

Business Improvement District (BID) Board

AGENDA

City Hall, 101 S. Second Street, Black River Falls, WI
Thursday, October 22, 2025 – 5:30pm

Join Zoom Meeting:

<https://us02web.zoom.us/j/81531891253?pwd=Ii01OD5adOfnAY3lWvkeIGMcnojSTN.1>

OR Dial: 1 312 626 6799 Meeting ID: 815 3189 1253 Passcode: downtown

1. Call to Order
2. Roll Call
3. 2026 BID annual report to Council – Action
4. 2026 Property listing – Action
5. 2027 BID Operating Budget – Action
6. 2027 BID Operating Plan – Action
7. Recommendations for 2027 BID Board appointments – Action
8. Adjourn

Posted: October 1, 2026

City of Black River Falls
Business Improvement District (BID)



2026
Annual Report

Year-to-Date: January 1, 2026 – September 29, 2026

9/29/2026

3:21 PM

Transactions Detail Report - Full Description

Page: 1

Dated From: 1/01/2026

From Account: 201-00-42000-000-000

ACCT

Thru: 9/29/2026

Thru Account: 201-00-48920-000-000

Type of Account: Active

Fund # 201 - BUSINESS IMPROVEMENT DISTRICT

Debit

Credit

201-00-42000-000-000

BID ASSESSMENT

Posting ----- Transaction -----

Date Type Number Date

6/08/2026 JE JE-4003 6/08/2026

TSF FUNDS TO BID

28,086.84

BID Special Assessment 2026

Ending Balance:

28,086.84

201-00-48920-000-000

TRANSFER IN

Posting ----- Transaction -----

Date Type Number Date

6/08/2026 JE JE-4003 6/08/2026

TSF FUNDS TO BID

7,500.00

TSF From EDF to BID

Ending Balance:

7,500.00

Fund Totals:

Beginning

0.00

0.00

0.00

35,586.84

Ending

0.00

35,586.84

Revenues

9/29/2026

3:22 PM

Transactions Detail Report - Full Description

Page: 1

Dated From: 1/01/2026

From Account: 201-00-56000-000-000

ACCT

Thru: 9/29/2026

Thru Account: 201-00-59000-000-000

Type of Account: Active

Fund # 201 - BUSINESS IMPROVEMENT DISTRICT

Debit

Credit

201-00-56000-000-000

BID EXPENSE

Posting Date	Type	Transaction Number	Date		
2/10/2026	DIS	76704	2/10/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 117875080	2,000.00
2/17/2026	DIS	76722	2/17/2026	SUNRISE SECURITY STORAGE ANNUAL RENT FOR JAN - DEC 2026	780.00
3/03/2026	DIS	76767	3/03/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 117963133	2,000.00
3/31/2026	DIS	76863	3/31/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118037528	2,000.00
4/28/2026	DIS	76985	4/28/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118156314	2,000.00
5/26/2026	DIS	77086	5/26/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118236767	2,000.00
6/09/2026	DIS	77142	6/09/2026	LOVE ON YOUR HOME FACADE GRANT - 131 MAIN STREET	1,000.00
6/23/2026	DIS	77206	6/23/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118321338	2,000.00
7/21/2026	DIS	77332	7/21/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118409391	2,000.00
8/11/2026	DIS	77416	8/11/2026	MUNICIPAL UTILITIES DECORATIVE STREET LIGHTS-GREEN IGNITE	4,385.20
8/18/2026	DIS	77440	8/18/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118501396	2,000.00
9/15/2026	DIS	77547	9/15/2026	LAMAR COMPANIES BID BILLBOARD I-94 INV 118587479	2,000.00
9/22/2026	DIS	77578	9/22/2026	MUNICIPAL UTILITIES INV 449 DECORATIVE LIGHT INSTALL	315.18
9/22/2026	DIS	77578	9/22/2026	MUNICIPAL UTILITIES INV 460 DECORATIVE LIGHTS - GREEN IGNITE	624.80
9/29/2026	DIS	77595	9/29/2026	CAPITAL ONE BID BOARD PACKETS 9/17/26	2.85
9/29/2026	DIS	77597	9/29/2026	CROELL REDI-MIX INC CONCRETE - DOWNTOWN SIDEWALKS INV 1135458	1,068.00
Ending Balance:					26,176.03

Fund Totals:

Beginning	0.00	0.00
	26,176.03	0.00
Ending	26,176.03	0.00

Expenses

9/29/2026

3:23 PM

Transactions Detail Report - Full Description

Page: 1

Dated From: 1/01/2026

From Account: 201-00-11100-000-000

ACCT

Thru: 9/29/2026

Thru Account: 201-00-11100-000-000

Type of Account: Active

Fund # 201 - BUSINESS IMPROVEMENT DISTRICT

Debit

Credit

201-00-11100-000-000

BID TREASURER'S CASH

Posting Date	Type	Transaction Number	Date		
1/01/2026	BAL		1/08/2026	Beginning Balances Posted 01/08/2026	47,804.12
				From Account 201-00-11100-000-000	
1/06/2026	CMP		1/06/2026	Checks Posted 01/06/2026	2,000.00
2/10/2026	CMP		2/10/2026	Checks Posted 02/10/2026	2,000.00
2/17/2026	CMP		2/17/2026	Checks Posted 02/17/2026	780.00
3/03/2026	CMP		3/03/2026	Checks Posted 03/03/2026	2,000.00
3/31/2026	CMP		3/31/2026	Checks Posted 03/31/2026	2,000.00
4/28/2026	CMP		4/28/2026	Checks Posted 04/28/2026	2,000.00
5/26/2026	CMP		5/26/2026	Checks Posted 05/26/2026	2,000.00
6/08/2026	JE	JE-4003	6/08/2026	TSF FUNDS TO BID	7,500.00
				TSF From EDF to BID	
6/08/2026	JE	JE-4003	6/08/2026	TSF FUNDS TO BID	28,086.84
				BID Special Assessment 2026	
6/09/2026	CMP		6/09/2026	Checks Posted 06/09/2026	1,000.00
6/23/2026	CMP		6/23/2026	Checks Posted 06/23/2026	2,000.00
7/21/2026	CMP		7/21/2026	Checks Posted 07/21/2026	2,000.00
8/11/2026	CMP		8/11/2026	Checks Posted 08/11/2026	4,385.20
8/18/2026	CMP		8/18/2026	Checks Posted 08/18/2026	2,000.00
9/15/2026	CMP		9/15/2026	Checks Posted 09/15/2026	2,000.00
9/22/2026	CMP		9/22/2026	Checks Posted 09/22/2026	939.98
9/29/2026	CMP		9/29/2026	Checks Posted 09/29/2026	1,070.85
				Ending Balance:	55,214.93

Fund Totals:

Beginning

0.00

0.00

83,390.96

28,176.03

Ending

55,214.93

0.00

Cash Flow

BID Funds Allocated But Not Spent

- ✓ Balance of Lamar Outdoor billboard contract.
(3 period payments x \$2,000.00 = \$6,000.00)
- ✓ It was moved by D. Johnson, seconded by V. Meyer, to accept the proposal from Legacy-Trees to replace trees on Main Street at \$300 per tree. Motion carried.
(20 Trees x \$300 = \$6,000.00)
- ✓ Pruning of new trees quoted at \$25 per tree.
(20 Trees x \$25 = \$500)
- ✓ The Chamber Director was in attendance and discussed the BID-Chamber Downtown Business Partnership with the board. This is a One-Year Pilot Proposal for Downtown Business Membership and Services. There was great discussion on how it would work and the benefits entailed. It was moved by D. Johnson, seconded by V. Meyer, to move forward with the proposal. Motion carried.
(\$14,875.00 for 65 identified BID Businesses)
- ✓ The City Administrator provided an update on the Type I I-94 Historic District signs. The official cost estimate from the DOT for two Type I signs came in at \$54,241.06. The Tourism Commission approved funding 50% of the cost for these two signs with room tax dollars. The estimate has been accepted and submitted to the DOT. The DOT advises the contractor will have 120 days after receiving the order to install the signs so they should be in place by the end of the year.
(50% of Cost = \$27,120.53)

BLACK RIVER FALLS
BID Properties
Collection Year: 2027
(VALUATION BASED ON 2026 TAX ROLL)

Tax Key	Location	Owner	Mailing Address	Address 2	Business	Total Value	Zone	Mult	2026	2025	\$
									Assessment	Assessment	Change
206-0495.0000	21 North First Street	Smiley Bear Design LLC	21 N 1st Street	Black River Falls, WI 54615	Fevolden Farm Alpacas Farm Store/Smiley Bear Design LLC	\$ 135,100	2	0.00225	303.98	\$ 303.98	\$ -
206-0496.0000	43 Main Street	Hold Fast Properties, LLC - Vincent Meyer	P.O. Box 385	Black River Falls, WI 54615	Little Vinny's	\$ 210,200	1	0.00250	525.50	\$ 525.50	\$ -
206-0497.0000	39 Main Street	Jeff McDonald	P.O. Box 114	Black River Falls, WI 54615	H & R Block	\$ 105,200	1	0.00250	263.00	\$ 263.00	\$ -
206-0498.0000	33 Main Street	PL Moe Property Management LLC	424 Pine Street	Black River Falls, WI 54615	Moe Hardware	\$ 328,900	1	0.00250	822.25	\$ 822.25	\$ -
206-0499.0000	19 Main Street	Joel & Kathleen Peterson	424 Pine Street	Black River Falls, WI 54615	Vacant	\$ 135,000	1	0.00250	337.50	\$ 337.50	\$ -
206-0500.0000	17 Main Street	Jims Gym, LLC	216 N 10th Street	Black River Falls, WI 54615	Jim's Gym	\$ 126,000	1	0.00250	315.00	\$ 315.00	\$ -
206-0501.0000	13 Main Street	WISD Properties, LLP	2556 Broadway Avenue	Slayton, MN 56172	Team Wireless (Verizon)	\$ 134,800	1	0.00250	337.00	\$ 337.00	\$ -
206-0502.0000	1 Main Street	Freewater Enterprises, LLC - Lance R. Ott	311 Pine Street	Black River Falls, WI 54615	Embers Rising Dance / JC Rep Party / Rural Mutual Ins Agent: Matt Rhodes	\$ 478,300	1	0.00250	1195.75	\$ 1,195.75	\$ -
206-0503.0000	24 North Water Street	Sharon Trujillo	N587 North Bend Dr.	Melrose, WI 54642	Mr. Pita	\$ 120,000	2	0.00225	270.00	\$ 270.00	\$ -
206-0504.0000	56 N First Street	FTBIK, LLC	N2742 W Sunnysvale Rd	Black River Falls, WI 54615	Sunnyside Café, LLC	\$ 123,600	2	0.00225	278.10	\$ 278.10	\$ -
206-0505.0000	42 N. First Street	Nicholas Respicio	42 N 1st Street	Black River Falls, WI 54615	Rozario's Pizza Pasta Pub	\$ 188,400	2	0.00225	423.90	\$ 423.90	\$ -
206-0507.0000	22 N. First Street	Revitalize Our Hometown LLC	N7977 Allen Creek Road	Black River Falls, WI 54615	Vacant	\$ 119,700	2	0.00225	269.33	\$ 269.33	\$ -
206-0508.0000	103 Main Street	Refined Properties, LLC	23593 Box Elder Ave	Warrens, WI 54666	Luxe Beauty Lounge	\$ 151,000	1	0.00250	377.50	\$ 377.50	\$ -
206-0509.0000	107 Main Street	Radcliffe Leasing, LLC	131 Main Street	Black River Falls, WI 54615	Radcliffe Law Firm	\$ 142,500	1	0.00250	356.25	\$ 356.25	\$ -
206-0510.0000	109 Main Street	Rosa E Valencia	109 Main Street	Black River Falls, WI 54615	Viva Cinco De Mayo	\$ 127,000	1	0.00250	317.50	\$ 317.50	\$ -
206-0511.0000	123 Main Street	K&R McGillivray, LLC	514 Forrest Street	Black River Falls, WI 54615	Stag & Lion Pub. LLC	\$ 225,700	1	0.00250	564.25	\$ 564.25	\$ -
206-0513.0000	127 Main Street	Liquid Eyes LLC	N4852 Robinson Rd	Black River Falls, WI 54615	Art of Optometry	\$ 167,000	1	0.00250	417.50	\$ 417.50	\$ -
206-0514.0000	131 Main Street	Tande's Thrive LLC	N3640 Staffon Road	Black River Falls, WI 54615	Love on Your Home Boutique	\$ 125,900	1	0.00250	314.75	\$ 314.75	\$ -
206-0515.0000	133 Main Street	KSF Holdings, LLC	413 River St	Black River Falls, WI 54615	Edward Jones	\$ 207,600	1	0.00250	519.00	\$ 519.00	\$ -
206-0516.0000	25 North Second	Revitalize Our Hometown LLC	N7977 Allen Creek Rd	Black River Falls, WI 54615	Custom Heating and Cooling	\$ 154,600	2	0.00225	347.85	\$ 347.85	\$ -
206-0522.0000	203 Main Street	Waumandee State Bank	S2021 Co Rd U	Waumandee, WI 54622	Waumandee State Bank Black River Country Bank / Black River PC	\$ 495,800	1	0.00250	1239.50	\$ 1,239.50	\$ -
206-0523.0000	221 Main Street	Black River Country Bank	221 Main	Black River Falls, WI 54615		\$ 1,694,900	1	0.00250	1500.00	\$ 1,500.00	\$ -
206-0534.0000	304 Main Street	Saddlecreek Properties LLC	1808 E. Main Street	Onalaska, WI 54650-8756	Gardipee Building - Various	\$ 251,700	1	0.00250	629.25	\$ 629.25	\$ -
206-0536.0000	320 Main Street	Tysac Holdings A LLC	515 E. Center Street	Merrillan, WI 54754	Wyldie Child Tattoo	\$ 75,500	1	0.00250	250.00	\$ 250.00	\$ -
206-0538.0000	332 Main Street	Hart Rental Homes	W2892 US 10	Granton	Advantage Epoxy	\$ 112,200	1	0.00250	280.50	\$ 280.50	\$ -
206-0539.0000	338 Main Street	Gone Rouge LLC	N7011 Bible Rd	Black River Falls, WI 54615	Silk & Thyme Wellness & Beauty	\$ 57,600	1	0.00250	250.00	\$ 250.00	\$ -
206-0541.0000	348 Main Street	Robyn Matousek	P.O. Box 517	Black River Falls, WI 54615	Robyn Matosek Law Office	\$ 80,400	1	0.00250	250.00	\$ 250.00	\$ -
206-0549.0000	104 Main Street	WYSWYSIA, LLC	321 Market Street	Wisconsin Rapids, WI 54494	AGV Lawyers	\$ 263,800	1	0.00250	659.50	\$ 659.50	\$ -
206-0550.0005	13 S. First Street	Revitalize Our Hometown LLC	N7977 Allen Creek Road	Black River Falls, WI 54615	Back To Basics Photography	\$ 100,300	2	0.00225	225.68	\$ 250.75	\$ (25.07)
206-0551.0000	106 Main Street	Susan R. Sampson	W11564 Spaulding Rd	Black River Falls, WI 54615	Sampson Art Gallery	\$ 148,700	1	0.00250	371.75	\$ 371.75	\$ -
206-0552.0000	118 Main Street	Danyal Durman	118 Main Street	Black River Falls, WI 54615	Amy's Crafts	\$ 172,400	1	0.00250	431.00	\$ 431.00	\$ -
206-0553.0000	124 Main Street	Tysac Holdings A, LLC	515 E. Center Street	Merrillan, WI 54754-9034	BRF Arcade Greenhouse Barber Shop / Main St Styling	\$ 277,500	1	0.00250	693.75	\$ 693.75	\$ -
206-0554.0000	130 Main Street	Tysac Holdings A, LLC	515 E. Center Street	Merrillan, WI 54754-9034		\$ 126,000	1	0.00250	315.00	\$ 315.00	\$ -
206-0556.0000	202 Main Street	Arnold Creek North Investments, LLC	N469 Arnold Creek Rd	Merrillan, WI 54754-7916	Vacant	\$ 149,900	1	0.00250	374.75	\$ 374.75	\$ -
206-0557.0000	15 South Second	TYSAC Holdings A LLC	119 Fillmore St	Black River Falls, WI 54615	Vacant	\$ 51,700	2	0.00225	200.00	\$ 200.00	\$ -
206-0559.0000	208 Main Street	Threesix, LLC	212 E. 5th PO Box 106	Neillsville, WI 54456	Black River Country Abstract	\$ 125,300	1	0.00250	313.25	\$ 313.25	\$ -
206-0560.0000	212 Main Street	Laura L Lindow	212 Main Street	Black River Falls, WI 54615	Reflections on Water	\$ 128,800	1	0.00250	322.00	\$ 322.00	\$ -
206-0561.0000	216 Main Street	Darren L Durman	221 N 3rd Street	Black River Falls, WI 54615	The Merchant General Store	\$ 99,300	1	0.00250	250.00	\$ 250.00	\$ -
206-0562.0000	224 Main Street	David Hatch & Janine Casey	N3813 Staffon Road	Black River Falls, WI 54615	Karma New & Used	\$ 142,600	1	0.00250	356.50	\$ 356.50	\$ -
206-0563.0000	221 Fillmore	George Gardipee	1235 Harrison	Black River Falls, WI 54615	Creative Community Living Service Living Free Fitness, LLC / Tea & Treats	\$ 62,900	3	0.00200	150.00	\$ 150.00	\$ -
206-0564.0000	21 S. Second Street	Pa Kou Yang	23 S 2nd Street Apt D	Black River Falls, WI 54615		\$ 227,500	2	0.00225	511.88	\$ 511.88	\$ -
206-0565.0000	25 S. Second Street	Gaier Rentals BRF LLC	129 W. 2nd Street	Black River Falls, WI 54615	Landmark Title Services, Inc / Salt & Mane	\$ 337,100	2	0.00225	758.48	\$ 758.48	\$ -

206-0568.0000	20 S. Second Street	Tysac Holdings A, LLC	119 Fillmore St	Black River Falls, WI 54615-5833	PJ's Bar	\$	75,800	2	0.00225	200.00	\$	200.00	\$	-
206-0569.0000	26 S Second Street	Tysac Holdings A, LLC	119 Fillmore St	Black River Falls, WI 54615	PJ's Patio Area	\$	170,500	2	0.00225	383.63	\$	383.63	\$	-
206-0571.0000	113 Fillmore Street	Tysac Holdings A, LLC	119 Fillmore St	Black River Falls, WI 54615	Vacant	\$	101,300	2	0.00225	227.93	\$	227.93	\$	-
206-0572.0000	107 Fillmore	Raivin Rentals, LLC	N4873 Morken Road	Melrose, WI 54642	Vacant	\$	90,500	3	0.00200	181.00	\$	181.00	\$	-
206-0573.0000	35 South First Street	Davis Family Trust - Ed & Pat Davis	N4873 Morken Road	Melrose, WI 54642	Davis Furniture Co/Life in Harmony	\$	104,600	2	0.00225	235.35	\$	235.35	\$	-
206-0574.0000	21 South First Street	Davis Family Trust - Ed & Pat Davis	N4873 Morken Road	Melrose, WI 54642	First Fruits Common Market	\$	108,000	2	0.00225	243.00	\$	243.00	\$	-
206-0576.0000	8 Main Street	Jackson County Bank	P. O. Box 490	Black River Falls, WI 54615	Security Financial Bank	\$	2,254,200	1	0.00250	1500.00	\$	1,500.00	\$	-
206-0577.0000	14 Main Street	Scott & Yvette Murphy	703 Harrison	Black River Falls, WI 54615	Bible Study / M&M Sports / Riverside Nutrition	\$	281,100	1	0.00250	702.75	\$	702.75	\$	-
206-0579.0000	26 South First Street	L.A. Industries, LLC	W10224 Levis Creek Road	Black River Falls, WI 54615	Vacant	\$	17,600	2	0.00225	200.00	\$	200.00	\$	-
206-0580.0000	34 South First Street	Davis Family Trust - Ed & Pat Davis	N4873 Morken Road	Melrose, WI 54642	Jackson Co Historical Society	\$	101,500	2	0.00225	228.38	\$	228.38	\$	-
206-0595.0000	126 S. Second Street	Holliday & Volk LLC	126 South Second Street	Black River Falls, WI 54615	Black River Chiropractic	\$	208,200	3	0.00200	416.40	\$	416.40	\$	-
206-0596.0000	106 S. Second Street	Torkelson Properties LLC	2224 S. Superior Ave	Tomah, WI 54660-2834	Buswell Funeral Home	\$	443,200	3	0.00200	750.00	\$	750.00	\$	-
206-0597.0000	112 Fillmore Street	Timothy K Cook	1080 Gale Drive	WI Dells, WI 53965-8813	Black River Laundromat	\$	177,000	3	0.00200	354.00	\$	354.00	\$	-
206-1351.0000	26 North Water Street	Sharon E Trujillo	N587 North Bend Dr.	Melrose, WI 54642	Nicks Pawn	\$	122,300	2	0.00225	275.18	\$	275.18	\$	-
206-1351.0005	36 North Water Street	Joshua Trujillo	36 N Water St	Black River Falls, WI 54615	Triple T Tire & Lube	\$	132,400	2	0.00225	297.90	\$	297.90	\$	-
206-1353.0000	44 Main Street	Hold Fast Properties, LLC - Vincent Meyer	PO Box 385	Black River Falls, WI 54615	Adelaide's Delicatessen / Addie's	\$	358,200	1	0.00250	895.50	\$	842.50	\$	53.00
206-1354.0000	22 South First Street	Leah Ann Walker	W10224 Levis Creek Road	Black River Falls, WI 54615	Jackson Co Democratic Party	\$	146,600	2	0.00225	329.85	\$	329.85	\$	-
206-1355.0000	38 Main Street	Revolution Coffee, LLC	W8211 Forest Lane	Merrillan, WI 54754	Revolution Coffee Wine Eats	\$	147,200	1	0.00250	368.00	\$	368.00	\$	-
206-1356.0000	34 Main Street	Revitalize Our Hometown LLC	N7977 Alien Creek Rd	Black River Falls, WI 54615	Millie J's	\$	177,900	1	0.00250	444.75	\$	444.75	\$	-
206-1358.0000	30 Main Street	Hold Fast Properties, LLC - Vincent Meyer	P.O. Box 385	Black River Falls, WI 54615	Lily Park Self Care Salon	\$	122,900	1	0.00250	307.25	\$	307.25	\$	-
206-1359.0000	28 Main Street	Hold Fast Properties, LLC - Vincent Meyer	P.O. Box 385	Black River Falls, WI 54615	Black River Cigar / Black River Tattoo	\$	107,400	1	0.00250	268.50	\$	268.50	\$	-
206-1361.0000	17 North Water Street	Triple T Tire & Lube, LLC	36 N Water Street	Black River Falls, WI 54615	D's Nuts & Bolts	\$	185,200	2	0.00225	416.70	\$	416.70	\$	-
Total Assessed Value 2026						\$	14,322,000			\$ 28,114.77	\$	28,086.84	\$	27.93

<u>Minimum</u>		<u>Maximum</u>	<u>Maximum</u>		<u>Rate per Thousand \$ of Valuation</u>	
\$250	Zone 1	\$1,500	\$1,500.00		\$2.50	Main Street
\$200	Zone 2	\$1,000	\$1,000.00		\$2.25	Side street intersecting \$ adjacent to Main
\$150	Zone 3	\$750	\$750.00		\$2.00	Others within BID
Exempt	Zone 4	Exempt Property			0	

Business Improvement District 2027 Budget

REVENUES	2025/2026	2026/2027	VARIANCE
2026 BID Assessment	\$ 28,086.84	\$ 28,114.77	\$ 27.93
City Contribution from Economic Development Fund	\$ 7,500.00	\$ 7,500.00	\$ -
Total Revenues	\$ 35,586.84	\$ 35,614.77	\$ 27.93
EXPENSES			
Signage & Façade Improvement Grant Programs	\$ 9,500.00	\$ 6,000.00	\$ (3,500.00)
Black River Area Chamber of Commerce Membership Fees	\$ -	\$ 14,875.00	\$ 14,875.00
Office Supplies / Equipment	\$ -		\$ -
Telephone / Internet	\$ -		\$ -
Postage / Shipping	\$ -		\$ -
Marketing Design / Professional Services	\$ -		\$ -
Advertising / Business Promotion	\$ 22,000.00	\$ 3,075.00	\$ (18,925.00)
Signage	\$ -		\$ -
Connect Communities	\$ -		\$ -
Karner Blue Garden Club	\$ -		\$ -
Insurance	\$ -		\$ -
Special Event - Downtown Trick or Treating	\$ -	\$ 1,500.00	\$ 1,500.00
Special Event - Small Business Saturday	\$ -	\$ 1,850.00	\$ 1,850.00
Special Events Christkindl	\$ -		\$ -
Maintenance - Trees/Signs/Decorations/Etc.	\$ 3,306.84	\$ 7,534.77	\$ 4,227.93
Storage Shed Rental	\$ 780.00	\$ 780.00	\$ -
Total Expenses	\$ 35,586.84	\$ 35,614.77	\$ 27.93
		\$ -	

Approved by Common Council: __/__/2026

**CITY OF
BLACK RIVER FALLS**

**BUSINESS IMPROVEMENT
DISTRICT**

**OPERATING PLAN
FOR 2027**

2027
PROPOSED OPERATING PLAN
BLACK RIVER FALLS BUSINESS IMPROVEMENT DISTRICT

SECTION I. INTRODUCTION

The following represents the Proposed Operating Plan for the Business Improvement District in the City of Black River Falls, Wisconsin (“City”) for the calendar year 2027. The proposed operating plan has been prepared to define the activities of this Business Improvement District. This operating plan complies with the requirements of §66.1109, Wis. Stats., (2015-16) (“BID Statute”) which enables the creation and continuation of Business Improvement Districts. It provides a mechanism to assess property owners in the designated area to develop, manage and promote such district. The fiscal year for the BID coincides with the calendar year. This BID Plan was adopted by the City Council of the City, in accordance with the BID Statute.

SECTION II. PURPOSE

The purpose of this Business Improvement District is to promote the development, redevelopment, maintenance, operation and promotion of the BID, for the economic benefit of all businesses and property owners within the BID, and to continue an organization dedicated to supporting, marketing and developing the City’s Downtown Business District. The BID has been created, and this Business Improvement District Plan (“BID Plan”), as a private sector initiative for implementing business recruitment and redevelopment opportunities, to promote the orderly development of the City, and to carry out the economic development strategies in the City’s Comprehensive Plan which was adopted May 6, 2025. Carrying out this purpose, and the goals set forth below, shall assist in the overall economic development strategy of the City as identified in such plans. Revitalization and redevelopment in the BID is a key component to the overall master planning and development of the City.

SECTION III. GOALS

The purpose defined above will be carried out by the **BLACK RIVER AREA CHAMBER OF COMMERCE in accordance with the annual BID – Chamber Downtown Business Partnership Program approved by the BID Board on September 17, 2026**, achieving the following objectives:

- A. Market downtown businesses through sufficiently funded and coordinated programs including, but not limited to, cooperative advertising program or Joint Effort Marketing (JEM) through the Wisconsin Department of Tourism.

- B. Support and build upon programs and activities which encourage people to shop Downtown.
- C. Develop informational and professional assistance to aid existing downtown businesses and to recruit new businesses.
- D. Work with the City, the County, other governmental units and private agencies in seeking new programs and grants aimed at strengthening the downtown business community.
- E. Reevaluate the BID Plan on an annual basis to determine if the goals of the current year's BID Plan were met and whether or not the BID should be continued for the next calendar year.
- F. Take the assessments identified herein and collected by the City, and apply them to the costs of carrying out this BID Plan.
- G. Take all further actions needed to carry out the general purposes of this BID Plan as are allowed by the BID Statute. The BID funds will be maintained and controlled by the BID Board which has all powers necessary or convenient to implement this BID Plan.
- H. Identify and seek grants, low interest loans and/or donations for additional financial support for BID projects and activities.

SECTION IV. 2027 PROJECTS AND ACTIVITIES OF THE BID

- A. Maintain a BID Board to implement this Operating Plan and budget for the BID, or designate the implementation to a responsible organization.
- B. To identify to the City, and have the City collect, the assessments identified herein, in the manner identified herein, and to maintain records of any expenditures within the District as required by the BID Statute.
- C. To conduct all activities necessary to carry out the goals identified in this BID Plan, or designate this to a responsible organization.
- D. To receive a contribution from the City, and from other interested parties, in the amounts shown in Section VI, below, and apply them to carrying out this BID Plan, or disperse those funds to a designated responsible organization.
- E. To maintain committees as deemed necessary by the BID Board to carry out the BID Plan.

SECTION V. BID BOARD

The BID Board shall consist of 5 members, the majority of which own or occupy real property in the BID. The property owners in the BID may suggest members to the Mayor. The Board members shall be appointed by the Mayor of the City, and confirmed by the City Council, before January 1 of the calendar year for which this Plan is adopted. The duty of the Board shall be to implement the current year's BID Plan.

The Board shall fulfill the duties and responsibilities outlined in §66.1109 and comply with all applicable Open Meeting Laws and Open Records Laws. Any member resigning shall be replaced by the Mayor within 60 days of notice from the BID Board, in the same manner as identified above for appointment of members.

SECTION VI. METHOD OF FINANCING 2027 OPERATING PLAN AND SPECIAL ASSESSMENT METHOD

The projects proposed in the 2027 Operating Plan will be funded during the calendar year 2027 through the following:

- a) The payment of all funds generated by the special assessment process defined in the BID Statute, as applied below (the "BID Assessment") (Approximately \$28,000);
- b) The payment of \$7,500.00 from the interest generated from the City's Economic Development Fund, which the City commits to and allocates by adoption of this BID Plan, to be paid by the City to the BID Fund, on or before March 15, 2027, to be applied to the expenditures identified in Section VII, below;
- c) By application of any other contributions received by the BID Board, and the proceeds of any special grants, or special financing discovered by the BID Board, to the items identified on Exhibit A as "Contingent Expenditures".

The BID Assessment is hereby levied by the City, which shall be a lien against each of the tax parcels of real property contained in the BID, unless exempted as identified herein, under the power of §66.0717, Wis. Stats., (2015-16), calculated as follows. The current year's BID Assessment for each parcel of real estate in the BID is as shown on Exhibit B. The BID is divided into Zones as defined below. The BID Assessment was calculated by multiplying the assessed value of each tax parcel of real property, as shown in the official records of the City Assessor on January 1 of the previous year for which the BID Plan is adopted, by the following rates per thousand dollars of valuation, subject to the minimums and caps defined below:

- A. For Zone 1 \$2.50
- B. For Zone 2 \$2.25
- C. For Zone 3 \$2.00
- D. For Zone 4 \$0.00

Approved by Common Council: __/__/2026

Zone 1 consists of all tax parcels of real estate bordering Main Street. Zone 2 consists of all tax parcels of real estate not bordering on Main Street, but bordering on a street, which intersects and is adjacent to Main Street. Zone 4 consists of lots that are used solely for residential purposes, vacant lots and parking lots within the BID. Zone 3 consists of all tax parcels in the BID, which is not in Zone 1, Zone 2, or Zone 4. The definition of a tax parcel shall be a parcel of real estate with a separate tax key number on January 1 of the year for which the BID Plan was adopted.

The calculation of the assessment, using this per thousand formula, was further adjusted as follows, to acknowledge the differing benefit conferred on each such parcel. Each parcel in Zone 1 has a minimum assessment of \$250.00 and a cap of \$1500.00 per year. Each parcel in Zone 2 has a minimum assessment of \$200.00 and a cap of \$1,000.00 per year. Each parcel in Zone 3 has a minimum assessment of \$150.00 and a cap of \$750.00 per year.

The calculation of the assessment was further adjusted for the Cap formula, which follows, to acknowledge the differing benefit conferred on each such parcel. If the calculation of the special assessment using this formula would result in an assessment of more than \$1,500.00 ("Cap") for any one tax key number in Zone 1, then the assessment for such tax key number was calculated to be \$1,500.00. If the calculation of the special assessment using this formula would result in an assessment of more than \$1,000.00 ("Cap") for any one tax key number in Zone 2, then the assessment for such tax key number was calculated to be \$1,000.00. If the calculation of the special assessment using this formula would result in an assessment of more than \$750.00 ("Cap") for any one tax key number in Zone 3, then the assessment for such tax key number was calculated to be \$750.00.

If more than one tax key number is owned by the identical entity or person, and is used as one functional unit, the owner of such parcels may apply to the BID Board for a determination that such parcels are effectively one economic unit, and the Cap formula shall apply to such parcels as if they were one tax parcel with one tax key number.

Such BID Assessments are special assessments, which are hereby levied by the City by adoption of this BID Plan. The amount of the BID Assessment shall be given to the City at least 90 days before the commencement of the year for which the new BID Plan is adopted, and the City shall insert the amount of the BID Assessment on the tax bill for each tax parcel in the BID. The BID Assessment shall then be due with the first installment of real estate taxes, and shall carry the same penalties and interest if not so paid.

The City shall collect such BID Assessments. While the City is holding such BID Assessment funds, they shall be held in a segregated account. The City shall release funds as approved by the BID Board.

BID Assessments will be levied against all parcels of real property in the BID, except that property used exclusively for residential purposes shall not be assessed. All parcels of real property within the BID are located within the City's boundaries. Property used exclusively for manufacturing purposes will be subject to BID Assessments. All interest earned by virtue of temporary investment of funds in the City's BID account, shall remain in the account for activities delineated on the approved BID Operating Plan.

SECTION VII. EXPENDITURES-2027

The expenditures presented in this 2027 operating plan, all of which will occur in 2027, and in, or for the benefit of the BID, are as shown on Exhibit A. Certain of those expenditures are defined as "Contingent Expenditures" which shall only be incurred if funds are received by the BID Board as defined in paragraph c of Section VI, above.

SECTION VIII. GENERAL

The BID is within the City, and is composed of contiguous parcels subject to general real estate taxes. Parcels of property located within the boundaries of the BID not subject to general real estate taxes, on January 1 of the previous year for which the BID Plan is adopted by the City Council are hereby excluded from the BID by definition, and are not assessed.

The BID Board, or designated organization, shall prepare and present to the Common Council each year, as required by the BID Statute and no later than October 1st, an annual report describing the current status of the BID, including the following: current year-to-date expenditures and revenues, an accounting of funds previously expended, a reviewed financial statement for the most recently completed fiscal year which shall be prepared in accordance with generally accepted accounting principles and include a review of the financial statement by an independent certified public accountant, a proposed budget and Operating Plan for the following calendar year containing such amendments as they feel are proper, and recommendations for any seats on the BID Board becoming vacant.

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.

BID Board Appointments – 2027

Current BID Board Members:

Kylee Wussow

Duane Johnson *

Andrea Hoffman *

Vincent Meyer *

Julie Hanson *

* Own or occupy real property in the BID

Terms expiring in 2027:

Kylee Wussow 1-Year Term

Duane Johnson * 2-Year Term

Andrea Hoffman * 2-Year Term

The BID Board can make a recommendation to Common Council for these three seats. The recommendation can be for the incumbent(s) or for new members.

SECTION V. BID BOARD

The BID Board shall consist of 5 members, the majority of which own or occupy real property in the BID. The property owners in the BID may suggest members to the Mayor. The Board members shall be appointed by the Mayor of the City, and confirmed by the City Council, before January 1 of the calendar year for which this Plan is adopted. The duty of the Board shall be to implement the current year's BID Plan.