		BRCB BID	6,435.84	6,435.84
Deposit	11/15/2022		City of Black River ...	Quarterly Bid A...	BID		BRCB BID	22,365.76	28,801.60
Total BID Assessment								28,801.60	28,801.60
Economic Development Fund									
Deposit	05/17/2022	070834	City of Black River ...	1st Qtr Bid A...	Economi...		BRCB Econo...	4,630.49	4,630.49
Total Economic Development Fund								4,630.49	4,630.49
Total City Revenue								33,432.09	33,432.09
Total Revenue								33,432.09	33,432.09
Total Income								33,432.09	33,432.09
Gross Profit								33,432.09	33,432.09
Expense									
Accounting Fees									
Bill	01/01/2022	31128...	Clifton Larson Allen...		BID		Accounts Pay...	73.50	73.50
Check	04/19/2022	1044	Clifton Larson Allen...	Inv 3211781 ...	BID	X	BRCB BID	0.00	73.50
General Journal	04/19/2022	JRNAL	Clifton Larson Allen...	For CHK 104...	BID		BRCB BID	2,592.35	2,665.85
General Journal	06/22/2022	JRNA...	Clifton Larson Allen...	Reverse of G...	BID		BRCB BID	-2,592.35	73.50
Check	06/22/2022	DEBIT	Clifton Larson Allen...	Consulting S...	BID		BRCB BID	2,757.58	2,831.08
Check	08/12/2022	DEBIT	Clifton Larson Allen...	Tax Prep	BID		BRCB BID	971.25	3,802.33
Check	09/14/2022	DEBIT	Clifton Larson Allen...	CLA Inv 339...	BID		BRCB BID	106.05	3,908.38
Check	10/04/2022	DEBIT	Clifton Larson Allen...	Inv 3427699 ...	BID		BRCB BID	325.50	4,233.88
Total Accounting Fees								4,233.88	4,233.88
Advertising									
Check	01/06/2022	debite	WWIS	January 2022	Economi...		BRCB Econo...	400.00	400.00
Check	02/03/2022	DEBIT	WWIS	Feb 2022	Economi...		BRCB Econo...	400.00	800.00
Check	03/30/2022	2041	Taylor Media	Advertising 2...	Economi...		BRCB Econo...	3,000.00	3,800.00
Check	03/31/2022	DEBIT	WWIS	March 2022	Economi...		BRCB Econo...	400.00	4,200.00
Check	04/06/2022	DEBIT	WWIS	April 2022	Economi...		BRCB Econo...	400.00	4,600.00
Check	05/04/2022	DEBIT	WWIS	May 2022	Economi...		BRCB Econo...	400.00	5,000.00
Check	06/03/2022	DEBIT	WWIS	June 2022	Economi...		BRCB Econo...	400.00	5,400.00
Check	06/22/2022	2042	WHTL-FM	Order 67371	Economi...		BRCB Econo...	220.00	5,620.00
Check	07/08/2022	DEBIT	WWIS	July 2022	Economi...		BRCB Econo...	400.00	6,020.00
Check	08/01/2022	DEBIT	WWIS	August 2022	Economi...		BRCB Econo...	400.00	6,420.00
Check	08/15/2022	DEBIT	Vision Design	Montly Adver...	BID		BRCB BID	50.00	6,470.00
Check	09/08/2022	DEBIT	WWIS	September A...	Economi...		BRCB Econo...	400.00	6,870.00
Check	10/06/2022	DEBIT	WWIS	October 2022	Economi...		BRCB Econo...	400.00	7,270.00
Check	11/04/2022	DEBIT	WWIS		Economi...		BRCB Econo...	400.00	7,670.00
Check	11/30/2022	2046	Taylor Media	Remainder of...	Economi...		BRCB Econo...	3,000.00	10,670.00
Check	12/07/2022	DEBIT	WWIS		Economi...		BRCB Econo...	400.00	11,070.00
Total Advertising								11,070.00	11,070.00
Annual Meeting									
Check	02/01/2022	1034	Viva 5 de Mayo	Annual Meeti...	BID		BRCB BID	300.00	300.00
Total Annual Meeting								300.00	300.00
Bank Service Charge									
Check	09/30/2022			Service Char...	BID		BRCB BID	10.00	10.00
Check	10/31/2022			Service Char...	BID		BRCB BID	35.00	45.00
Check	11/30/2022			Service Char...	BID		BRCB BID	10.00	55.00
Total Bank Service Charge								55.00	55.00

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Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2022

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Contracted Services									
Check	01/04/2022	debit	Vision Design		BID		BRCB BID	50.00	50.00
Check	01/18/2022	debit	Zoom		BID		BRCB BID	15.81	65.81
Check	02/02/2022	DEBIT	Vision Design Grou...	WEBSITE	BID		BRCB BID	50.00	115.81
Check	03/23/2022	Debit	Zoom		BID		BRCB BID	15.81	131.62
Check	03/23/2022	DEBIT	Vision Design Grou...	Website	BID		BRCB BID	50.00	181.62
Check	03/23/2022	DEBIT	Vision Design Grou...	Website	BID		BRCB BID	25.00	206.62
Check	03/30/2022	Debit	Zoom		BID		BRCB BID	15.81	222.43
Check	04/18/2022	4039	Zoom	Monthly Zoom	BID		BRCB BID	15.81	238.24
Check	05/04/2022	DEBIT	Vision Design Grou...		BID		BRCB BID	50.00	288.24
Check	05/04/2022	DEBIT	Zoom	Monthly char...	BID		BRCB BID	15.81	304.05
Check	06/21/2022	DEBIT	Zoom		BID		BRCB BID	15.81	319.86
Check	06/22/2022	1060	City of Black River ...	4-Yearly Bart...	BID		BRCB BID	100.00	419.86
Check	07/01/2022	DEBIT	WI DFI	DFI Fees	BID		BRCB BID	25.00	444.86
Check	07/20/2022	DEBIT	Zoom		BID		BRCB BID	15.81	460.67
Check	08/18/2022	DEBIT	Zoom	Monthly Servi...	BID		BRCB BID	15.81	476.48
Check	09/10/2022	DEBIT	Vision Design	August and S...	BID		BRCB BID	50.00	526.48
Check	09/16/2022	DEBIT	Vision Design	September B...	BID		BRCB BID	50.00	576.48
Check	09/19/2022	DEBIT	Zoom	September B...	BID		BRCB BID	15.81	592.29
Check	10/05/2022	DEBIT	Vision Design	October 202...	BID		BRCB BID	50.00	642.29
Check	10/18/2022	DEBIT	Zoom	October 2022	BID		BRCB BID	15.81	658.10
Check	11/18/2022	DEBIT	Zoom		BID		BRCB BID	15.81	673.91
Check	12/19/2022	DEBIT	Zoom		BID		BRCB BID	15.81	689.72
Total Contracted Services								689.72	689.72
Festivals									
ATV/UTV Expenses									
Other									
Check	06/22/2022	2043	News Publishing C...	Advertising f...	Economi...		BRCB Econo...	504.00	504.00
Total Other								504.00	504.00
Total ATV/UTV Expenses								504.00	504.00
BRF Heritage Fest									
Miscellaneous									
Check	08/12/2022	2045	Smiley Bear Desig...	Vinyl Graphic...	Economi...		BRCB Econo...	20.00	20.00
Total Miscellaneous								20.00	20.00
Total BRF Heritage Fest								20.00	20.00
Total Festivals								524.00	524.00
Improvement Grant									
Check	02/09/2022	1036	Smiley Bear Desig...	Merchant Ge...	BID		BRCB BID	750.00	750.00
Check	06/20/2022	1050	Davis Furniture Co...	Facade Impr...	BID		BRCB BID	1,000.00	1,750.00
Check	06/20/2022	1051	Living Free Fitness ...	Signage Impr...	BID		BRCB BID	750.00	2,500.00
Check	06/20/2022	1052	The Lunchbox on ...	Signage Impr...	BID		BRCB BID	750.00	3,250.00
Check	06/20/2022	1053	The haberdASHery...	Signage Grant	BID		BRCB BID	170.00	3,420.00
Check	06/20/2022	1054	BRF Arcade	2022 Signag...	BID		BRCB BID	750.00	4,170.00
Check	06/20/2022	1055	The Dempsey Law ...	2022 Signag...	BID		BRCB BID	750.00	4,920.00
Check	06/20/2022	1056	Northwoods Therap...	2022 Signag...	BID		BRCB BID	750.00	5,670.00
Check	06/20/2022	1057	Back to the Basics ...	2022 Signag...	BID		BRCB BID	750.00	6,420.00
Check	06/20/2022	1058	Fresh Fruits Comm...	2022 Signag...	BID		BRCB BID	1,750.00	8,170.00
Check	06/20/2022	1064	Endless Memories ...	2022 Facade...	BID		BRCB BID	1,000.00	9,170.00
Check	06/30/2022	1061	Jim Suchanek	2022 Signag...	BID		BRCB BID	750.00	9,920.00
Check	08/12/2022	1067	Sunnyside Cafe	Facade Impr...	BID		BRCB BID	1,000.00	10,920.00
Check	12/28/2022	1078	Holdfast Properties	Holdfast Pro...	BID		BRCB BID	1,000.00	11,920.00
Total Improvement Grant								11,920.00	11,920.00
Insurance									
Check	01/19/2022	debit	WBMI Insurance		BID		BRCB BID	2,186.00	2,186.00
Deposit	01/25/2022		West Bend	Refund from i...	BID		BRCB BID	-1,389.00	797.00
Total Insurance								797.00	797.00
Maintenance									
Check	02/09/2022	1035	Paulson Auto Sales	people move...	BID		BRCB BID	1,950.00	1,950.00
Check	11/04/2022	1074	Oakridge Landscap...	Replaced 2 tr...	BID		BRCB BID	150.00	2,100.00
Total Maintenance								2,100.00	2,100.00
Meals & Entertainment									
Check	03/30/2022	DEBIT	Wisconsin Econom...	Awards Cere...	BID		BRCB BID	240.00	240.00
Total Meals & Entertainment								240.00	240.00

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Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2022

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Membership									
Connect Communities									
Check	09/15/2022	DEBIT	WEDC	2023 Membe...	BID		BRCB BID	200.00	200.00
Total Connect Communities								200.00	200.00
Membership - Other									
Check	02/01/2022	1033	DFI		BID		BRCB BID	15.00	15.00
Total Membership - Other								15.00	15.00
Total Membership								215.00	215.00
Office Administrator									
Check	01/18/2022	1032	Laura Lindow		BID		BRCB BID	325.00	325.00
Check	03/15/2022	1038	Tina Rowlee	Tina's Pay fo...	BID		BRCB BID	162.50	487.50
Check	03/15/2022	1039	Cynthia Mathews	Digital Marke...	BID		BRCB BID	162.50	650.00
Check	04/12/2022	1041	Tina Rowlee	April 2022 Of...	BID		BRCB BID	162.50	812.50
Check	04/12/2022	1042	Cynthia Mathews	April 2022 Of...	BID		BRCB BID	162.50	975.00
Check	05/07/2022	1045	Cynthia Mathews	May 2022 M...	BID		BRCB BID	162.50	1,137.50
Check	05/07/2022	1046	Tina Rowlee	May 2022 Off...	BID		BRCB BID	162.50	1,300.00
Check	06/01/2022	1048	Cynthia Mathews	Office Admin...	BID		BRCB BID	162.50	1,462.50
Check	06/01/2022	1049	Tina Rowlee	Office Admin...	BID		BRCB BID	162.50	1,625.00
Check	07/12/2022	1062	Cynthia Mathews	Digital Marke...	BID		BRCB BID	162.50	1,787.50
Check	07/12/2022	1063	Tina Rowlee	Office Manag...	BID		BRCB BID	162.50	1,950.00
Check	08/10/2022	1065	Tina Rowlee	August	BID		BRCB BID	167.50	2,117.50
Check	08/10/2022	1066	Cynthia Mathews	August	BID		BRCB BID	167.50	2,285.00
Check	09/14/2022	1068	Cynthia Mathews	September 2...	BID		BRCB BID	162.50	2,447.50
Check	09/14/2022	1069	Tina Rowlee	September 2...	BID		BRCB BID	162.50	2,610.00
Check	10/04/2022	1070	Cynthia Mathews	October Admin	BID		BRCB BID	162.50	2,772.50
Check	10/04/2022	1071	Tina Rowlee	Office Admin...	BID		BRCB BID	162.50	2,935.00
Check	11/04/2022	1072	Cynthia Mathews	November 20...	BID		BRCB BID	162.50	3,097.50
Check	11/04/2022	1073	Tina Rowlee	November 20...	BID		BRCB BID	162.50	3,260.00
Check	12/28/2022	1076	Cynthia Mathews	December 20...	BID		BRCB BID	162.50	3,422.50
Check	12/28/2022	1077	Tina Rowlee	December 20...	BID		BRCB BID	162.50	3,585.00
Total Office Administrator								3,585.00	3,585.00
Office Supplies/Equipment									
Check	02/01/2022	DEBIT	Black River Area C...	COPIES	BID		BRCB BID	37.19	37.19
Check	02/14/2022	Debit	Amazon	Receipt/Docu...	BID		BRCB BID	421.99	459.18
Check	03/24/2022	DEBIT	Amazon	Wireless Lav...	BID		BRCB BID	225.38	684.56
Check	04/19/2022	1043	US Post Office	PO Box 27-1...	BID		BRCB BID	100.00	784.56
Check	05/11/2022	DEBIT	Wal-Mart	Scandisk for ...	BID		BRCB BID	7.55	792.11
Check	05/11/2022	DEBIT	US Post Office	Stamps for T...	BID		BRCB BID	11.60	803.71
Check	05/20/2022	DEBIT	Wal-Mart	Ink for Treas...	BID		BRCB BID	37.65	841.36
Check	11/30/2022	1075	Tina Rowlee	Printer Ink	BID		BRCB BID	25.98	867.34
Total Office Supplies/Equipment								867.34	867.34
Signage									
Check	07/19/2022	2044	Smiley Bear Desig...	Inv 10005 Pe...	Economi...		BRCB Econo...	240.00	240.00
Total Signage								240.00	240.00
Telephone & Internet									
Check	01/20/2022	debit	Verizon		BID		BRCB BID	33.72	33.72
Check	02/09/2022	1037	Verizon	February	BID		BRCB BID	45.00	78.72
Check	03/31/2022	DEBIT	Verizon	Feb and Mar...	BID		BRCB BID	66.01	144.73
Check	05/17/2022	1047	Verizon	Monthly Phone	BID		BRCB BID	33.65	178.38
Check	08/15/2022	DEBIT	Verizon		BID		BRCB BID	113.06	291.44
Check	10/31/2022	DEBIT	Verizon		BID		BRCB BID	122.19	413.63
Total Telephone & Internet								413.63	413.63
Total Expense								37,250.57	37,250.57
Net Ordinary Income								-3,818.48	-3,818.48
Net Income								-3,818.48	-3,818.48

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Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2023

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Income									
Revenue									
City Revenue									
Deposit	03/20/2023		City of Black River ...	Deposit	BID		BRCB BID	17,233.98	17,233.98
Total City Revenue								17,233.98	17,233.98
Total Revenue								17,233.98	17,233.98
Total Income								17,233.98	17,233.98
Gross Profit								17,233.98	17,233.98
Expense									
Accounting Fees									
Check	02/02/2023	Debit	Clifton Larson Allen...		BID		BRCB BID	498.75	498.75
Check	05/24/2023	DEBIT	Clifton Larson Allen...		BID		BRCB BID	388.50	887.25
Check	05/25/2023	DEBIT	Clifton Larson Allen...		BID		BRCB BID	388.50	1,275.75
Check	09/05/2023	DEBIT	Clifton Larson Allen...		BID		BRCB BID	541.96	1,817.71
Check	11/03/2023	DEBIT	Clifton Larson Allen...		BID		BRCB BID	1,536.17	3,353.88
Total Accounting Fees								3,353.88	3,353.88
Advertising									
Check	01/05/2023	DEBIT	WWIS		Economi...		BRCB Econo...	400.00	400.00
Check	05/23/2023	1086	WWIS	Radio Adverti...	Economi...		BRCB Econo...	409.08	809.08
Check	07/18/2023	DEBIT	WWIS		Economi...		BRCB Econo...	200.00	1,009.08
Total Advertising								1,009.08	1,009.08
Bank Service Charge									
Check	10/31/2023			Service Char...	Economi...		BRCB Econo...	10.00	10.00
Check	11/30/2023			Service Char...	Economi...		BRCB Econo...	10.00	20.00
Total Bank Service Charge								20.00	20.00
Contracted Services									
Check	01/18/2023	DEBIT	Zoom		BID		BRCB BID	15.81	15.81
Check	03/06/2023	DEBIT	Zoom		BID		BRCB BID	15.81	31.62
Check	03/06/2023	DEBIT	Vision Design		BID		BRCB BID	50.00	81.62
Check	03/20/2023	DEBIT	Zoom		BID		BRCB BID	16.87	98.49
Check	04/18/2023	Debit	Zoom		BID		BRCB BID	16.87	115.36
Check	05/18/2023	Debit	Zoom		BID		BRCB BID	16.87	132.23
Check	06/06/2023	DEBIT	Vision Design	Inv 111730	BID		BRCB BID	50.00	182.23
Check	06/21/2023	DEBIT	Zoom		BID		BRCB BID	16.87	199.10
Check	06/21/2023	DEBIT	WI DFI		BID		BRCB BID	25.00	224.10
Check	06/22/2023	DEBIT	WI DFI		BID		BRCB BID	54.00	278.10
Check	06/28/2023	DEBIT	Vision Design	Invoice 111258	BID		BRCB BID	50.00	328.10
Check	07/18/2023	Debit	Zoom		BID		BRCB BID	16.87	344.97
Check	08/29/2023	1096	Marley Higgins	August 2023 ...	BID		BRCB BID	200.00	544.97
Check	09/05/2023	1097	Tom Cooper	Annual Drop ...	BID		BRCB BID	203.88	748.85
Check	09/05/2023	DEBIT	Vision Design Grou...		BID		BRCB BID	50.00	798.85
Check	09/05/2023	DEBIT	Vision Design Grou...		BID		BRCB BID	225.00	1,023.85
Check	09/08/2023	DEBIT	Vision Design Grou...		BID		BRCB BID	275.00	1,298.85
Check	10/02/2023	DEBIT	Vision Design		BID		BRCB BID	50.00	1,348.85
Check	10/10/2023	1099	Marley Higgins	September a...	BID		BRCB BID	400.00	1,748.85
Check	11/02/2023	DEBIT	Vision Design Grou...		BID		BRCB BID	50.00	1,798.85
Check	11/17/2023	1105	Marley Higgins	November 20...	BID		BRCB BID	200.00	1,998.85
Check	12/04/2023	DEBIT	Vision Design Grou...		BID		BRCB BID	50.00	2,048.85
Check	12/12/2023	1110	Marley Higgins	December	BID		BRCB BID	200.00	2,248.85
Total Contracted Services								2,248.85	2,248.85
Improvement Grant									
Check	01/13/2023	1081	Sunnyside Cafe	Signage Grant	BID		BRCB BID	750.00	750.00
Check	06/06/2023	1092	Tande's Thrive	Facade Grant	BID		BRCB BID	1,000.00	1,750.00
Check	06/28/2023	1094	Zingler Sign & Desi...	Signage Gra...	BID		BRCB BID	750.00	2,500.00
Check	10/10/2023	1100	Sandhill Tattoo	Signage Grant	BID		BRCB BID	527.50	3,027.50
Check	11/16/2023	2047	Little Vinny's	Facade Grant	BID		BRCB Econo...	1,000.00	4,027.50
Check	11/16/2023	2048	Sunnyside Cafe	Facade Grant	BID		BRCB Econo...	1,000.00	5,027.50
Check	11/16/2023	2049	Revolution	Facade Grant	BID		BRCB Econo...	1,000.00	6,027.50
Total Improvement Grant								6,027.50	6,027.50
Insurance									
Check	08/22/2023	3007	WBMI Insurance		BID		BRCB BID	3,053.00	3,053.00
Check	11/16/2023	DEBIT	WBMI Insurance		BID		BRCB BID	450.00	3,503.00
Total Insurance								3,503.00	3,503.00

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Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2023

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Maintenance									
Check	06/21/2023	DEBIT	Traffic Safety Store	Traffic Safety...	BID		BRCB BID	328.49	328.49
Check	09/12/2023	DEBIT	Twisted Oak Lands...	Fix Trees Do...	BID		BRCB BID	100.00	428.49
Check	11/17/2023	1107	Scholze Ace Home...	Maintenance	BID		BRCB BID	79.71	508.20
Total Maintenance								508.20	508.20
Meals & Entertainment									
Check	02/01/2023	1082	Mr. Pita	2022 Annual ...	BID		BRCB BID	425.00	425.00
Check	03/06/2023	DEBIT	Paypal	Annual Dinner	BID		BRCB BID	250.00	675.00
Total Meals & Entertainment								675.00	675.00
Membership									
Connect Communities									
Check	09/14/2023	DEBIT	WEDC	Annual Mem...	BID		BRCB BID	200.00	200.00
Total Connect Communities								200.00	200.00
Total Membership								200.00	200.00
Office Administrator									
Check	01/13/2023	1079	Cynthia Mathews	Jan and Feb	BID		BRCB BID	400.00	400.00
Check	01/13/2023	1080	Tina Rowlee	Jan and Feb ...	BID		BRCB BID	400.00	800.00
Check	03/03/2023	1084	Cynthia Mathews	March 2023	BID		BRCB BID	200.00	1,000.00
Check	03/03/2023	1085	Tina Rowlee	March 2023	BID		BRCB BID	200.00	1,200.00
Check	05/23/2023	1087	Tina Rowlee	April and May	BID		BRCB BID	400.00	1,600.00
Check	06/06/2023	1091	Tina Rowlee	June	BID		BRCB BID	200.00	1,800.00
Check	08/24/2023	1095	Tina Rowlee	July and Aug...	BID		BRCB BID	400.00	2,200.00
Check	09/13/2023	1098	Tina Rowlee	September 2...	BID		BRCB BID	200.00	2,400.00
Check	11/17/2023	1106	Tina Rowlee	October and ...	BID		BRCB BID	400.00	2,800.00
Check	12/12/2023	1109	Tina Rowlee	Dec, Jan and...	BID		BRCB BID	600.00	3,400.00
Total Office Administrator								3,400.00	3,400.00
Office Supplies/Equipment									
Check	05/23/2023	DEBIT	Wal-Mart		BID		BRCB BID	33.74	33.74
Check	06/06/2023	1090	Moe's Hardware		BID		BRCB BID	63.11	96.85
Check	11/17/2023	1108	Black River Area C...	Sponsor Lett...	BID		BRCB BID	72.50	169.35
Total Office Supplies/Equipment								169.35	169.35
Postage & Shipping									
Check	06/06/2023	1088	US Post Office	Yearly Post ...	BID	X	BRCB BID	0.00	0.00
General Journal	06/06/2023	JRNAL	US Post Office	For CHK 108...	BID		BRCB BID	114.00	114.00
Check	06/07/2023	1093	US Post Office	Post Office B...	BID		BRCB BID	139.00	253.00
General Journal	06/07/2023	JRNA...	US Post Office	Reverse of G...	BID		BRCB BID	-114.00	139.00
Total Postage & Shipping								139.00	139.00
Storage Shed Rental									
Check	06/06/2023	1089	Sunrise Security St...	Yearly Rent	BID		BRCB BID	1,240.00	1,240.00
Check	11/16/2023	1101	Sunrise Security St...	2023-2024 S...	BID		BRCB BID	1,560.00	2,800.00
Check	11/16/2023	1102	Tom Cooper	Storage She...	BID		BRCB BID	300.00	3,100.00
Total Storage Shed Rental								3,100.00	3,100.00
Telephone & Internet									
Check	06/22/2023	DEBIT	Verizon		BID		BRCB BID	82.93	82.93
Check	11/10/2023	DEBIT	Verizon		BID		BRCB BID	72.61	155.54
Total Telephone & Internet								155.54	155.54
Total Expense								24,509.40	24,509.40
Net Ordinary Income								-7,275.42	-7,275.42
Net Income								-7,275.42	-7,275.42

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Black River Falls Downtown Association, Inc.

01/21/25

Profit & Loss Detail

Accrual Basis

January through December 2024

Type	Date	Num	Name	Memo	Class	Clr	Split	Amount	Balance
Ordinary Income/Expense									
Expense									
Accounting Fees									
Check	03/06/2024	DEBIT	Clifton Larson Allen...		BID		BRCB BID	484.77	484.77
Check	05/03/2024	DEBIT	Clifton Larson Allen...		BID		BRCB BID	467.25	952.02
Check	11/04/2024	1111	Clifton Larson Allen...	2023, 2024 y...	BID		BRCB BID	1,881.00	2,833.02
Total Accounting Fees								2,833.02	2,833.02
Contracted Services									
Check	09/05/2024	DEBIT	Wisconsin Econom...		BID		BRCB BID	200.00	200.00
Check	09/23/2024	DEBIT	Wisconsin Econom...		BID		BRCB BID	200.00	400.00
Check	10/01/2024	DEBIT	Wisconsin Econom...		BID		BRCB BID	200.00	600.00
Total Contracted Services								600.00	600.00
Office Supplies/Equipment									
Check	08/13/2024	DEBIT	Dropbox	Dropbox Pay...	BID		BRCB BID	203.88	203.88
Total Office Supplies/Equipment								203.88	203.88
Total Expense								3,636.90	3,636.90
Net Ordinary Income								-3,636.90	-3,636.90
Net Income								-3,636.90	-3,636.90









Jarod Meyer

From: Menards <order@orders.menards.com>
Sent: Friday, January 10, 2025 1:29 PM
To: Jarod Meyer
Subject: Order Confirmation



[MY ACCOUNT](#) | [HELP CENTER](#)

ORDER CONFIRMATION

Thanks, Jarod Meyer,

This email is your official receipt. We'll send another email when your order is ready.

Next Steps:

- WASH23837 - [Track Your Order](#)

Order Tracker

Parcel Delivery: [WASH23837](#)

101 S 2nd St
Black River Falls, WI 54615-1725



Item Description	QTY	Item Price	Item Total
 Enchanted Forest®30' LED Multicolor Christmas Rope Light SKU: 2841127	5	\$9.99	\$49.95

Merchandise Subtotal: \$49.95
Processing Fee: \$2.80
Sales Tax: \$0.00

- Transaction ID: 2938
- Register ID: 70
- Store Number: 3237
- Order Date: 01/10/2025

Delivery Charges: \$11.95
Order Total: **\$64.70**

Payment Method:
Mastercard - 9912 \$64.70

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items on this receipt will be in the form
of an in store credit voucher if the
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charges on your receipt, please
email us at:
LACRfrontend@menards.com



Sale Transaction

Tax Exempt Certificate ID: 6011636
Exempt Type: State or Local Government

30' LED ROPE LIGHT *
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TOTAL SALE
CAPITAL ONE 9912
Auth Code:08930Q
Contactless
a0000000041010
ARQC - 5cc6f44284032db5

229.77

229.77

TOTAL SAVINGS 230.00

TOTAL NUMBER OF ITEMS = 23

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according to its current terms.

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THANK YOU, YOUR CASHIER, Kylie

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\$ 294.47

January 13, 2025

January 2025

Errin Welty, Wisconsin Main Street



Communities of all sizes have established a Business Improvement District to help fund the mix of programming, public space investment, and property owner support necessary to support a vibrant downtown.

One of the top challenges for downtown advocates is finding sustainable funding for the breadth of projects and programs needed to support a thriving downtown. Many traditional funding sources are limited in what they can fund or are inherently unreliable for capital planning. For example, grants often fund programs but not administrative overhead, while events, often used for fundraising, rely on good weather to draw attendees. Another funding source available in Wisconsin is the Business Improvement District (BID), a formal tax entity created within the municipal government structure by vote of property owners. Nearly 90 such districts have been established statewide to support revitalization initiatives. Districts exist in communities as small as 1,600 people, while others cover as many as 1,200 acres. Regardless of their size, BIDs provide funding support to further district goals, most commonly supporting dedicated staff to carry out events and outreach; investing in capital improvements such as parks, infrastructure, or streetscape amenities to further district investment; or coordinating marketing or other activities where collective action creates economies of scale and increases effectiveness, benefitting district property owners and businesses. Information on how to establish and engage a BID effectively to support revitalization work, along with updated information on Wisconsin assessment trends, activities, and staffing, is provided in this article.

Creating a BID

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish one or more BIDs within their community, established by a vote of properties within the district(s). To pass, property owners representing at least two-thirds of the assessed value within the proposed district boundaries must be in favor of its creation. Once established, an additional dedicated tax assessment is set by a district board of directors composed largely of property owners from within the district. District funds are dedicated to support supplemental projects and programs related to the promotion, management, maintenance, and development of the district. The operating plan

and rate structure are also formally approved by the municipal governing body during the annual budgeting process. Assessments are restricted to commercial and industrial properties within a municipality that are subject to real estate tax.

Structuring BID activities

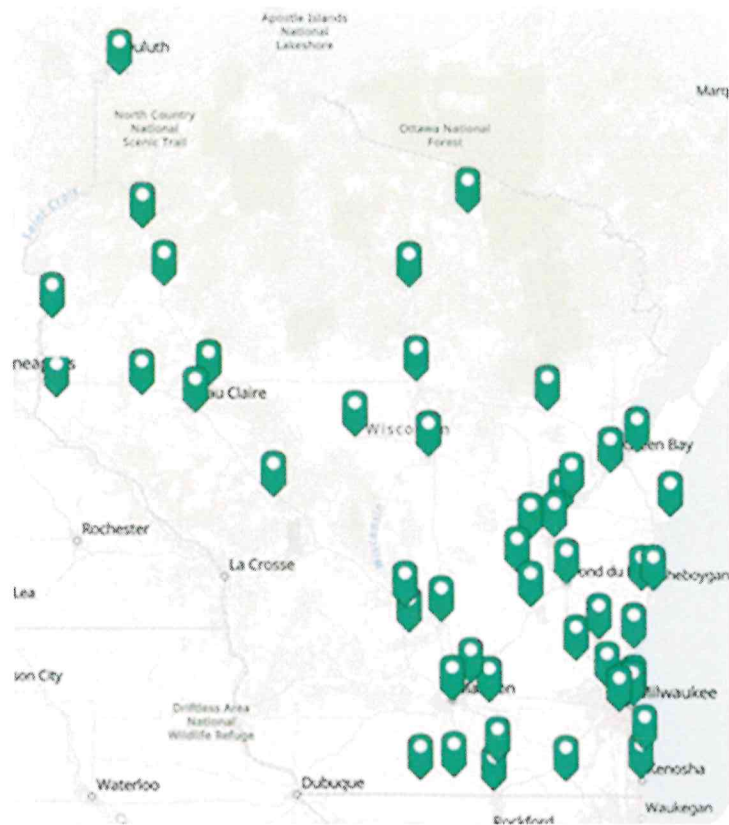
Landscaping, planters, and hanging baskets are a large budget items for many BID districts.

Depending on the location and role of other local partners, BIDs play many roles within their district. Some typical arrangements include:

- **Staffed District.** Under this organizational structure, staff is hired by the BID board directly, either as a municipal employee or as an independent contractor. This staff is tasked with carrying out the district's operating plan and investing BID dollars in activities approved by the board. In this model, the BID board is active in managing the day-to-day operations of the district.
- **Contract for Service.** Other BID boards may elect to contract with one or more outside organizations to carry out the operating plan. Contracts might include direct services, such as landscaping installations and maintenance, or service contracts to provide staffing and manpower to perform activities. Often, these service contracts are with dedicated downtown management organizations, but contracts may also exist with local tourism entities, marketing firms, or chambers of commerce. In this model, the BID board meets infrequently and its primary purpose is to establish a vision and goals, monitor progress, and approve any necessary adjustments to the operating plan.
- **Hybrid Model.** In this arrangement, the BID board may choose to oversee some activities directly and contract with one or more organizations for others. The most common tasks retained by the BID board are related to security and cleanliness of the district. In larger communities, BIDs may engage dedicated contract staff or a district management firm to provide ambassadors, security, trash, and cleaning services in the district.

In many mature districts, BIDs work alongside other partner organizations to benefit the downtown. Each of these partners has a unique legal structure, maximizing potential revenue streams for the district. Common BID partners include charitable non-profit organizations, membership-based merchant associations, limited liability real estate entities, and foundations. While each organization may have projects or programs that benefit the same district, each entity has a slightly different mission and a dedicated board of directors. These partnerships expand the number of individuals engaged in supporting the district, and the various entities often contract or sign memorandums of understanding with one another to coordinate services and share physical or staffing resources.

Wisconsin BID trends



2024 Wisconsin Business Improvement District Locations

The most recent BID report is an update to a 2017 report produced by UW Extension summarizing the location, assessment rate, and methodology of all BIDs in the state. In 2024, there are 88 total active BIDs in the state, a net gain of one district since 2017. In this time, four BIDs have been created and three were terminated.

These districts are located in communities of all sizes and geographies, as shown on the map above. Milwaukee is home to 32 separate districts. In the rest of the state, nearly half of districts are in communities of fewer than 20,000 residents, 22% are in communities of 20,000-50,000, and 31% in large communities outside of Milwaukee. Most districts are established to incorporate properties within the same geographic and economic market, since these property owners are more likely to have common economic interests. Districts often coincide with other existing districts, such as historic districts, tax increment finance districts, or commercial zoning maps. As a result, districts range in size from a handful of blocks or parcels (for example, Tomahawk and West Allis encompass a portion of 10-12 blocks, and Reed Street Yards includes 10 parcels) to extended corridors or large acreages (Historic King Drive extends over 4 miles, and the Menomonee River Valley encompasses 1,200 acres). On average, districts include roughly 150 parcels.

Each commercial taxable property in the BID is assessed based on a formula determined by the Board of Directors. Most BIDs assess a simple mill rate added to the tax bill received by eligible property owners in the district. In most cases, $\text{property assessment} / 1,000 * \text{mill rate} = \text{BID}$

contribution. While this is the most common assessment method, some districts utilize alternate assessment methods. Cesar E. Chavez Drive in Milwaukee, for example, has an assessment of \$500 per property regardless of property value. The Kinnikinnic River BID, also in Milwaukee, uses an assessment of \$1.70 per linear foot of river frontage on the property. To avoid real and perceived conflicts among large and small owners in the district, BIDs also typically employ minimum and maximum assessments for individual parcels. This also helps ensure that property owners contribute an amount that reflects the value of services received. The typical minimum assessment ranges from \$100-\$500, with the typical maximum assessment of \$3,500-\$5,000, although actual rates depend on the average assessed value of properties within the district.

Between 2017 and 2024, BID mill rates in the state increased by \$0.07 to an average rate of \$2.51 per \$1,000 in assessed value, an increase of 2.9%. Average BID assessment rates increased for all community sizes, with 34% of districts increasing assessment rates compared to only 10 districts in small and mid-sized communities that assessed a lower value per property in 2024 than in 2017. Note that each of these districts with a net decrease in assessments operates on a budgetary assessment basis and did not actively vote to reduce the rate, but rather set an annual operating budget that grew slower than property valuation, resulting in a net relative tax levy. Average current BID assessment rates (per \$1,000 in assessed valuation) by district size are listed below. Within each category, district assessments vary by several dollars, with numerous districts of each size assessing rates of under \$1.00 per \$1,000 in value and others collecting more than \$3.50 (and as much as \$6.50) per \$1,000.

- Small community districts (Under 20,000 in population): \$2.09
- Medium districts (20,000-50,000 in population): \$2.17
- Large districts (over 50,000 in population): \$2.85

Overall, number and mill rates of BIDs stayed relatively consistent within the last decade, with districts in communities of all sizes providing a stable and locally-driven source of funding for downtown revitalization initiatives.