

Business Improvement District (BID) Board

AGENDA - REVISED

City Hall, 101 S. Second Street, Black River Falls, WI
Thursday, September 17, 2026 – 5:30pm

Join Zoom Meeting:

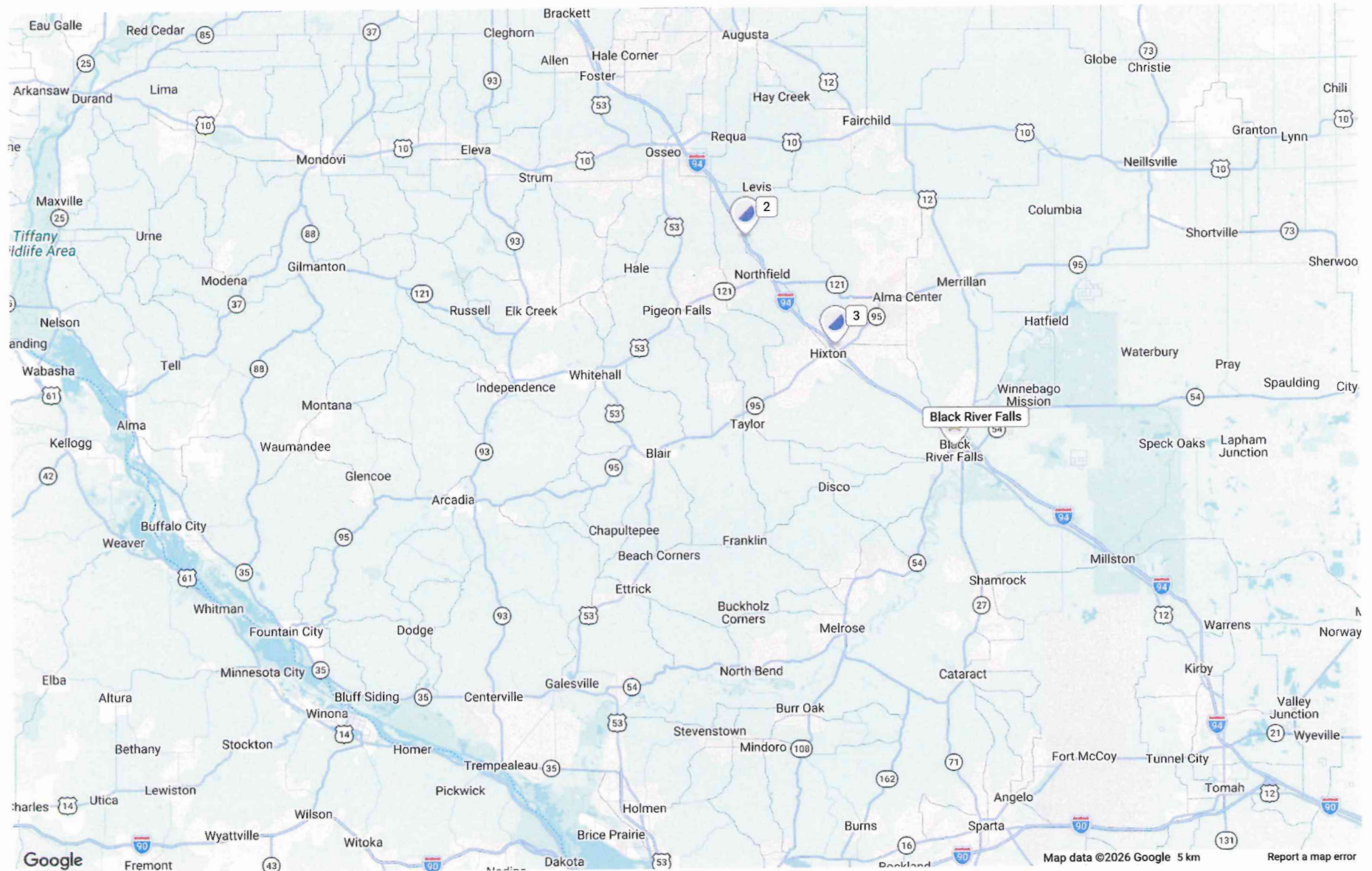
<https://us02web.zoom.us/j/84922828024?pwd=TirEVzeFfxL24FVHRiMwh0rvalMUUd.1>
OR Dial: 1-312-626-6799 Meeting ID: 849 2282 8024 Passcode: downtown

1. Call to Order
2. Roll Call
3. I-94 Billboard campaign – Action
4. Downtown decorative tree replacements – Discussion & Possible Action
5. Application for a sign grant for 9 Main Street – Action
6. Application for a sign grant for 320 Main Street – Action
7. BID – Chamber of Commerce Downtown Business Partnership Proposal – Action
8. Adjourn

Posted: September 16, 2026

MAP #1

CITY OF BLACK RIVER FALLS BID BOARD



LOCATION LIST

CITY OF BLACK RIVER FALLS BID BOARD

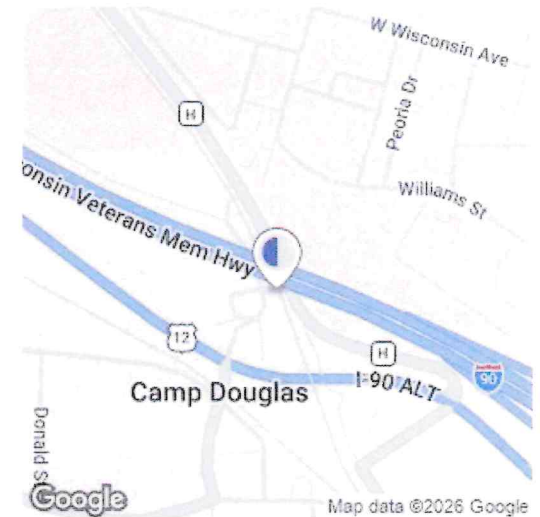
*Impression values based on: Total Population

Map Icon	Label	Panel #	Geopath Id	Media/Style	Facing	H x W	*Weekly Impressions	Illum.
	1	1927	169775	Permanent Bulletin / Regular	East	14' 0" x 48' 0"	135,376	YES
Location: I-94/90 S/S 50' W/O CTY HWY C E/F Current Advertiser: CITY OF BLACK RIVER FALLS Rate: \$2000 Production Cost: \$1512								
	2	78050	30910944	Junior Bulletin / Regular	NorthWest	16' 0" x 8' 0"	54,713	NO
Location: I-94, 2245' E/O GILBERTSON RD. MM96 W/1 Current Advertiser: RUSTIC HAVEN BAR & GRILLE Rate: \$385 Production Cost: \$303.75 Availability: 09/28/2026 - 09/19/2027								
	3	1964	169796	Permanent Bulletin / Regular	NorthWest	14' 0" x 48' 0"	148,065	YES
Location: I-94 N/S 150 FEET W/O HWY 95 - W/1 Current Advertiser: LAMAR COVER - LA CROSSE Rate: \$1240 Production Cost: \$1512 Availability: 09/21/2026 - 09/19/2027								
Total Weekly Impressions: 338,154								

PANEL #1927

📍 I-94/90 S/S 50' W/O CTY HWY C E/F

Location #1



WEEKLY IMPRESSIONS: 135,376*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

GEOGRAPHIC ID: 169775

LAT/LONG: [43.92415 / -90.27008](#)

MARKET: JUNEAU

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: East / Left

ILLUMINATED: YES

RATE: \$2000

PRODUCTION COST: \$1512

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

ADVERTISING STRENGTHS: Located on Interstate 94 near Camp Douglas. This board targets commuters, local and tourists traffic. Also targets travelers between Milwaukee and Minneapolis.

*Impression values based on: Total Population

PANEL #78050

📍 I-94, 2245' E/O GILBERTSON RD. MM96 W/1

Location #2



WEEKLY IMPRESSIONS: 54,713*

MEDIA TYPE/STYLE: Junior Bulletin - Regular

GEOPATH ID: 30910944

LAT/LONG: [44.48936 / -91.12082](#)

MARKET: JACKSON

PANEL SIZE: 16' 0" x 8' 0" [View Spec Sheet](#)

FACING/READ: NorthWest / Right

ILLUMINATED: NO

RATE: \$385

PRODUCTION COST: \$303.75

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

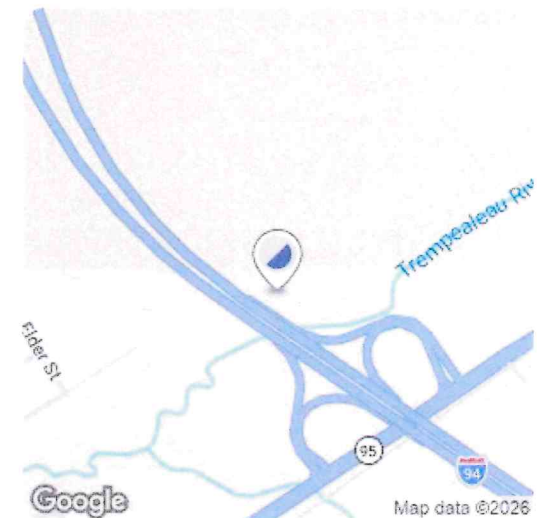
ADVERTISING STRENGTHS: Right hand read on I-94 targets commuters heading to Madison, Milwaukee, and Chicago.

*Impression values based on: Total Population

PANEL #1964

📍 I-94 N/S 150 FEET W/O HWY 95 - W/1

Location #3



WEEKLY IMPRESSIONS: 148,065*

MEDIA TYPE/STYLE: Permanent Bulletin - Regular

GEOPATH ID: 169796

LAT/LONG: [44.38909 / -91.00573](#)

MARKET: JACKSON

PANEL SIZE: 14' 0" x 48' 0" [View Spec Sheet](#)

FACING/READ: NorthWest / Left

ILLUMINATED: YES

RATE: \$1240

PRODUCTION COST: \$1512

SHIPPING ADDRESS: 1329 Interchange Place
LaCrosse, WI 54603

ADVERTISING STRENGTHS: Located on Interstate 94 near Hixton. Targets commuters, local and tourists traffic. Also targets travelers between Milwaukee and Minneapolis.

*Impression values based on: Total Population

Office Address
N290 Pine Place
Hatfield, WI 54754

Nursery Address
W21518 11th St
Trempealeau, WI 54661

Website www.legacy-trees.com

Phone 715-670-8395

Email alli@legacy-trees.com



Statement of Qualifications

Emerald Ash Borer is the most recent reminder of why diversity is so critical in our urban forests. Legacy-Trees is a company built upon the principles of diversity and stewardship. Our founder, Ron Zillmer, has spent over 30 years as a champion of urban forestry and specifically proper planting depth and root physiology. His vision is to not only create a better tree planting system, but to leverage this system into creating urban forests that will last for generations, not decades.

Legacy-Trees offers a unique, cutting-edge tree planting system that is new to this industry. Our planting process focuses on utilizing air root pruning technology in an above-ground platform that mimics the way trees would grow in the forest. It is important to note that Legacy-Trees does not utilize a soilless mix which is common in container production. We utilize engineered soil blended with compost and top dressed with mulch to create soil conditions within this package that closely match the conditions found in the forest.

Because this system provided is such a unique and successful tree planting method, Legacy-Trees lock onto our platform base and rarely require staking and strapping. Dynamic loading of the tree above ground due to wind stimulates colonization of the site by the root system and Legacy-Trees do not require a support system following transplanting into the landscape.

Additionally, the primary limiting factor to root growth is available oxygen in the soil, the Legacy-Trees system revolves around maximizing the amount of available oxygen in the soil. The root systems produced by Legacy-Trees are in balance with the above ground portion of the tree because they have not been cut or damaged in 2 years. Furthermore, this planting technique does not damage roots at the time of transplanting. This balanced above and below ground tree can immediately colonize the site.

Black River Falls Downtown Street Trees

On Monday July 13, Ron Zillmer, Alli Parker, and Brad Chown looked at the downtown trees planted in sidewalk cutouts at the request of Brad Chown. The goal of this meeting was to simply discuss why the trees planted in these cutouts have not performed well and recommendations for next steps if there was interest in addressing this issue.

Why have the trees planted in these cutouts not performed since planting?

- **Improper Species Selection** - Japanese Tree Lilac are the trees planted in these cutouts. The number one issue here is species selection. Contrary to popular belief, the soil conditions found in these cutouts are overly wet due to the inability for the soil to drain. Japanese Tree Lilac do not like having a wet root system. Therefore, they are never going to perform well in this environment.
- **Improper Planting Depth** - These trees were planted too deep in the ground. They have stem girdling roots growing from the root flare that is cutting off the supply of nutrients from the root system to the top of the tree. This issue starts in nursery production and is difficult to correct in the landscape at planting time, this is a common and widespread issue that Legacy-Trees® is actively trying to combat and educate the public about.

Legacy-Trees® Recommendations and Observations

- There is a desire for healthy flourishing trees to be planted in these cutouts.
- Beautiful downtown flower baskets and beautiful downtown trees create an attractive atmosphere for tourism.
- The recommendation for tree planting in these sidewalk cutouts is for **Hybrid Elm**. Here are some key features of the hybrid elm and why this is our top recommendation.
 - **Root System** - This tree is a riparian species; the definition of riparian is running water. This means that this tree's root system is highly adaptable to changing soil moisture conditions. They grow on the flood plains and can handle flooding and drought better than any other species of tree out there. Because of the soil conditions present in sidewalk cutouts, a riparian root system is designed to perform in that environment.
 - **Canopy Structure** - Vase shape canopy and branch architecture. The hybrid elm selections we can offer provide a more pronounced pyramidal to oval canopy that will not obstruct the businesses downtown.
 - **Branch Clearance** - The goal for downtown trees is to provide beauty and shade to the concrete jungles created by humans. The importance of having the canopies above the business's downtown is critical to not only appease the business owners, but also to provide visibility to tourists that want to patronize our local establishments. Because these trees will grow quickly, Legacy-Trees® would work with the city to aggressively prune these trees in their juvenile form so that we can have the branch clearance that is so crucial. We utilize the rule of 1/3 clear trunk to 2/3 canopy. On a Hybrid Elm, we would create at least 20 feet of clearance by pruning branches in their juvenile form within the first 5 years to set these trees and our downtown up for success.

- **Disease Resistant** – The hybrid elm is highly disease resistant to Dutch Elm Disease meaning it was hybridized and cloned so that we could still have the “elms of old” populating our streets without Dutch Elm Disease plaguing our streets again. Additionally, the disease in the elms spread due to the root systems grafting together in the landscape, this is less of a concern in a downtown cutout where trees are planted in individuals’ grates.

Concrete Upheaval – A common point of frustration for tree planting is when the root system starts to upheave the concrete sidewalks around them. Because Legacy-Trees® is a local company with expertise in plant health care, we can connect the city to low cost fast acting growth regulators that will essentially hold the tree at its desired size for the remainder of its life in the sidewalk cutout. Once these trees reach their ideal size class for the space they have been planted, the growth regulator helps hold the tree at that size to avoid issues like upheaving the concrete sidewalks and outgrowing the space they were planted in.

Summary

Legacy-Trees® is a business comprised of people that were born and raised in Black River Falls. Ronald Zillmer our founder and president grew up in this community and raised myself (Allison Parker) and my brother Zack Zillmer here. Zack and I now work for Legacy-Trees®. This community matters to us, and the success of our downtown stimulates our economy and creates more opportunities for people starting families and businesses in this area. Because of this, Legacy-Trees® would like to offer downtown Black River Falls the professional installation of Legacy-Trees® at \$300.00 per unit. This is typically sold at a premium of \$500.00 per tree, but because we understand budget constraints and have a personal interest in the success of downtown Black River Falls, we are interested in extending this discounted rate. Additionally, these trees will come with a 5-year warranty from Legacy-Trees® that will be at no additional cost to the city. This 5-year warranty provided by Legacy ensures that we are sending a representative to prune these trees 3 to 5 times in the first five years of its life in the sidewalk cutout. When we discussed branch clearance previously, this is what we are talking about, and it can be achieved with a hand pruner in the early stages of the tree’s life.

Please consider this proposal for tree planting and Legacy-Trees® professional recommendation for next steps within these sidewalk cutouts.

Business Improvement District - Signage Grant Application

* Indicates Required Fields

Business Name:* Marianna Fitness LLC DBA Embers Rising Dance

Name:* First: Marianna Last: Schuelke

Address:* Street Address: 9 Main St

Address Line 2: _____

City/State/Zip: Black River Falls, WI 54615

Phone:* 715-451-1028

Email:* mariannafitness1@gmail.com

Project Designer:* Lyll White

Name of Building Owner *

First: Ashley Last: Ott

Phone: 715-533-4180 Email: _____

Proposed Project Start Date:* 8-10-2026

Proposed Completion Date:* 8-16-2026

Amount Requested:* \$750

Project Description:*

New sign for a dance studio with a black background and red lettering

* Indicates Required Fields

The following documents are **REQUIRED** for **ALL** applications:
(Check all that are attached)

- ☒ Building permit or documentation confirming a building permit is not required.
- ☒ Copy of signed contractor's estimate or a copy of itemized project cost estimate prepared by building or business owner.
- ☒ Copy of rendered or photographic description of the improvement project.

If applicant is not the property owner, the following documents is also **REQUIRED**:

- ☒ Copy of letter of permission from building owner for the proposed project.

By signing below, I/We affirm that the information submitted herein is true and accurate to the best of my/our knowledge and acknowledge that this is a reimbursement grant program and therefore, if awarded, grant funds will not be distributed until the work is completed and all invoices are paid.

Applicant:

Signature:* Marianna Schuelke

Print Name:* Marianna Schuelke

Date:* 8/18/2026

Co-Applicant

Signature: _____

Print Name: _____

Date: _____

SITE INFO	
SUBDIVISION	
LOT No: 9-10	BLOCK No: 9-10
ZONING DISTRICT:	
PARCEL No: 20605020000	
1/4, 1/4, of Section , T N, R	
SETBACKS	
FRONT:	REAR:
LEFT:	RIGHT:

INSPECTION			
PHASE	ROUGH	FINAL	EROSION
Footing			
Foundation			
Basement Tile			
Construction			
Plumbing			
Heat/Vent/AC			
Electrical			
Insulation			
Insulation			

CONTRACTORS		
NAME	CREDENTIAL#	PHONE
Const:		
HVAC:		
Electrical:		
Plumbing:		

SBD-5824 (R.05/2007)

WI Permit Seal No.

Work shall not proceed until the Inspector has approved the various stages of construction or two business days have elapsed since the day of inspection request.

Permit expiration date: 8/13/2028

WISCONSIN UNIFORM

BUILDING

PERMIT: 26-0066-27-206

Affix uniform
permit seal here
(when applicable)
Seal No.:

☐ Constr. ☐ Electric ☐ Erosion Control
☐ HVAC ☐ Plumbing ☐ Other

Project: Adding new Frontal Signage

Issued To	Owner: Ashley Ott	Phone: (715) 533-4180
	Building Site Address: 9 Main St, Black River Falls, WI, 54615	
Issued By	PERSON ISSUING Kent Erickson LICENSE 8045#	Phone: (608) 697-7774
	DATE ISSUED: 8/13/2026	

Comments :All work must comply with Wisconsin Building Codes and local ordinances. This permit must be posted on-site at all times. This permit is administrative only. No inspections are required.

NOTICE OF NONCOMPLIANCE : This issuing jurisdiction shall notify the applicant in writing or electronically of any violations to be corrected. All client violations, except erosion control ones, shall be corrected within 30 days of notification, unless extension time is granted.

FOR INSPECTIONS CALL (608) 697-7774		GENERAL BUILDING PERMIT APPLICATION				PERMIT # 26-0066-27-206	
		GENERAL ENGINEERING COMPANY P.O. BOX 340 PORTAGE, WI 53901 OFFICE: (608) 742-4070				EXPIRATION 8/13/2028	
Parcel number : 20605020000		City of Black River Falls, Jackson County, WI				Mun. Number 27-206	
PROJECT DESCRIPTION (Submit Building Plans & Site Plan) Adding new Frontal Signage						Does this project require any additional approvals or permits?	
Building Address 9 Main St			Responsible Party Email mariannafitness1@gmail.com			Finished Project Value \$750	
Zoning District(s):	Zoning Permit No.	Corner Lot Yes No	Bldg. Height	Setbacks: No	Front:	Rear:	Left: Right:
Owner's Name Address Ashley Ott		W10499 Carol Rd, Merrillan, WI, 54754				Phone & email (715) 533-4180 mariannafitness1@gmail.com	
Construction contractor WI Lic. No & Exp. Date Address						Phone & email	
Dwelling constr. qualifier WI Lic. No & Exp. Date Address						Phone & email	
HVAC contractor WI Lic. No & Exp. Date Address						Phone & email	
Electrical contractor WI Lic. No & Exp. Date Address						Phone & email	
Master electrician WI Lic. No & Exp. Date Address						Phone & email	
Plumbing contractor WI Lic. No & Exp. Date Address						Phone & email	
RESIDENTIAL Single Family/Duplex	Addition: ☐ Electrical ☐ Plumbing ☐ HVAC ☐ Erosion Control ☐ Construction						
	Detached Accessory Building: ☐ Electrical ☐ Plumbing ☐ HVAC ☐ Construction						
	Remodel: ☐ Electrical ☐ Plumbing ☐ HVAC ☐ Construction						
	Other: ☐ Fence ☐ Plumbing ☐ Removal of Structure (Raze) ☐ Electrical Service Upgrade ☐ Erosion Control ☐ HVAC ☐ Electrical ☐ Construction						
COMMERCIAL	New Commercial Building: ☐ Electrical ☐ Plumbing ☐ HVAC ☐ Construction ☐ Erosion Control						
	Commercial Addition/Alteration: ☐ Electrical ☐ HVAC ☐ Erosion Control ☒ Sign ☒ Building Sq. Ft. ☐ Plumbing ☐ Construction ☐ Fence ☐ Removal of Structure (Raze)						
	State of Wisconsin Plan Approval Needed: ☐ Yes ☐ No (Approved plans must be submitted with permit application)						
Zoning – When applicable, must obtain a copy of setback information regarding height, lot coverage, etc.							
I agree to comply with all applicable codes, statutes and ordinances and with the conditions of this permit; understand that the issuance of the permit creates no legal liability, express or implied, on the state or municipality; and certify that all the above information is accurate. If I am an owner applying for an erosion control or construction permit, I have read the cautionary statement regarding contractor financial responsibility on the reverse side of the last ply of this application. I expressly grant the building inspector or the inspector's authorized agent permission to enter the premises for which this permit is sought at all reasonable hours and for any proper purpose to inspect the work which is being done. It is the Owner/Contractors Responsibility to Call in ALL INSPECTIONS to the Inspector.							
APPLICANT'S SIGNATURE Marianna Schuelke						DATE SIGNED 8/11/2026	
APPROVAL CONDITIONS This permit is issued pursuant to the following conditions. Failure to comply may result in suspension or revocation of this permit or other penalty. ☒ See attached for conditions of approval.							
FEES:		PERMIT(S) ISSUED			PERMIT ISSUED BY:		
Construction \$55.00 Plumbing Electrical HVAC Zoning Other Administrative Total Permit Fee \$55.00		☒ Constr. ☒ HVAC ☒ Electric ☒ Plumbing ☒ Erosion Control ☒ Other			Name Kent Erickson Date 8/13/2026 Telephone (608) 697-7774 Cert. No 8045		

QUOTE SHEET

Smiley Bear Design

21 North First St. Black River Falls, WI 54615

715-284-0027

bear@smileybear.net

QUOTE SHEET

Embers Rising Dance

Front sign 28' long x 33"high (3 sign panels 8' long and 2 panels 2' long)
cover existing plywood with Aluminum composit sign board
(see attached sheet for mock up of signs)

Signage and install \$850.00

Plus Tax

Installation will take a couple hours once signs are completed.
Depending on weather, signs should be done and installed
before Aug. 17

Aluminum Composite Sign with install
28' x 33" sign = \$850



August 8th, 2026

To Whom It May Concern:

I am writing to confirm my approval for **Embers Rising Dance owned by Marianna Loock Schulke** to install and display signage at the property located at **9 Main Street**, Black River Falls.

As the property owner/authorized representative, I give permission for appropriate business signage to be placed at this location, subject to any applicable city ordinances, permits, and signage requirements.

Please accept this letter as written authorization and approval for the signage.

Sincerely,

Ashley Henrickson Ott

Property Owner/Authorized Representative
9 Main Street, Black River Falls, WI 54615

Business Improvement District - Signage Grant Application

* Indicates Required Fields

Business Name:* Wylde Child Tattoo

Name:* First: Schanna Last: Polivka

Address:* Street Address: 320 Main St

Address Line 2: _____

City/State/Zip: BRt W/ 54615

Phone:* 715 896 0957

Email:* wyldechildtattoo@yahoo.com

Project Designer:* River bottom Art & Sign

Name of Building Owner *

First: Schanna Last: Polivka

Phone: 715 896 0957 Email: wyldechildtattoo@yahoo.com

Proposed Project Start Date:* 7-30-26

Proposed Completion Date:* 8-1-26

Amount Requested: \$1793.50

Project Description:*

\$1700 Signage put up. Professional instillation of exterior business signage, & custom designed window vinyl for my tattoo studio. Improvements to create a professional, cohesive storefront, clearly identifying the business, improve visibility from the street. These enhance the overall appearance of the building, strengthen the business brand, contribute to an attractive & welcoming commercial property and beautifying the downtown main st. Area. Draws people from surrounding cities & states to strengthen the vitality of our downtown business community.

Total Cost was \$1790.00.

* Indicates Required Fields

The following documents are REQUIRED for ALL applications:
(Check all that are attached)

- ☐ Building permit or documentation confirming a building permit is not required.
- ☒ Copy of signed contractor's estimate or a copy of itemized project cost estimate prepared by building or business owner. *Pending w/ Kent*
- ☒ Copy of rendered or photographic description of the improvement project.

If applicant is not the property owner, the following documents is also REQUIRED:

- ☐ Copy of letter of permission from building owner for the proposed project.

By signing below, I/We affirm that the information submitted herein is true and accurate to the best of my/our knowledge and acknowledge that this is a reimbursement grant program and therefore, if awarded, grant funds will not be distributed until the work is completed and all invoices are paid.

Applicant:

Signature: * 

Print Name: * Schanna R. Polivka

Date: * 9/14/24

Co-Applicant

Signature: _____

Print Name: _____

Date: _____



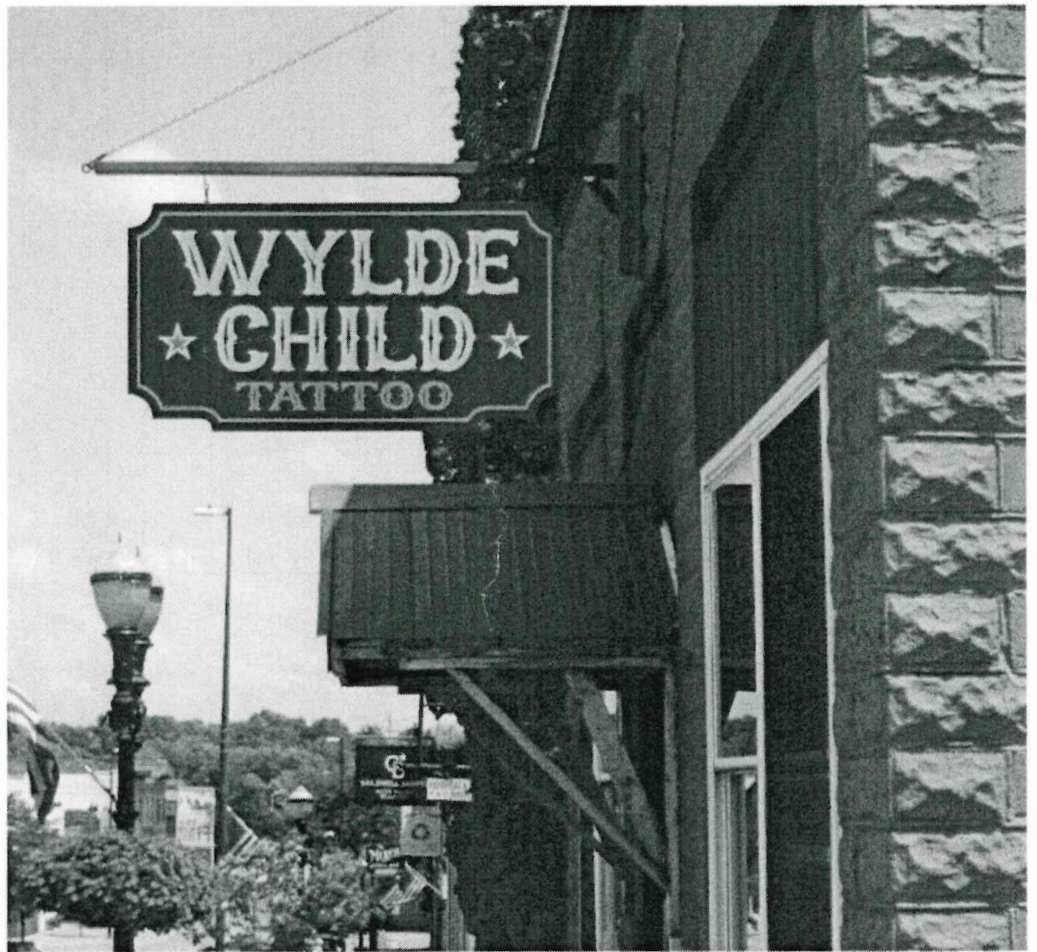
Windows \$200.00 if I do the sign.

RIVER BOTTOM ART & SIGN JERRY HOERRES

djhoerres@gmail.com

W13913 Rod & Gun Club Road
Melrose WI 54642

715-299-6460



37 x 70 2 SIDED SIGN \$1500.00

RIVER BOTTOM ART & SIGN JERRY HOERRES

djhoerres@gmail.com

W13913 Rod & Gun Club Road
Melrose WI 54642

715-299-6460



Invoice: 1047

Date: 07/10/2026

Cell: 715 299-6460

Email: djhoerres@gmail.com

Website: www.riverbottommartandsign.com

Facebook: River Bottom Art and Sign

To: For:
Wylde Child Tattoo Sign and Window graphics

Thank you for your business!

Make all checks payable to **River**

Bottom Art & Sign

Please contact me if you have any concerns regarding this invoice.

BLACK RIVER AREA CHAMBER OF COMMERCE

BID-Chamber Downtown Business Partnership

One-Year Pilot Proposal for Downtown Business Membership and Services

Presented to	City of Black River Falls Business Improvement District Board
Presented by	Black River Area Chamber of Commerce
Proposed term	One-year pilot beginning in 2027
Annual request (Approx)	\$14,875 for 65 identified BID businesses

Recommendation: Approve development of a one-year service agreement under which the BID funds standard Chamber memberships for all eligible businesses physically located within the district, including businesses that are already members.

Executive Summary

The Black River Area Chamber of Commerce proposes an annual partnership with the City of Black River Falls Business Improvement District (BID) that would extend Chamber membership and defined business-support services to every eligible business physically located within the BID boundaries.

The reconciled BID roster identifies 65 business memberships. Eighteen are current Chamber members with annual dues totaling \$4,765. Providing standard memberships to all 65 businesses would cost \$14,875 per year. The expansion therefore adds 47 memberships and \$10,110 beyond the value of the memberships already being purchased independently.

The proposal is best structured as a Downtown Business Services / Chamber Partnership rather than as a simple reimbursement of dues. The BID would purchase a defined package of membership access, communications, business engagement, downtown committee support and annual reporting. The BID Board would retain authority over BID priorities and funding.

The Opportunity

Since the former downtown association dissolved, downtown businesses have lacked a dedicated organization that consistently connects merchants, service businesses, property stakeholders, the BID Board, City government and the wider business community. Creating another standalone organization would require new administration, finances, insurance, governance, communications and volunteer capacity.

The Chamber already maintains the business network, staff support, directory, newsletters, events, referral activity, Chamber Bucks program and promotional infrastructure needed to serve these businesses. A service partnership would put that existing capacity to work for the district while creating a structured downtown voice through a Chamber-supported Downtown Business Committee.

Wisconsin Economic Development Corporation guidance recognizes a contract-for-service model in which a BID contracts with an outside organization, including a chamber of commerce, to carry out parts of its operating plan. This proposal follows that practical model while keeping policymaking and BID fund approval with the BID Board.

Verified Membership and Cost Analysis

The figures below are based on the BID property/membership workbook and the Chamber's 2026 membership form. The workbook's Full column was used as the controlling scenario, consistent with the requested approach.

Measure	Businesses	Annual cost	Interpretation
Current Chamber membership	18	\$4,765	Existing annual membership value
Full BID-wide membership	65	\$14,875	Total annual partnership request
Expansion	+47	+\$10,110	New coverage created by the partnership
Average across all businesses	65	\$228.85	Blended annual cost per business

Budget framing: The proposed annual BID line item is \$14,875, not merely the \$10,110 incremental amount. Including the 18 current members avoids penalizing businesses that already support the Chamber and gives the BID a complete, equitable district-wide program.

The 2026 rate schedule used in the roster includes \$215 for Division 1 businesses, \$550 for Division 2 institutions, \$105 for nonprofit/service organizations and \$110 for qualifying secondary businesses. The Full-column calculation applies the standard membership classifications assigned in the workbook.

Proposed Partnership Structure

1. Eligibility

Membership would be provided to active businesses physically located within the established BID boundaries. Vacant properties would not receive a membership. When multiple active businesses occupy one property, each eligible business would receive the membership level assigned under the Chamber's normal structure.

2. Equal Treatment of Current Members

The BID-sponsored program would include the 18 businesses that already belong to the Chamber. Their next membership term would be paid through the partnership rather than billed again. No business would be double billed, and no existing member would be disadvantaged for having joined earlier.

3. Services

Every participating business would receive the same core membership benefits available to comparable Chamber members, including:

- A business listing and appropriate links in the Chamber's online directory and promotional resources.
- Business referrals, advocacy information and access to Chamber communications.
- Networking through Business After 5 and other Chamber activities.
- Opportunities to submit business news and promotions for Chamber newsletters.
- Eligibility to participate in Chamber Bucks, subject to program requirements.
- Conference room access, ribbon-cutting support and Ambassador engagement when applicable.
- Inclusion in visitor-facing promotional opportunities available to members.

4. Downtown Business Committee

The Chamber would organize a Downtown Business Committee open to participating BID businesses, with a BID Board liaison encouraged. The committee would be advisory and could develop recommendations related to downtown promotions, events, beautification, business recruitment, vacancies, signage, customer experience and seasonal activities. Any recommendation requiring BID funding would return to the BID Board for approval.

5. Administration and Reporting

The Chamber and BID would reconcile the eligible roster before the agreement begins and establish a process for openings, closures, relocations and ownership changes. The Chamber would provide a year-end report documenting membership coverage, communications, committee activity, participation and defined services delivered.

Benefits to the BID

- Direct district-wide value. Every active business receives access to a consistent package of business services.
- Professional capacity. The BID gains staff support and established systems without creating another organization.
- Stronger communication. The partnership creates a dependable channel among downtown businesses, the BID, the City and the wider business community.
- Marketing reach. Downtown businesses gain access to existing Chamber directory, newsletter, referral and visitor-facing channels.
- Business retention and recruitment. Membership becomes a tangible benefit of locating in the district and connects new businesses quickly.
- Accountability. A written agreement and annual report give the Board measurable information before renewal.

Benefits to Downtown Businesses

- Membership cost is removed as a barrier to participation.
- Businesses gain visibility, referrals, communications, networking and promotional opportunities.
- Merchants and service businesses receive an organized forum for discussing shared downtown needs.
- New and less-connected businesses gain an immediate entry point into the broader business community.
- Participation remains voluntary; each business chooses how actively to use the available benefits.

Benefits to the Chamber

- More complete representation of the businesses operating in the community's central commercial district.
- More accurate business contact information, listings, hours and promotional content.
- Greater participation in Chamber programs, events and committees.
- A stronger connection between downtown retailers, restaurants and service businesses and the region's financial, industrial, nonprofit, healthcare, lodging and professional sectors.

Fairness and Governance

This partnership would not give downtown businesses preferential Chamber treatment over members outside the district. The BID would be purchasing services for businesses within its legally established boundaries using funds intended to benefit that district. Businesses outside the BID would continue to purchase membership through the normal structure, and all comparable members would receive the same standard benefits.

The Downtown Business Committee would not control BID funds or replace the BID Board. The Board would approve the agreement, annual allocation and any additional projects. City administration and, as appropriate, the City Attorney should review the final agreement and its treatment in the BID operating plan.

Recommended One-Year Pilot and Measures

A one-year pilot beginning in 2027 would allow the parties to test participation and value before making a longer commitment. Recommended measures include:

- 65 eligible memberships activated or updated at the start of the term, subject to final roster verification.
- Percentage of BID businesses with complete directory listings and current contact information.
- Number of targeted BID communications distributed and businesses reached.
- Number of Downtown Business Committee meetings, participating businesses and recommendations advanced.
- Participation in Chamber events, newsletters, Chamber Bucks and other programs where measurable.
- Business feedback collected near year-end and summarized for the BID Board.

Requested Board Action

The Black River Area Chamber of Commerce respectfully requests that the BID Board:

- Approve the partnership concept for development as a one-year pilot.
- Include a \$14,875 Downtown Business Services / Chamber Partnership line item in the applicable annual BID operating plan and budget.
- Authorize the Chamber, BID representatives and City administration to finalize the eligible business roster and a written service agreement.
- Appoint or invite a BID liaison to participate with the Downtown Business Committee.
- Review results before deciding whether to renew, modify or discontinue the partnership.

Conclusion

The BID and Chamber have complementary roles. The BID is focused on the economic vitality and promotion of the district; the Chamber already has the staff, communications, marketing channels and business network needed to support the businesses operating there.

For \$14,875 annually, the partnership would preserve \$4,765 in coverage already valued by 18 current members and extend that coverage to 47 additional businesses. It would give all 65 identified downtown businesses a common connection to business services and a structured downtown forum, while keeping funding authority with the BID Board.

This is a practical way to move from isolated downtown projects toward an ongoing system of engagement, communication and business support without recreating a separate downtown organization.