

2008

DOWNTOWN EAU CLAIRE, INC.

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*Dedicated to the Revitalization of Downtown Eau Claire*

# Annual Report

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## Year In Review

**D**owntown Eau Claire experienced many successes in 2008. Phase One of the Phoenix Park Neighborhood development project was completed as Midelfort Pharmacy & Home Medical opened its doors in September. Volume One's *Sounds Like Summer Concert Series* also attracted large crowds to enjoy Phoenix Park every Thursday night from June through September. Downtown Eau Claire, Inc. (DECI) staff and Volume One continued their partnership to bring the entire community the downtown newspaper, *Downtown INK*, as well as continuing the popular *Idea Lounge* discussion series with events held in January and March. DECI staff and volunteers coordinated several successful events in 2008, including Our City Spring Spruce Up, Summerfest, International Fall Festival, and Christmastime in the City.

Close to 300 volunteers came out for DECI's annual *Our City Spring Spruce Up* event co-hosted with Valleybrook Church. Volunteers cleaned up areas downtown and completed special projects such as painting the Eau Claire Transit Transfer Center and the marquee at the State Theatre. *Summerfest* brought an estimated 5,000+ people to the streets of downtown to enjoy classic cars, food, a petting zoo, and frisbee throwing. The passport program was used at *Summerfest* to highlight sponsoring businesses. DECI's 2008 *International Fall Festival* brought record crowds with an estimated 20,000 people visiting South Barstow Street to experience more than 100 ethnic food and craft vendors, Xcel Energy World Stage performances, the RCU Parade of Nations, a petting zoo, and Kristo Orthodontic's Kids' Carnival. DECI staff and volunteers continued to stay busy with the organizing of both the *Downtown Trick or Treating* and *Christmastime in the City* events. This year the Christmas activities took place on a Saturday and included visits from Santa, local storytellers, homemade crafts, and horse drawn wagon rides. The day was capped off with the traditional tree lighting ceremony in the evening. A new *Shopping and Dining Guide* was developed in 2008 to reflect the new branding colors and the spirit of downtown as the place to live, shop, work, and play. DECI's 2008 *Jump-Start Downtown Competition* was the most successful one yet with 11 entries from area entrepreneurs hoping to open a business in downtown.

Other well-received events were hosted downtown this year by community organizations who chose to use Phoenix Park, our newest park facility downtown. The 2<sup>nd</sup> annual *Taste of Eau Claire* was hosted by the United Way and brought nearly 10,000 spectators down to experience what Eau Claire's local restaurants have to offer. The 2<sup>nd</sup> annual *Open Air Festival of the Arts* took place in June and featured local and regional artists showcasing a variety of art media ranging from sculptures and jewelry to public art and live entertainment. Volume One expanded *Chalkfest* to Wilson Park and brought in artists to create beautiful and exciting chalk art. The successful event included entertainment and a special night viewing of the artists' creations.

# Annual Statistics

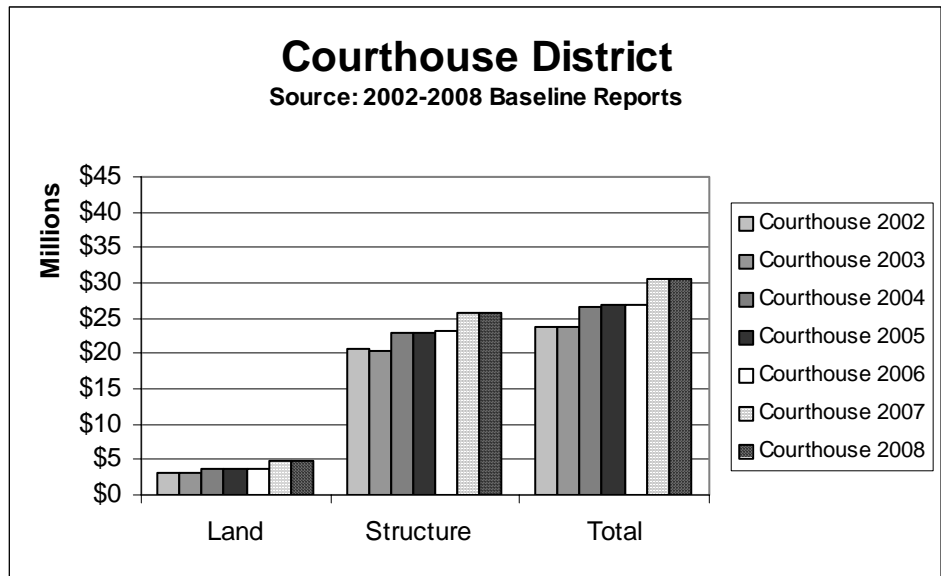
In order to fully track and monitor downtown development, a series of annual statistics are compiled each year. These statistics include property assessment, property taxes, downtown population estimates, number of downtown businesses, number of downtown employees, total square footage and vacancy rates. All of these statistics are found in the Downtown Eau Claire, Inc. Baseline Report.

## Property Assessment

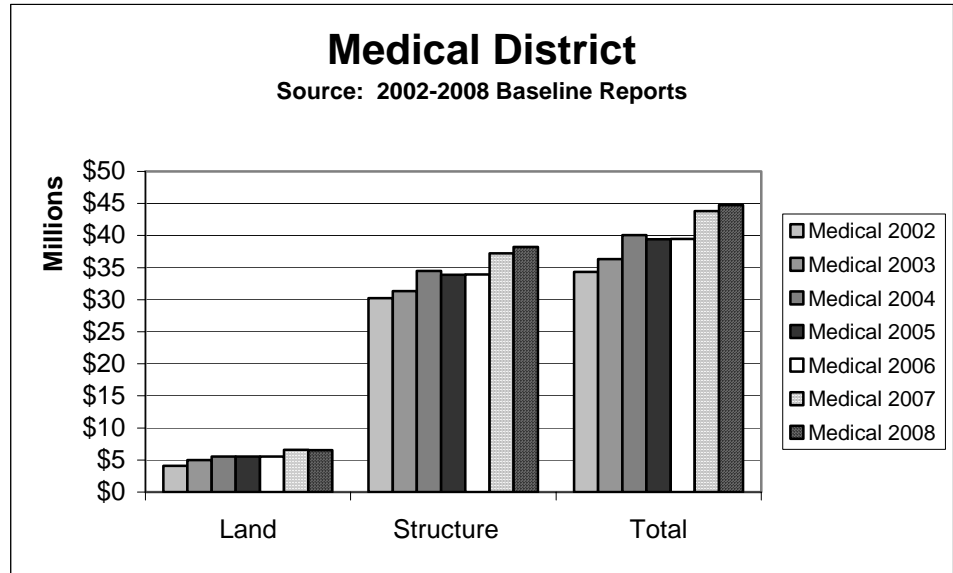
In 2008, the Water Street BID joined DECI, thus enlarging the area the Downtown Baseline report covers. Because of the expansion the total land assessment increased to \$31,532,300. Without Water Street the assessment is \$25,157,900. The structure assessment for the new area including Water Street is \$154,598,500. The original districts are at \$135,014,100. The total property assessment for downtown including Water Street is \$186,130,800. Without Water Street, the total assessment is \$160,172,000. That is a 1.2% increase from 2007.

The following charts represent the assessment in the downtown's five districts:

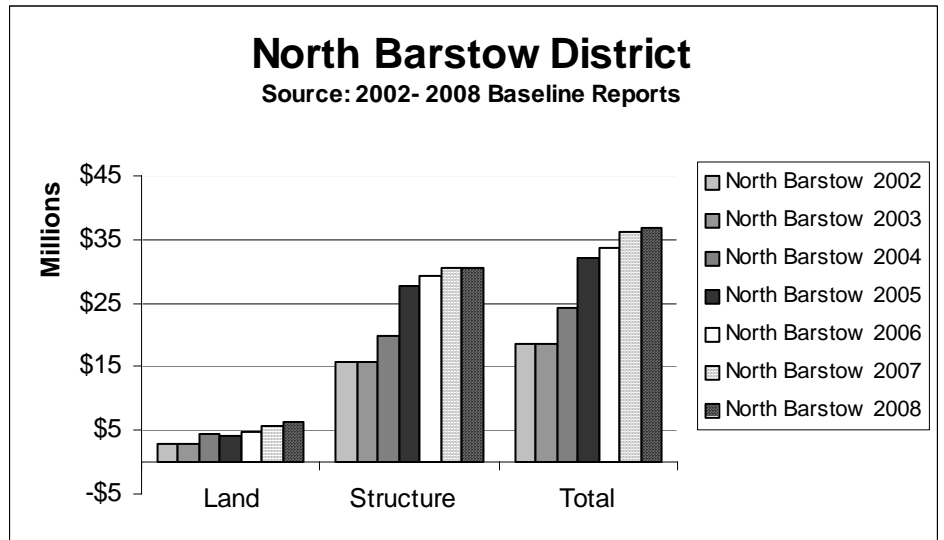
Courthouse  
 Land: \$4.9M  
 Structures: \$25.7M  
 Total: \$30.6M



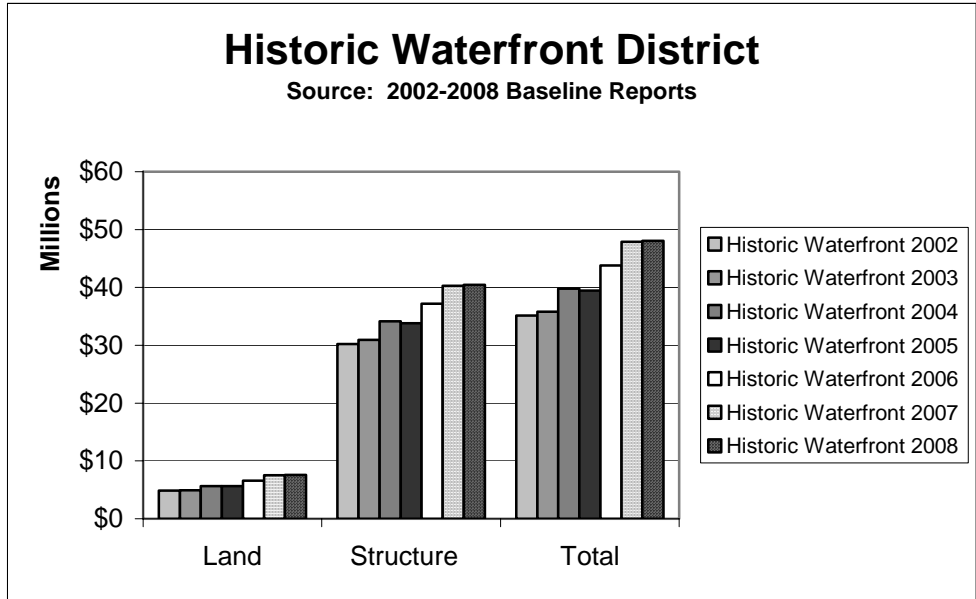
Medical  
 Land: \$6.5M  
 Structures: \$38.2M  
 Total: \$44.7M



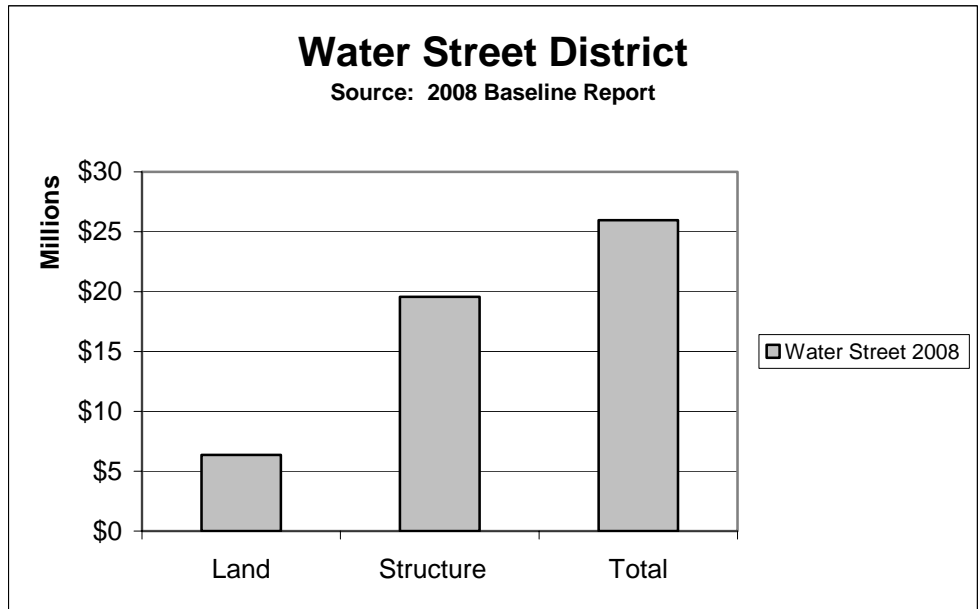
North Barstow  
 Land: \$6.2M  
 Structures: \$30.6M  
 Total: \$36.8M



Historic Waterfront  
 Land: \$7.6M  
 Structures: \$40.4M  
 Total: \$48 M



Water Street  
 Land: \$6.3M  
 Structures: \$19.6M  
 Total: \$26 M

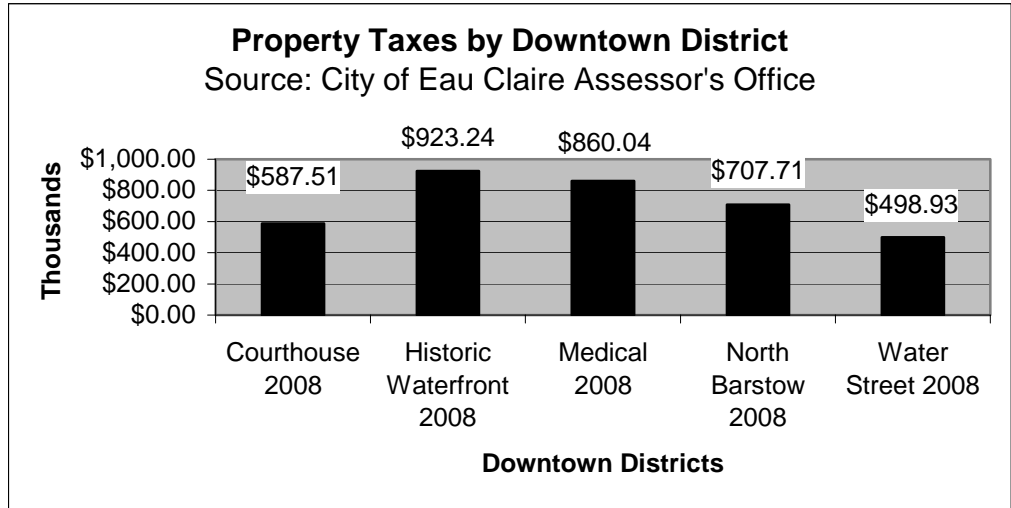


## Property Taxes

The property taxes collected from commercial properties within the downtown area are dependent on the assessed value. The total property taxes collected in 2008 from the original downtown districts were \$3,078,505.52 – a 2.4% increase from the \$3,003,742 collected in 2007.

The new boundaries of the downtown district including Water Street brought in \$3,577,433 in taxes, a \$498,928 increase.

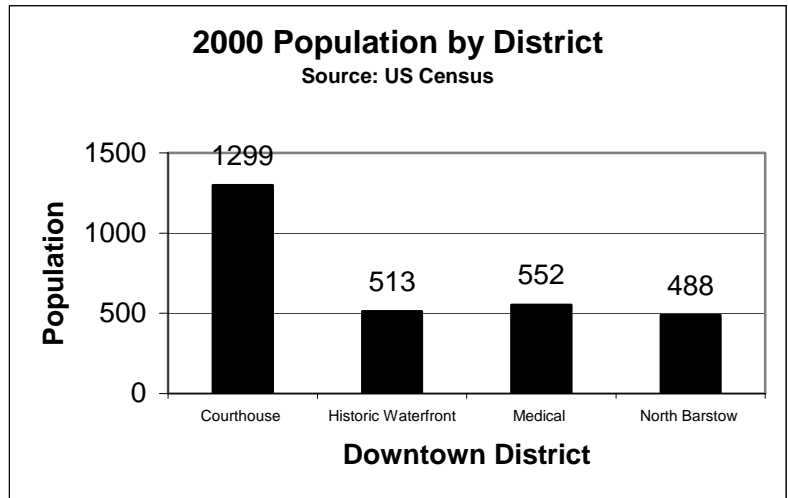
**The property tax mill rate for 2008 is 0.019219998.**



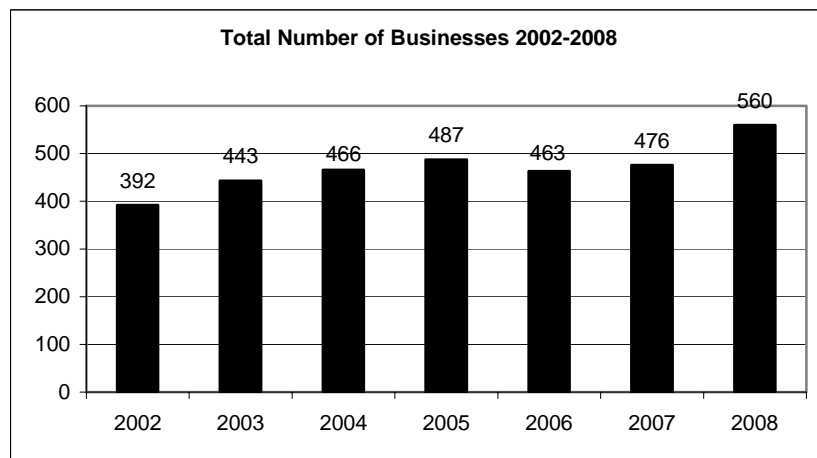
## Population Estimates

According to 2000 US Census data, there are 2,852 residents of the downtown area. The total number of housing units in all downtown districts is 1,130.

Approximately 4% of the Eau Claire population lives in the downtown area.

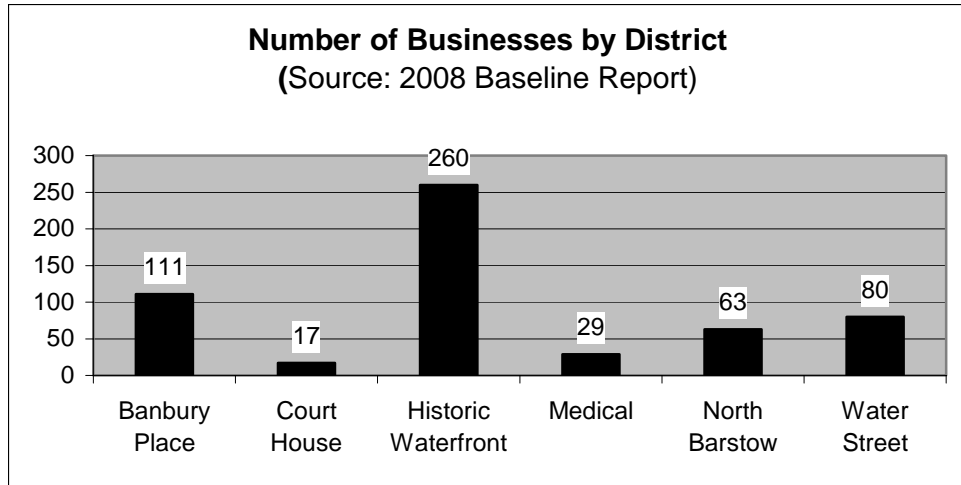


## Number of Businesses



Water Street added 80 businesses to the downtown area for a total number of 560 businesses in 2008.

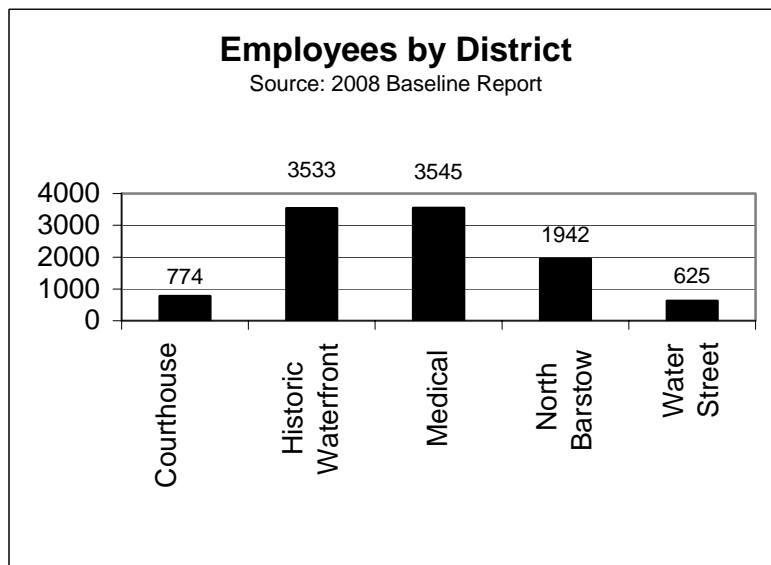




The majority of downtown businesses are located in the Historic Waterfront district of downtown. Banbury Place businesses are listed separately in this report to show their impact even though they would normally be included in the North Barstow district. This would bring the North Barstow district to 174 businesses.

## Number of Employees

There are currently 10,419 employees in the downtown area. The Water Street district added 625 employees to the downtown statistics. With the entire City of Eau Claire employing 36,702 employees, downtown employees represent 28% of the Eau Claire workforce.



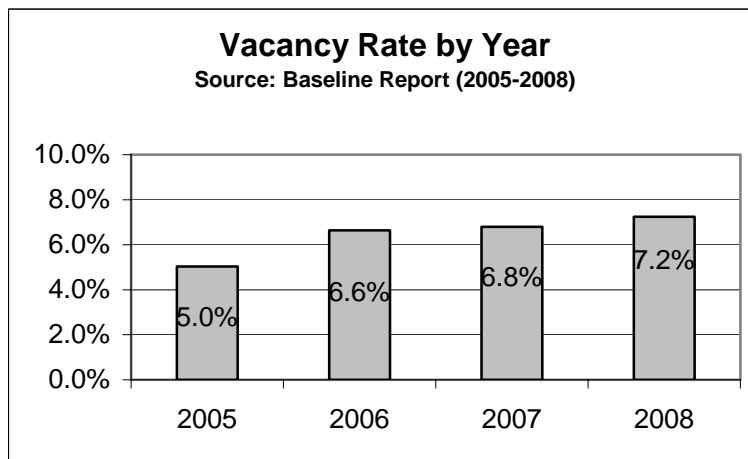
## Vacancy Information

In 2008, 27,640 square feet of new available space were added to the downtown real estate including the Craig Chemical Building and the new Midelfort Pharmacy building. The additional properties brought the total to 1,641,993 square feet of commercial and industrial buildings in downtown Eau Claire, excluding Banbury Place. In December, 118,840 square feet of that total were vacant and on the market, bringing the **vacancy rate to 7.24%**. This only includes market-ready vacant buildings and does not include Redevelopment Authority-owned vacant properties, privately owned properties being renovated, or new buildings being built and not currently on the market (e.g., Huebsch Building, MN Wire and Cable, 320 Putnam St, 2 S Barstow, Bldg 18 at Banbury Place, Lehman Drug Store, Phase 1 of Phoenix Parkside development).

When Banbury Place is included, the total square footage of commercial and industrial buildings downtown is 3,414,500. In December, 150,555 square feet of this total were vacant and on the market, equating to a vacancy rate of 4.41%.

	Square Feet w/o Banbury Place Vacancies On-the-market	Square Feet w/ Banbury Place Vacancies On-the-market
<b>Office</b>	89,469	92,184
<b>Retail</b>	20,871	20,871
<b>Service</b>	8,500	10,500
<b>Industrial</b>	0	27,000
<b>TOTAL</b>	<b>118,840</b>	<b>150,555</b>

\*Estimated future use



## DECI Committees

The DECI committees have continued to be the driving force behind many of the downtown initiatives. Since 2002, the committees have offered interested citizens and business owners the chance to play an active role in planning and implementing specific programs and services. The following committees were active in 2008:

### Marketing Plan Committee

The marketing committee's focus in 2008 was to set goals and devise strategies to fulfill those goals. After a successful marketing retreat, the marketing committee has set the stage to perform a complete audit of all DECI marketing materials in 2009.

### Transportation Committee

The primary responsibility of this committee is to encourage transportation improvements in the downtown area. In 2008 the committee started to create "Walk Downtown" maps that would point out easy walking routes. The project was put on hold until after the Marketing Committee completes its audit.

### Festivals Committee

The festivals committee stayed very busy this year with the planning, organization, and implementation of DECI's major events including Summerfest, International Fall Festival, and Christmastime in the City. Several new members were added to this year's committee, including new business owners and other interested downtown supporters.

### Loft Apartment Project Committee

The Loft Apartment Project Committee's main goal is to unite property owners, builders, and interior designers to foster the renovation of upper floors downtown into stylish urban lofts and encourage people to live downtown. Community Television produced a "Downtown Living" video. This video is now available on the downtown website as well as on the downtown YouTube channel. A list of all apartments that are in the downtown area together with contact information for owners is now available on the website under a special section called "Live Downtown". Since the downtown apartment vacancy rate has been next to none, the committee didn't proceed with any other projects.

## Downtown Development

2008 brought many exciting projects to the downtown area. Two new businesses, Schleppenbach Chiropractic and Isabelle & Co., have opened in the newly remodeled block of Craig Chemical building, Midelfort Pharmacy has moved to a new building, Luther Midelfort continued their expansion with a \$7.5 million parking ramp, and a three-story mixed use development broke ground in late fall. The downtown area also has a new Redevelopment District that will further leverage the uses of the river.

## Land Development

### North Barstow Redevelopment Area

The long-awaited Phoenix Parkside, LLC project on Madison Avenue has made major progress during 2008. Midelfort Pharmacy moved into its new location on the corner of Madison and N. Barstow in September. The pharmacy occupies the entire lower level of this 12,000 square foot building, and the second level will be rented as office space.

In early May, the developers broke ground on a three-story mixed used development building. The 33 apartments are expected to welcome its first tenants in March, 2009. A restaurant and coffee shop will occupy the first floor.

### West Bank Redevelopment Area

The West Bank is the newest Redevelopment District designated by the City Council in spring, 2008. This district's boundaries are on the west side of the Chippewa River from Madison Street, and north along the Oxford Avenue area. The potential is there to redevelop over 30 acres of older, blighted industrial properties. Possible options could include a mixed-use area with green space along the river, a hotel, conference center, and arena, or an expansion of the medical district.

### South Confluence Area

In early fall, the Redevelopment Authority issued a request for proposal for the 2 S. Barstow building, also known as the "mural building." Staff showed this building to interested parties as frequently as several times a week. The RFP received four responses, three of which were presented to the RDA board in mid-November. The board has recommended that DECI staff work with Sharyn and John Moss to create a more in-depth business plan that will be presented to the RDA board in mid-March.

## Bike Trail

During 2008, two final pieces of the downtown bike trail were completed: Galloway Street to the “S” Bridge and Barstow to Farwell. This finished a 1.16-mile trail along the Eau Claire River from Boyd Bridge to Phoenix Park.

## New Buildings and Building Renovations

### Oleson Livery/Craig Chemical

John Mogensen renovated the Craig Chemical building which is now home to Isabelle & Co, an upscale fashion boutique. The new building that was constructed between Craig Chemical and Oleson Livery is home to Schleppenbach Family Chiropractic Clinic. The Livery is being remodeled to house a tapas restaurant.

### Luther Hospital

Luther Hospital has had a stellar year. It started in January with a public announcement of a \$15 million gift from John Menard to create the Menard Center for Emergency Care. The new emergency center opened on October 1, 2008.

At the end of October, Luther Hospital opened up a new parking ramp. The \$7.5 million ramp is the first step to building a new bed tower in place of the current parking lot on Whipple Street.



### Post Office

DECI staff helped facilitate an agreement to swap parking lots between RCU and the Gateway Industrial Park Corporation, who owns the downtown Post Office building. Gateway tenant, the USPS, agreed to the trade request to ensure parking for their customers.

## Business Recruitment

### Jamf Software

Early in 2008, DECI staff was contacted by UWEC alumni to assist in opening a satellite office of their 'Twin Cities' business in Eau Claire. They were looking for a location close to the University, so that it facilitates hiring of interns. In the Spring Jamf Software opened their new location at 212 S. Barstow.

### Cadeaux

DECI staff worked with Lorraine Dixon, a Canadian resident, to find a location for her gift basket business. Lorraine opened the business in May at 312 S Barstow. Cadeaux was also the recipient of the 2008 Jump-Start Downtown start-up capital.

### Isabelle & Co

A participant of Jump-Start Downtown Business Plan Competition, Jessica Behrendt opened her business in the fall of 2008 in the newly renovated Craig Chemical building.

### DCS Netlink

DECI staff worked closely with Dane Deutsch, owner of DCS Netlink in Rice Lake to find a proper location downtown. Dane was looking to open up a new office in Eau Claire to be able to better service his customers. His main requirement was good connectivity to the World Wide Web. In December, DCS Netlink moved to Banbury Place.

## Business Development

DECI held its fourth annual **Jump-Start Downtown Business Competition**. The competition encourages entrepreneurs to open their business in downtown Eau Claire by providing a start-up capital prize to the best applicant. The 2008 competition was outstanding on many levels. DECI received 11 entries compared to seven in the previous year. DECI staff was able to increase sponsorships by 56%. Sponsors included: RCU, US Bank, Robert W. Baird & Co., Banbury Place, Cigan Properties, Huebsch Services, RuderWare, DiscoverNet, Bauman Associates, and H&R Block. New in 2008 was an Entrepreneurial Training scholarship co-sponsored by the SBDC awarded to the business plan that would benefit from it the most. The 2008 competition awarded the following prizes:



Grand Prize Winner (\$5,000)

Lorraine Dixon  
Cadeaux  
312 S. Barstow

Honorable Mention

Jessica Behrendt  
Isabelle & Company  
314 N. Barstow

Entrepreneurial Training Scholarship (\$1,000)

Renata Sarauer  
Expresso Boutique

Four of the competition participants have opened their doors to business by the end of 2008. These include Cadeaux (312 S Barstow), Isabelle & Co (314 N. Barstow), Schleppenbach Chiropractor (302 N. Barstow), and Infinitea (112 E Grand).

DECI staff continued business recruitment efforts by contacting business prospects to locate downtown based upon properties available. Staff developed a new section of the downtown website dedicated to business recruitment, where prospects can easily find traffic counts and additional information about downtown programs together with a link to the City's Available Property Database.

Staff assisted business prospects by scheduling site visits, property showings and by providing contact information for property owners. Follow-up meetings included downtown demographics and traffic counts, loan programs, and aiding in the permit and inspections processes.

Staff also fielded hundreds of phone calls from existing downtown businesses and concerned citizens on parking, waste disposal, festival/event concerns, expansion, relocation, redevelopment questions, sign regulations, traffic concerns, and other issues throughout the year.



## New Businesses

The following are new businesses that have located in Downtown Eau Claire in 2008:

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**Cadeaux** (312 S. Barstow)

**Guitar Learning Center** ( 309 Main St)

**Infinitea Tea House**(110 Grand Ave)

**Isabelle & Company** (314 N. Barstow)

**MET Credit Union** (402 Graham Ave.)

**Jamf Software** (212 S. Barstow)

**Schleppenbach Family Chiropractic** (302 N. Barstow)

**That's Adorable** (129 N. Barstow)

### New Tenants at Banbury Place:

ACT Telecom, LLC.

AJNJ Improvements

AKRE Enterprises

AKRO-TEK

Alloy Metal Finishing, LLC

Artifactory

Badger Burial Vaults

Blue Maple Technology

Brownell Painting & Decorating

Career Development Center

Central Storage & Warehouse Co., Inc.

ECYH Dryland

Fladten, Jeff

Galde, Tom

Gold Star Gaming

Heartland Resources

Johnson, Don

KP Building Products

Landed Direct, LLC

Literacy Volunteers of America

Motorcoach Records

MPS Enterprises

National Injury Diagnosis

NCR

Rental Resources, Inc.

Senior Citizen's Employment and

Training, Inc.

Shafer, Anders

Snow, Chris

Sprint/Nextel

Studio One

Tahoe Group, LLC

The Arc Eau Claire

The Book Peddler

The Cello Connection

United Church of God

Valley Benefit, LLC

Vector Marketing

Willers Art Studio

Willow Brook Financial Services

## Special Events

The 2008 downtown events were a success and brought thousands of people to the downtown area to discover everything that makes downtown Eau Claire special.

### Our City Spring Spruce Up

The Our City Spring Spruce Up event was held on Saturday, May 17, 2008. It was a one-day spring-cleaning of the downtown area. Continuing our partnership with Valleybrook Church proved to be successful with their addition of nearly 300 volunteers to help with the downtown clean up. Volunteers donated over 1,500 hours of service as they swept sidewalks, picked up litter, and weeded sidewalks, flowerbeds and lots throughout the Historic Waterfront and North Barstow areas of downtown – cleaning more than 20 city blocks. New this year, several special projects were completed for downtown non-profits, including the Eau Claire Regional Arts Center, Eau Claire Children’s Theatre, and the Eau Claire Transit Transfer Center. Lunch was provided in Phoenix Park to volunteers courtesy of Hahn’s Market.

### Summerfest

A combination of great weather, more vendors, awesome cars, and new activities like the Kid’s Carnival attracted over 5,000 people to Summerfest this year. They walked the path along S. Barstow St. and discovered an impressive car line-up, petting zoo, and inflatable fun zone. Bands and food were housed in the Four-Corners Lot and disc golfers had frisbees flying along a course set up in Phoenix Park. The **Passport Program** was implemented and was again successful in highlighting participating downtown businesses who chose to advertise in it. Close to 1500 passports were distributed both at the gate and throughout the community in advance. Participants were given a brochure with 10 downtown businesses inside. If they visited all the businesses and got their passport stamped, they could enter the prize drawing. Prizes were donated by over 20 downtown businesses in addition to other establishments through out the city.. A special thank you goes to all the sponsors who contributed to make this year’s Summerfest the most successful yet! This is the first time the festival’s budget remained in the black and no DECI operating funds were needed to put on this free community event.

### International Fall Festival

DECI’s 2008 International Fall Festival, held on September 20<sup>th</sup>, brought record crowds to downtown. An estimated 20,000 people visited S. Barstow Street to experience more than 100 ethnic food and craft vendors. DECI staff also

coordinated the event's World Stage performances, where eight international acts performed throughout the day. The Parade of Nations was one of DECI's largest ever, with close to 40 units consisting of two high school marching bands: Altoona and Elk Mound, a hydro-car and two electric cars.

Other activities included a petting zoo, pony rides, Kid's Carnival, face painting, and the newly added eco-friendly vendors and participants.

This year's IFF was also financially the most successful event ever with over \$4,300 in profit made.



## Downtown Trick or Treating

Halloween 2008 brought an estimated 2,000 ghosts and goblins of all ages to the downtown streets. More than 50 downtown business owners once again handed out candy, and many families stopped to have their picture taken with the coffin set up on the corner of E. Grand Ave. and S. Barstow St. New this year was the addition of several N. Barstow St. businesses, taking the "candy trail" all the way from Madison St. south to the YMCA.

## Christmastime in the City

This all day event took place on Saturday, December 6th. Beginning at 10:30 a.m. Santa read at That's Adorable! At noon Jolly Old Saint Nick arrived at Model Train Classics Plus by a horse draw wagon from S. Barstow Street. From then until 3:00 p.m., visitors enjoyed free horse-drawn wagon rides around downtown. Local authors, Katy McKy and Rob Reid, told magical stories at the Acoustic Café and brought cheers from the audience with their silly songs and made up stories. The tree lighting ceremony took place at 4:30 p.m. on the corner of Eau Claire St. and S. Barstow St. with a performance from the Chippewa Valley Theatre Guild's carolers. Throughout the day, L.E. Philips Public Memorial Library helped visitors make and take holiday crafts. The Festival of Trees was also held that day, which helped to enhance the day's events and the Christmas spirit in downtown Eau Claire.

## Ribbon Cuttings

To celebrate the openings of new businesses downtown or existing businesses relocating, DECI staff coordinated and hosted three ribbon cuttings and one groundbreaking in 2008 for the following businesses:

- That's Adorable!
- Re's Tresses
- Cadeaux
- Phoenix Parkside, LLC (groundbreaking)

DECI staff and board members also participated in several other downtown ribbon cuttings coordinated by the Eau Claire Area Chamber of Commerce.

Speakers for the ribbon cutting events included representatives from City Council, the County Board, the DECI Board of Directors, and Business Improvement Districts. The speakers throughout 2008 included:

- Kerry Kincaid (City Council)
- Tami Schraufnagel (Eau Claire County Board)
- Mel Jahnke (Chair, Downtown Business Improvement District)
- Charlie Grossklaus (President, DECI Board of Directors)
- Stan Carpenter (DECI Board of Directors)
- Jackie Pavelski (DECI Board of Directors)
- Bob Krause (Downtown Business Improvement District)

## Idea Lounge Series

In 2008, Downtown Eau Claire, Inc. co-hosted two Idea Lounges as part of the initiative to empower Eau Claire's creative class. These laidback, creative community discussions gave members of the creative class an opportunity to get together and have an open dialogue about Eau Claire while forming support networks. The first topic in 2008 was State of the Arts, a lively discussion on

performing space, availability of cultural events, and the ability of art institutions to pay for it all. The second Idea Lounge hosted in March focused on Freelancers and Free Agents – the ability to find independent work and how to manage it in the long run. This series will continue in 2009 with Idea Lounge VIII: Global Ideas for Downtown.

## Other Events

DECI staff, together with the Eau Claire Area Economic Development Corporation and the UWEC Entrepreneurship Program, coordinated the Advancing Entrepreneurship in Eau Claire event held at the Ramada, where Jump-Start Downtown winners were announced.

## Awards

This year, DECI received recognition from the International Downtown Association

- Merit Award for Public Space: Phoenix Park

## Marketing

To help spread the excitement about downtown, the following marketing methods were used throughout 2008:

## Advertising

Several advertising methods were used in 2008 to publicize events and other special happenings downtown. Both paid and unpaid advertising was used. Primary advertising media included:

- Chippewa Valley Newspapers
- Chippewa Valley Hidden Treasures
- Maverick Media
- Community Television
- DECI's website
- Downtown Agenda
- Downtown INK
- Downtown kiosks
- "News From Downtown" Email updates
- News Releases
- Leader Telegram
- Volume One
- The Spectator
- WEAU- TV 13

- WQOW-TV 18
- The Chippewa Valley Visitors Guide
- Eau Claire Magazine
- The Chamber Directory
- Chamber e-newsletters

## Downtown Website

In 2008, staff revamped the downtown website to increase the ease of use and, most importantly, to reflect the new branding. The website has lively colors and vibrant images and has shown to attract a lot more visitors. In 2007, the DECI website recorded just over 19,600 visitors. In 2008, this number jumped by 68% to over 33,000. The traffic peaks were during our festival season, attracting as many as 544 visitors a day.

Tracking website visits allows us to measure the impact of DECI advertising and marketing which is especially useful during the festival season.



A property search of available downtown buildings that is hosted by the City of Eau Claire's Economic Development Division is another service offered on our website. All properties are updated on a quarterly basis by DECI staff to maintain accuracy.

## Brochures

A new *Shopping and Dining Guide* was developed in 2008 to reflect the new branding, colors, and spirit of downtown as the place to live, shop work, and play. The new brochure was printed in 6,000 copies compared to 4,000 in 2007. This brochure will reach more visitors than ever before. Several new DECI memberships were sold in conjunction with the new guide due to price breaks given for DECI versus non-DECI members.

## Downtown INK

Downtown INK, which was launched in 2006 from a partnership between Volume One magazine and DECI, continued building its readership base. Volume One staff wrote articles, took photos, and designed the paper, while DECI staff edited and distributed the paper. Four quarterly magazines were published. Each was distributed to 7,000 Eau Claire residents via inserts in the Leader Telegram and approximately 3,000 copies were dropped off at Volume One stands throughout Eau Claire. Staff was able to significantly increase the amount of advertising sold in 2008, helping to subsidize the ever-increasing cost of publishing the paper.

## “News From Downtown” Email Blasts

Staff created bi-monthly email updates to communicate news and events going on in downtown. DECI and non-DECI members are able to use this database to advertise their own events for a small fee, which DECI staff coordinates. There are currently over 1500 contacts who receive this email twice per month.

## Cooperative Advertisements

Downtown Eau Claire, Inc. continued its partnership with the Eau Claire Press Company to offer downtown businesses a group rate in the Eau Claire Leader Telegram. The first Thursday of each month, businesses are able to purchase an ad for \$12.50/column inch. This rate is significantly less than the open rate. The downtown ads were grouped together and featured with the Downtown Eau Claire, Inc. logo and web site address. DECI staff also added extra information each month regarding events, special activities, or any other timely messages.

## Chamber of Commerce Business Expo

Downtown Eau Claire, Inc. staffed a booth at the 2008 Business Expo in October. The booth contained information for business prospects and community members about downtown businesses, local resources, and the downtown revitalization project. Staff handed out Shopping and Dining Guides, the recent issue of Downtown Ink, and information regarding the upcoming Trick or Treating and Christmastime in the City events.

## Campus Community Connection

Downtown Eau Claire, Inc. once again staffed a booth at the 2008 UWEC Campus Community Connection. The booth promoted the accessibility of downtown Eau



Claire to students and the wide range of businesses and entertainment that only downtown offers. This year's booth also promoted the International Fall Festival and the new Phoenix Park development. Issues of "Downtown Ink" were handed out along information about the online student employment guide, downtown brochures and other downtown information pertinent to students.



## DECI Partners

DECI Partners play essential role in assisting DECI to fulfill its mission. There are currently five partners.

City of Eau Claire  
Downtown BID

North Barstow/Medical BID  
Water Street BID  
West Grand BID (new in Fall, 2008)

## DECI Members

In 2008, DECI staff focused on re-organizing membership structure. New levels of partnerships and membership were created in order to create a better value for our members. As a result of that initiative overall DECI membership has increased by 70%

DECI was able to continue its mission of downtown revitalization in 2008 because of the generous support from its members.

Due to this effort, DECI membership includes the following paid members:

AFT Real Estate	Mainstreet Capital Management
American Cancer Society	Marlene & Dave Arntson
Autumn Hill Home Furnishings	Nelson Properties
Banbury Place	Northwestern Bank
B-Framed Galleries	Phoenix Parkside, LLC
Brent Douglas	Quality Management Services
Cadeaux	Ramada Convention Center/Porter's
Cigan Properties	RCU
Chippewa Valley Airport Service	Re's Tresses
Chippewa Valley Theatre Guild	Reach, Inc.
Dreamhouse Interiors	River Looks Family Hair Care, LLC
Eau Claire Area Chamber of Commerce	Ruder Ware
Eau Claire Children's Theatre	Schleppenbach Family Chiropractic
Eau Claire Regional Arts Center	SDS Architects
Eclectica on Grand	Stan & Linda Carpenter
The Hair Den	Siker's Furniture
Harmon Solutions Group	The Stone's Throw
Health Education Network	State Farm Insurance –Deborah Becker
Herrick & Hart, SC	Strobel Insurance
Hillside Dental	Superior Auto Body
Holidaze Arts Festival	TC-TECKS
Hope Gospel Mission	That's Adorable
Interior Arts	US Bank
Isabelle & Co.	United Way of Greater Eau Claire
John Torgerson	Volume One Magazine
John's Sewing Center	Wigwam Tavern
Lenmark Gomsrud Linn Funeral Home	Wells Fargo
Luther Midelfort	Wildwood Crafts & Treasures

## DECI Board of Directors

There were 21 members on the DECI board of directors that direct DECI's future and set strategic goals. Members of the 2008 Board included:

**David Adler**, Eau Claire City Council President

**Marlene Arnston**, Randall Park Neighborhood

**Lisa Aspenson**, North Barstow/Medical BID

**Stan Carpenter**, Third Ward Neighborhood

**John Dickey**, Luther Midelfort

**Jennifer Dooley**, Water Street BID

**Marty Fisher-Blakeley**, West Grand Ave BID

**Paul Gross**, Harmon Solutions Group

**Charles Grossklaus**, RCU

**Mike Huggins**, City Manager, City of Eau Claire

**Mel Jahnke**, Downtown BID

**Paula Kimblin**, Third Ward Neighborhood

**Jackie Pavelski**, Eau Claire City Council

**Robert Krause**, Corporate Technologies

**Nick Meyer**, Volume One Magazine

**Teresa O'Halloran**, UW-Eau Claire

**Ben Richgruber**, Eau Claire Regional Arts Center

**Ken Fulgione**, Eau Claire County Board

**Linda Soltis-Schroeder**, North Riverfronts Neighborhood

**Ken Van Es**, Eau Claire YMCA

**Janine Wildenberg**, Redevelopment Authority

## DECI Committees

### Marketing Committee

The 2008 Marketing Committee included:

**Andrew Martin**, Associated Bank

**Ben Richgruber**, Eau Claire Regional Arts Center, DECI Board

**Dan Goelzer**, The Purple Petunia, Downtown BID

**John Curtis**, West Grand BID, Eclectica on Grand

**Kelly Berry**, ResourceAbility

**Lisa Aspenson**, Water Street BID, DECI Board, Mona Lisa's Restaurant

**Natalie Rausch**, SDS Architects

**Stan Carpenter**, DECI Board, Third Ward Neighborhood

**Tami Schraufnagel**, Barcode Technologies

**Vicki Hoehn**, RCU, North Barstow/Medical BID

### Transportation Committee

The 2008 Transportation Committee included:

**Bob Krause**, DECI Board, Corporate Technologies, Downtown BID

**Bob Schraufnagel**, North Riverfront Neighborhood, Barcode Technologies

**Tami Schraufnagel**, North Riverfront Neighborhood, Barcode Technologies

**Bob Schwartz**, Third Ward Neighborhood

**Brad Henderson**, BPAC- Bicycle and Pedestrian Advising Commission

**Jeremy Gragert**, UWEC

**Stan Carpenter**, Third Ward Neighborhood, DECI Board

**Brian Amundson**, City of Eau Claire Public Works

**Ross Spitz**, City of Eau Claire Public Works

**Gwendolyn Larson**, City of Eau Claire Transportation Authority

## Loft Apartment Committee

The 2008 Loft Committee included:

**Patrick Eigner**, 307 S Barstow St.

**Benny Haas**, 204 S Barstow St.

**Brian Johnson**, 210-212 S Barstow St.

**Patti Cigan**, Cigan Properties

**Lonnie Kolar/Dar Machler**, River Looks Family Hair Care

**Amy Burke**, One of a Kind Interior Design

**Susan Jakober**, Interior Arts

**Erin Scherkenbach**, Erin Designs LLC

**Marnie Keilholz**, One Day Rooms

**Jeff Wolf**, WQOW TV 18

**Lance Clark**, CV Homebuilders Association

**Rob Mattison**, Community Television

## Festivals

The 2008 Festivals Committee included:

**Andrew Martin**, Associated Bank

**Ben Richgruber**, Eau Claire Regional Arts Center, DECI Board

**John Curtis**, Eclectica on Grand, West Grand BID

**Ken Knocke**, Wildwood Crafts & Treasures

**Lorraine Dixon**, Cadeaux

**Luke Schleppenbach**, Schleppenbach Chiropractic

**Marie Lant**, Re's Tresses

**Stan Carpenter**, DECI Board

**Tami Schraufnagel**, Barcode Technologies

**Todd Welch**, TC-TEKS

## DECI Staff

**Mike Schatz**, Executive Director

**Jessica Cather**, Communications & Promotions Coordinator

**Dagmar Beckel-Machyckova**, Business Assistance Specialist

## Funding

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>(+/-) and %</b>
<b>City</b>	\$87,700	\$85,000	\$85,000	<b>0%</b>
<b>BIDs</b>	2 @ \$30,000	3 @ \$31,700	3 @ \$33,000	\$1,300 4.1%
<b>Memberships (paid)</b>	36 @ \$6,550	30 @ \$6,575	51 @ \$8,626	\$2,051 70%
<b>Sponsorships (includes in-kind)</b>	14 @ \$10,108	16 @ \$17,965	43 @ \$25,992	\$8,027 45%
<b>Grants</b>	2 @ \$3,000	1 @ \$1,560	1 @ \$1,000	<b>-\$560</b> <b>(36%)</b>
				<b>\$10,818</b>