

2007

DOWNTOWN EAU CLAIRE, INC.

Dedicated to the Revitalization of Downtown Eau Claire

Annual Report

DOWNTOWN EAU CLAIRE, INC.

2007 Annual Report

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203 S Farwell Street • Eau Claire WI 54701
Phone 715.839.4914 • Fax 715.839.4939
www.downtown-eauclaire.com

Year In Review

Downtown Eau Claire experienced many successes in 2007. An agreement with Phoenix Parkside, LLC was signed to redevelop the North Barstow area. 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 sessions. DECI staff and volunteers coordinated several successful events in 2007, including Spring Spruce Up, Summerfest, International Fall Festival, and Christmastime in the City.

Over 160 volunteers came out for DECI's annual Spring Spruce Up event to do clean up in areas such as the Four-Corners parking lot and Phoenix Park, with over 130 of those volunteers coming from Valleybrook Church. Summerfest brought an estimated 5,000 people to the streets of downtown to enjoy classic cars, food, and an evening dance and performance by a 50's and 60's style band, *The Thundermen*. New to Summerfest was the incorporation of a passport program to highlight sponsoring businesses. Local artists made the sidewalks into works of art with the incorporation of DECI's newest event, Chalkfest. DECI's 2007 International Fall Festival brought the most attendants ever, with an estimated 15,000 people visiting Barstow Street to experience more than 100 ethnic food and craft vendors, world stage performances, the Parade of Nations, a petting zoo, and kid's carnival. DECI staff and volunteers continued to stay busy with the planning of Christmastime in the City events. A tree lighting ceremony took place on Thursday night with a visit from the Memorial High School Madrigal group and, of course, from Santa. Pizza with Santa continued on Saturday as well as the horse-drawn wagon rides available both days. New this year was the collaboration with the public library, which presented a very successful story-time to the children at Pizza Plus. DECI's Retail and Restaurant Promotions Committee held several meetings to develop a plan for a new shopping and dining brochure. The new brochure was a success and can be found throughout the community. DECI's Jump-Start Downtown Competition once again awarded hopeful entrepreneurs start-up money to join the excitement happening in downtown Eau Claire.

Several new events were hosted downtown this year by community organizations who chose to use Phoenix Park, our newest park facility downtown. The 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 Open Air Festival of the Arts took place in June and featured local and regional artists showcasing anything from sculptures and jewelry, to public art and live entertainment. A celebration commemorating the end of slavery, Juneteenth, was hosted by the UWEC Office of Multicultural Affairs on June 17th. This educational and celebratory event brought 500 people to Phoenix Park.

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.

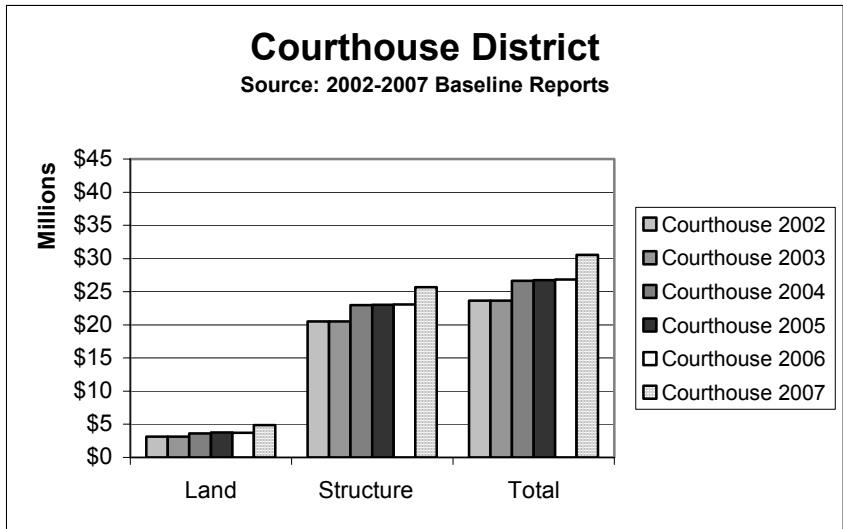
Property Assessment

According to the City of Eau Claire Assessor's Office, land assessment is \$24,545,900 and structure assessment is \$133,796,100 for downtown Eau Claire. The total property assessment for downtown is \$158,342,000. This is a 10% increase from 2006.

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

Courthouse

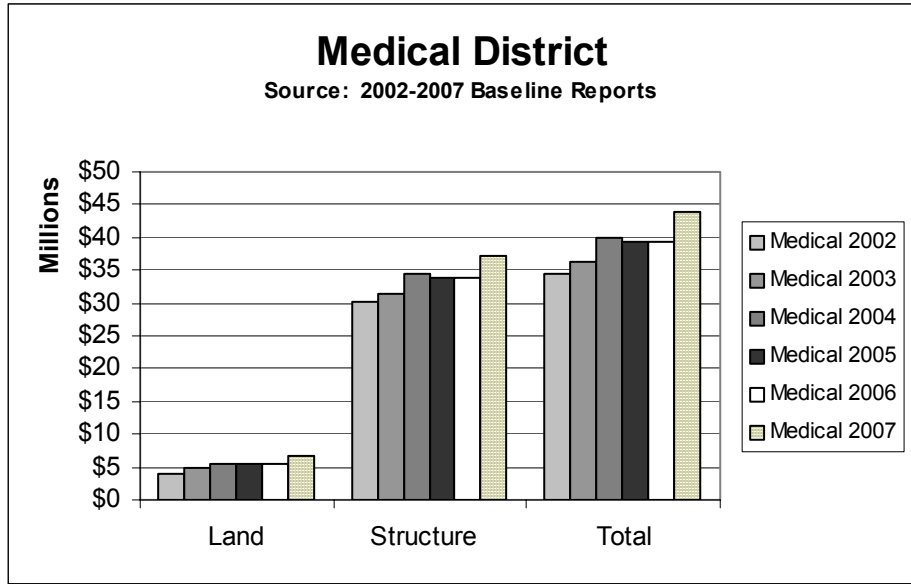
Land: \$4.9M
Structures: \$25.7M
Total: \$30.6M



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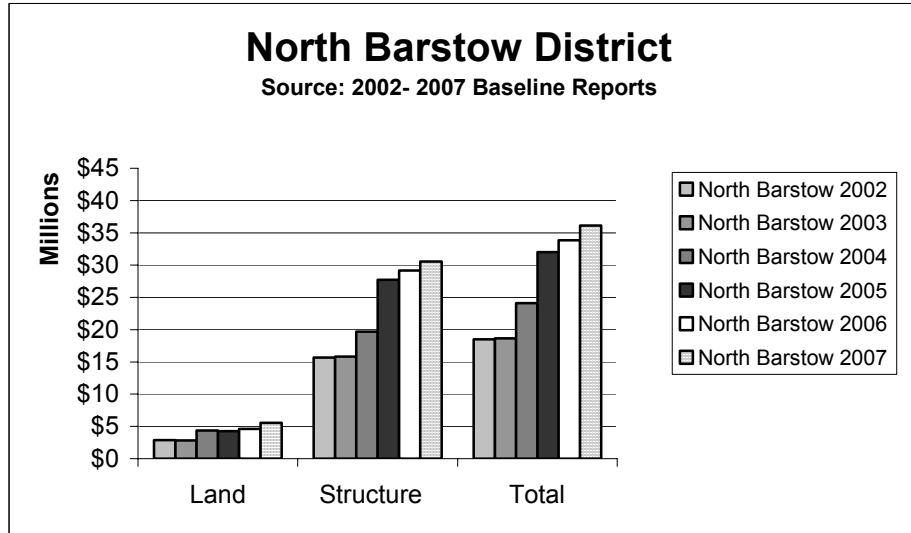
Medical

Land: \$6.6M
 Structures: \$37.2M
 Total: \$43.8M



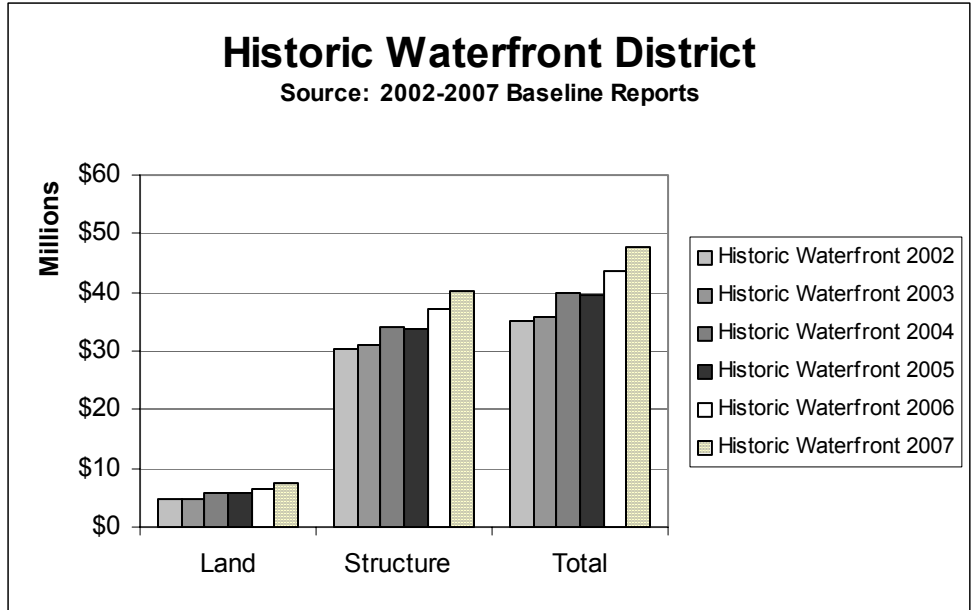
North Barstow

Land: \$5.5M
 Structures: \$30.6M
 Total: \$36.1M



Historic Waterfront

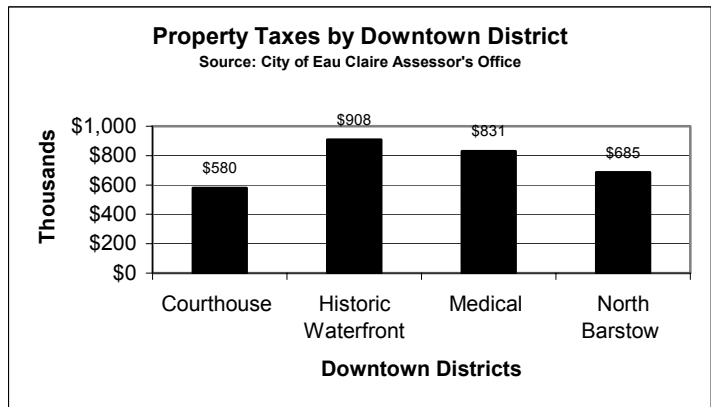
Land: \$7.5M
 Structures: \$40.3M
 Total: \$47.9M



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 2007 were \$3,003,742 – a 3% increase from the \$2,905,110 collected in 2006 because of an increase in property values, despite the drop in the mill rate.

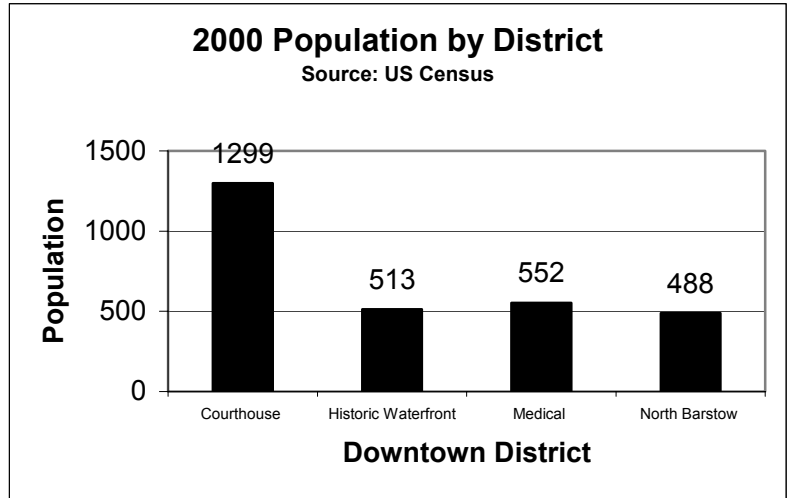
The property tax mill rate for 2007 is 0.018970



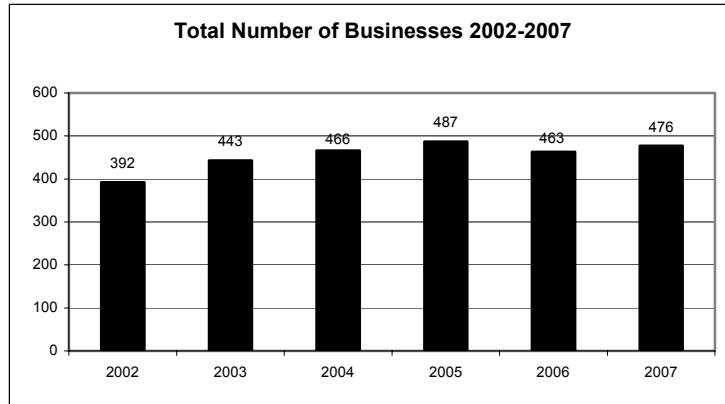
Population Estimates

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.

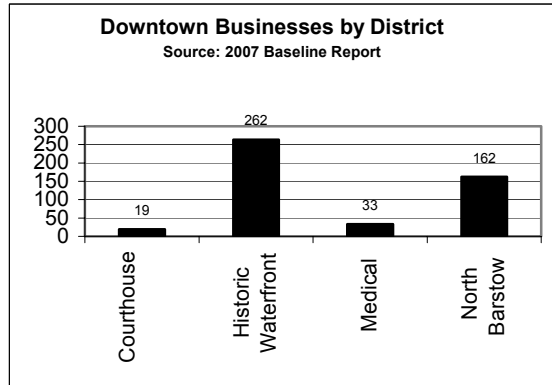
Approximately 4% of the Eau Claire population lives in the downtown area.



Number of Businesses



The number of businesses downtown increased every year for the past 5 years except for 2006. There are currently 476 businesses in the downtown area representing retail, restaurant, service, medical, manufacturing, government, and entertainment/recreational facilities.

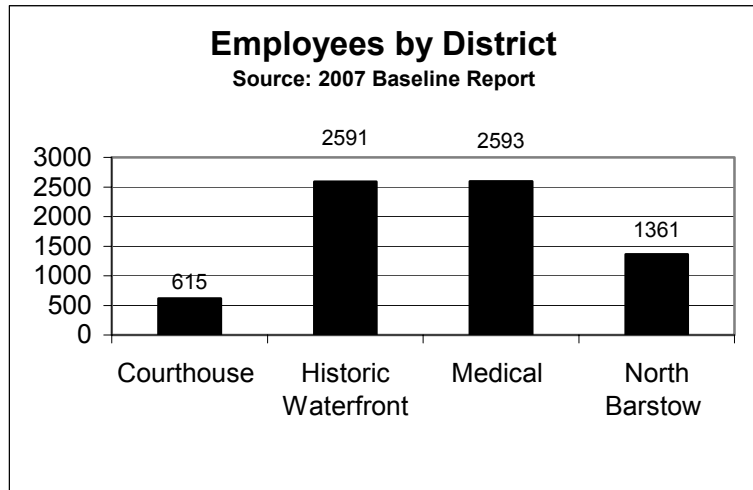


The majority of downtown businesses are located in the Historic Waterfront District of downtown. Banbury Place businesses are included within the “North Barstow” district.

Number of Employees

There are currently 7,160 employees in the downtown area. That is a 1.5% increase compared to 2006. The increase was mostly caused by expansion of Harmon Solutions Group and a new US Bank call center. The largest employers are Luther/Midelfort Health System, Eau Claire County, City of Eau Claire, Royal Credit Union, AT&T, and Harmon Solutions Group.

Approximately 19.9% of the Eau Claire workforce is employed in the downtown area.



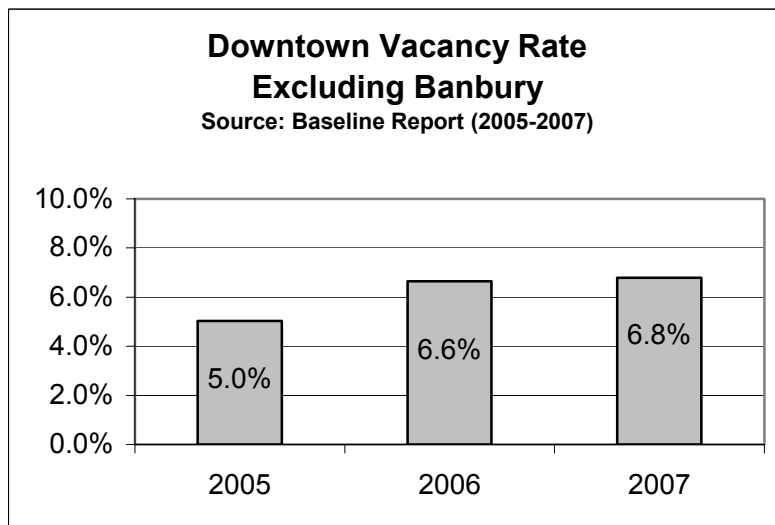
Vacancy Information

There is a total of 1,614,353 square feet of commercial and industrial buildings in downtown Eau Claire, excluding Banbury Place. In December, 109,681 square feet of that total were vacant and on the market, bringing the **vacancy rate to 6.79%**. This only includes market-ready vacant buildings and does not include Redevelopment Authority-owned vacant properties or privately owned properties being renovated and not currently on the market (e.g., Huebsch Building, Livery, Craig Chemical Building, MN Wire and Cable). The vacancy rate with these properties included is 14.73%.

When Banbury Place is included, the total square feet of commercial and industrial buildings downtown is 3,386,860. In December, 657,974 square feet of this total were vacant and on the market, equating to a vacancy rate of 19.43%.

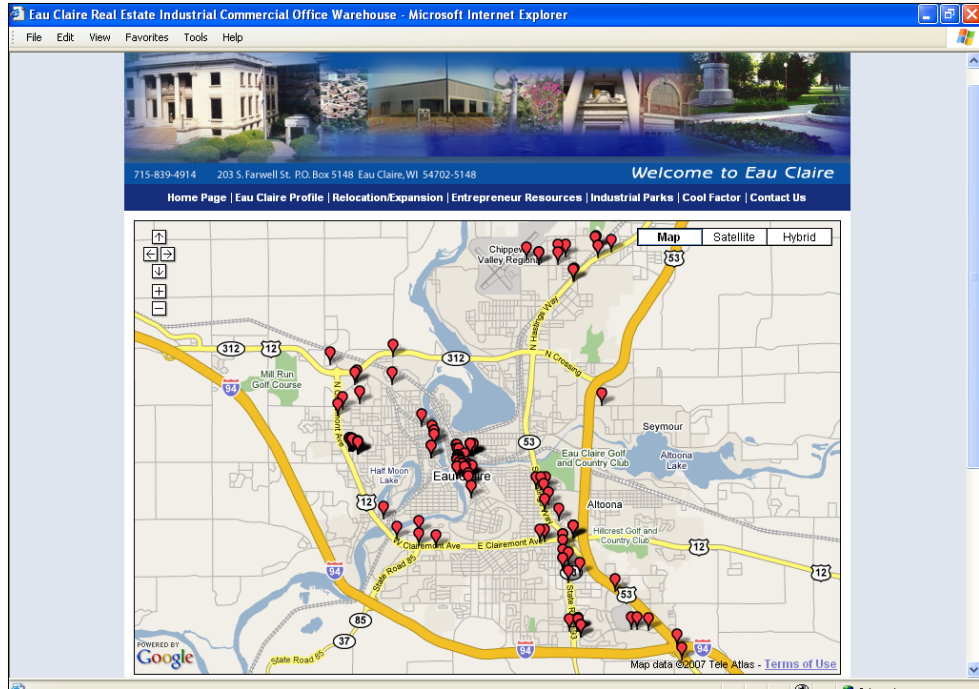
	Square Feet w/o Banbury Place			Square Feet w/ Banbury Place	
	Vacancies On-the-market	Vacancies Off-the-market*	Total Sq. Ft.	Vacancies On-the-market	Total Sq. Ft.
Office	70,980	22,700	963,051	86,260	1,122,523
Retail	32,701	22,570	298,374	33,686	301,366
Service	6,000	0	65,289	6,028	301,366
Industrial	0	82,832	287,639	532,000	1,883,432
TOTAL	109,681	128,102	1,614,353	657,974	3,386,860

*Estimated future use



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In 2007, the City of Eau Claire Economic Development Division updated a website with an interactive database for available space. The map (powered by Google) is more exact and frequently updated.



Properties can be easily searched by using the Property Search module available on the website, or by simply zooming in on the map and searching by geographic location.

Property Search
Hint: you can also search for properties in a particular area by clicking on the map itself.

Please select one or more search criteria below.

Property Type:	<input type="text" value="All types"/>	Minimum size:	<input type="text" value="0"/> SF
For Sale or For Lease:	<input type="text" value="Any"/>	Property Area:	<input type="text" value="All Areas"/>

All properties are updated on a quarterly basis by DECI staff to maintain its accuracy.

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 2007:

Marketing Plan Committee

This committee's main focus was to develop a formalized marketing plan for downtown Eau Claire. The initial marketing plan was developed in early February and the committee continued to meet and finalize the tactics for the plan. The 2007 committee also met with key businesses to implement a downtown survey and a partnership program. Partner businesses include: Luther Midelfort, RCU, and Harmon Solutions Group. Meetings were held with key leaders from the businesses and partnerships will continue to be developed into 2008.

Retail and Restaurant Committee

While this committee was fairly active in 2007, they continued to forge ahead with promoting the shopping and dining aspects of downtown. A second edition of the Downtown Shopping and Dining Guide was produced at the end of the summer and distributed to local shops, restaurants, hotels and other tourist hot spots.

Transportation Committee

The primary responsibility of this committee is to encourage transportation improvements in the downtown area. In 2007 the committee completed a large project of procuring and installing bike racks downtown. Total of 28 bike racks were installed at the end of summer thanks to generous sponsorships of the Eau Claire Noon Rotary Club, the Eau Claire Morning Rotary Club, the Eau Claire Jaycees, and the Eau Claire Kiwanis Club. The new bike racks received media coverage from TV-13, TV-18, Community TV as well as the Leader Telegram. In 2008 the committee plans to start creating "Walk Downtown" maps that will point out easy walking routes.

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. Committee members assisted in contacting

vendors and major sponsors for these festivals and also successfully helped with promotion.

Chalkfest Committee

A Chalkfest committee was added as a separate committee this year to help plan DECI's newest event held in conjunction with Summerfest. The scope of this committee is being discussed, as it is currently a broad committee focusing on many tasks. Proposed changes will come with a plan to incorporate more people "interested" in serving downtown as a whole rather than the heavy reliance on the downtown business community.

Downtown Image Committee

The Downtown Image Committee was established in February 2007 to create a new downtown logo that would reflect the revitalized downtown Eau Claire as it reawakens and begins to thrive. The committee explored several ways of creating the downtown logo and decided to create an RFP. In July, the committee selected DBD International to design the logo. After several months of research and many meetings the committee presented the final logo on December 5th during a "Downtown Logo Celebration". The celebration was a huge success with over 80 community members in attendance and received media coverage from Leader Telegram and TV-13.

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 3-minute "downtown living" commercial that showed frequently throughout 2007. A new loft apartment above Benny HaHa's was completed during the summer of 2007 and attracted a lot of media attention including all TV stations and the Leader Telegram. A full-program focused on downtown living is scheduled on Community TV for 2008.

Downtown Development

Much progress was made in 2007 in downtown development. Many new businesses relocated or chose their beginning downtown, one land development project is underway and several buildings were renovated to enable more business as well as housing to be utilized downtown.

Land Development

North Barstow Redevelopment Area

Phoenix Parkside, LLC, signed a development agreement to build Phase I, on a two-block area along Madison Street. The project is a mixed-use development that includes residential, retail, and office space. PPL purchased the land at the end of 2007 and will begin construction of a pharmacy in early 2008. The City relocated utilities, built streets and sidewalks, and developed parking lots in 2007.

West Bank Redevelopment Area

The Redevelopment Authority approved the boundaries for a potential redevelopment district on the west side of the Chippewa River from Madison Street, north along the Oxford Avenue area. The potential is there to redevelop over 30 acres of older blighted industrial properties. The Redevelopment Authority will be hosting public hearings in early 2008 to discuss creating a plan for the area. Possible options could include a mixed-use area with green space along the river and a hotel, conference center, and arena.

South Confluence Area

This is the area south of where the Chippewa and Eau Claire Rivers come together, directly across from the RCU headquarters. The RDA had hoped to redevelop the area and had hired River Architects to assist with six potential redevelopment concepts. A series of listening sessions were held. Plans to redevelop the area have been put on hold. Discussions with the major land owner, Reinhart Properties, have led the RDA to focus their efforts elsewhere in the downtown.

New Buildings and Building Renovations

Oleson Livery/Craig Chemical

John Mogensen continues to renovate the two buildings in the North Barstow Redevelopment Area, while at the same time constructing a new building between the two. A revised occupancy date is set for summer of 2008. The three-building project will include a restaurant, commercial space, and loft apartments.

Stella's Red Room

John Mogensen opened Stella's Red Room located on Madison Street, adjacent to Stella Blues. Mr. Mogensen renovated the former Wolf's Den, which was in very poor condition.

Galloway Grille

One of downtown's newest hangouts is the Galloway Grille located at 409 Galloway Street. The building is owned by John Mogensen. The restaurant owners are Jody Kwapil and Troy Thomas. The building had been vacant for several years.

Luther Hospital

Luther Hospital expanded and built a \$22,000,000 emergency/clinic facility addition.

Post Office

DECI staff helped negotiate an agreement to swap parking lots with RCU between RCU and the Post Office. The Post Office will also provide matching funds with Gateway to renovate the outside of the Post Office building. Gateway replaced the roof of the building this year.

Business Recruitment

Dessert First

One of DECI's past Jump Start business plan winners opened downtown at 210 S. Barstow Street. Sandi Meinsen is the owner of the business. Sandi together with Mel Jahnke, the building owner, renovated her space.

Legacy Financial Network

DECI staff worked closely with the company to find a proper location downtown. The company ended up leasing space in the former Farmer's store building at 202 Eau Claire Street. The owner of Legacy Financial Network is John Tavare.

U.S. Bank Call Center

Staff assisted U.S. Bank with community information as they analyzed potential/reactions in several communities. With financial assistance from the City of Eau Claire, U.S. Bank brought a new call center operation to the community and created 75 new jobs. U.S. Bank renovated the second floor of their existing building to house the new operation.

Becki's Mediterranean Olive Salsa

DECI's 2007 Jump Start business plan contest winner first opened downtown at 210 S. Barstow Street. They have now relocated to Banbury Place. Becki Spina is the owner of the business.

Wildwood Crafts & Treasures

After several years of correspondence with DECI staff, Ken and Nancy Knocke opened Wildwood Crafts and Treasures downtown at 410 S. Barstow Street.

Code Blue Call Center

DECI staff worked closely with Paul Gross, the president of Harmon Solutions Group, when the company decided to expand its subsidiary Code Blue at 404 S. Barstow Street. The company expects to bring additional 300 jobs to the Code Blue call center downtown within the next two years.

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 start-up capital prizes to the best applicants. New in 2007 was sponsorship that DECI staff was able to secure from US Bank and RCU. The 2007 competition awarded the following prizes:

Grand Prize Winner (\$5,000)

Rebecca Spina
Becki's Mediterranean Olive Salsa
Banbury Place

Honorable Mention

Betty Wegener & JoLynn Norlander
Beyond Photography

DECI staff also continued business recruitment efforts by contacting business prospects to locate downtown based upon properties available. Inquiries were followed up with recruitment direct mail packets including available space options, new downtown developments, loan programs, demographics, traffic counts, and current businesses located downtown.

Staff provided assistance to business prospects in 2007 by meeting with them; providing information on available site options, downtown demographics and traffic counts, loan programs, and community development zone boundaries; giving community and available property tours; 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 2007:

Legacy Financial Network (202 Eau Claire Street)

Chippewa Valley Airport Service (Ramada Convention Center)

Becki's Mediterranean Olive Salsa (Banbury Place)

Dessert First (210 South Barstow Street)

Wildwood Craft and Treasures (401 South Barstow Street)

Path to Health Massage and Wellness (310 South Barstow Street)

Stella's Red Room (302 E Madison Street)

Special Events

The 2007 downtown events were a success and brought thousands of people to the downtown area to discover everything that makes downtown Eau Claire special.

Spring Spruce Up

The Spring Spruce Up event was held on Saturday, May 19, 2007. It was a one-day spring-cleaning of the downtown area. New in 2007 was a partnership with Valleybrook church, which provided more than 130 volunteers to help with the downtown clean up. Volunteers 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. Lunch was provided to volunteers courtesy of Pizza Plus.

Summerfest

The main attraction of the festival was the classic car show put on by the Show Car Road Show and the Duke of Earl which featured more than 140 classic cars. A combination of great weather, more food vendors, awesome cars, and new activities like the Passport Program and Chalkfest attracted an estimated 5,000 people. The day's festivities were followed by a street dance and performance by the 50's-60's style band, *The Thundermen* from 6 to 10 p.m. where one of the largest crowds ever danced the night away. This year's event also featured the first ever **Chalkfest**.



The Chalkfest event featured eight talented local artists who used sidewalk chalk and pastels to transform the sidewalks of downtown Eau Claire into works of art. Participating artists were Steve Bateman, Lori Chilefone, Justin Dancing Hawk, Deanna Kelly, Mackenzie Ownes, Mallory & Greg Rishoi, and Emily Syring. The Boys & Girls Club also joined in on the fun by

creating a Summerfest mural. Summerfest goers were able to create their own art in our special Kids Zone. The Leader Telegram covered the event with an article and picture. Also new this year was the **Passport Program**. Participants were given a brochure with 10 downtown businesses inside. If they visited all the businesses and got their passport stamped, they could enter our prize drawing. Prizes were donated by the Eau Claire Children's Theatre, Wagner's Lanes, the Children's Museum of Eau Claire, Wildwood Crafts and Treasures, Acoustic Café, Clearwater Carwash, and Rick's Service Center. 1,000+ passports were passed out

throughout the day. The printing of the passports was paid for by area businesses who advertised inside the brochure, including The Silver Feather, The Mousetrap, Yellow Dog Knitting, Stone's Throw, Clancy's Bar, Wildwood Crafts and Treasures, Pizza Plus and The Speed of Sound.

International Fall Festival

DECI's 2007 International Fall Festival, held on September 15th, brought one of the biggest crowds in the history of the event. An estimated 15,000 people visited 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 DECI's largest ever, with close to 40 units consisting of two high school marching bands: Altoona and Elk Mound, and over 60 world flags.

Other activities included a petting zoo, pony rides, Kid's Carnival, and face painting. A free shuttle service was organized by DECI staff to take people between IFF, the Eau Claire Children's Theatre Grand Opening and the Coalition Blue's Festival. Sponsors included: The Chippewa Valley Airport Service, The Chippewa Valley Convention and Visitors Bureau, Clear Channel Radio, The Leader Telegram, Pure Energy Productions, RCU, the Wisconsin Arts Board, and Xcel Energy.



Downtown Trick or Treating

Halloween 2007 doubled in size compared to last year and an estimated 2,000 ghosts and goblins of all ages filled the downtown streets. Downtown business owners once again handed out candy, and Clear Channel Radio and the Leader Telegram advertised the event. TV-13 and TV-18 covered the event, and B95 radio did a live remote from South Barstow Street.

Christmastime in the City

DECI's Festivals Committee continued to hold this event on two different days. The tree lighting, Madrigal Singers performance, and dinner with Santa at Pizza Plus took place on Thursday, November 29th from about 5 to 7 p.m. New this year was a partnership with the L.E. Phillips Memorial Library who provided a volunteer to do

story time while children waited for the tree to be lit. From 11 a.m. to 2 p.m. the following Saturday, Santa returned for lunch at Pizza Plus, while free horse-drawn wagon rides were offered through downtown's streets. TV-13 covered the event with a live interview at 5 and 6 p.m. on Thursday night and returned on Saturday for further interviews. TV-18 recorded Thursday night's ceremony and both Leader Telegram and Volume One came on Saturday to catch images of the holiday spirit in downtown.

Young Professionals Downtown Scavenger Hunt

DECI staff coordinated and hosted a downtown event on May 31 for the Chamber's Young Professionals of the Chippewa Valley. The 2007 event was a scavenger hunt that took participants to the following locations: Strobel Building, Masonic Temple, 2 S Barstow, ECRAC, Boys and Girls Club, Corporate Technologies, Board of Education, Children's Museum, and the Federal Courthouse. Haymarket Grill hosted a social afterwards for all members of the group.



Ribbon Cuttings

To celebrate the openings of new businesses downtown or existing businesses relocating, DECI staff coordinated and hosted ten ribbon cuttings and one groundbreaking in 2007 for the following businesses:

- Marie's Original Bakery (New)
- Wildwood Crafts and Treasures (New)
- Dessert First and Becki's Mediterranean Olive Salsa (New)
- Chippewa Valley Airport Service (New)
- Legacy Financial Network (New)
- K&M Landscaping (Relocation)
- Luther Hospital Emergency Department (Groundbreaking)
- Tradin Post Buyer's Guide (Relocation)
- Eau Claire Children's Theatre (Relocation)
- Path to Health Massage & Wellness Center (New)
- Foster Abstract & Title (Relocation)



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 2007 included:

- Kerry Kincaid (City Council)
- Tami Schraufnagel (Eau Claire County Board)
- Mel Jahnke (President of the Downtown Business Improvement District)
- Janine Wildenberg (DECI Board of Directors)
- Charlie Grossklaus (President, DECI Board of Directors)
- Terry Sheridan (Eau Claire City Council)
- Dennis Jenson (Eau Claire County Board)
- Rev. Scott Kirby (Downtown Business Improvement District Board of Directors)
- Dave Adler (City Council President)

Idea Lounge Series

In 2007 Downtown Eau Claire, Inc. co-hosted three 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 among the creative class. There were three Idea Lounges held in 2007 and covered diverse topics: UW-Eau Claire's Role in Sustaining Our Creative Class, Building a Livable Community, and Savvy Spaces. This series will continue in 2008.

DECI also received an Honorable Mention from the International Economic Development Council for "Idea Lounge Series" in the category of *Special Event*.

Other Events

DECI also helped sponsor Volume One's "Sounds Like Summer" Concert Series on Thursday evenings in Phoenix Park. And staff together with the Eau Claire Area Economic Development Corporation coordinated the Advancing Entrepreneurship in the Chippewa Valley event held at the Ramada, where Jump-Start Downtown winners were announced.

Awards

This year DECI also received recognition from the International Economic Development Council for its work in Economic Development.

- Honorable Mention for DECI's "Downtown Ink" in the category of *Newsletter/Newspaper/Magazine by organizations serving areas with populations between 50,000 and 200,000*
- Honorable Mention for DECI's "Idea Lounge Series" in the category of *Special Event*

Marketing

To help spread the excitement about downtown, the following marketing methods were used throughout 2007:

Advertising

Several advertising methods were used in 2007 to publicize events and other special happenings downtown. Both paid and unpaid advertising was used and included:

- Chippewa Valley Newspapers
- Chippewa Valley Hidden Treasures
- Clear Channel Radio
- Community Television
- DECI's website
- Downtown Agenda
- Downtown INK
- Downtown kiosks
- Family Times Newspaper
- Third Ward Neighborhood Association Newsletter
- 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

The Downtown Eau Claire, Inc. website provides many useful information on downtown happenings including a business directory, list of upcoming events, information on business resources, available space listings, and agendas and minutes from previous meetings. In December, the DECI board approved a redesign of the website, that will make the site visually more appealing and also implement a searchable business directory.

Brochures

The second edition of the Downtown Eau Claire Shopping and Dining Guide brochure was printed. DECI's retail and restaurant committee held several meetings to plan the brochure and contact the new downtown businesses about participating. DECI staff coordinated work with the designer from the original brochure to make the updates. Businesses who participated in the first Shopping and Dining Guide were not charged for the reprint; however, there were seven new businesses that paid \$30 to join the brochure. The new businesses include: Dessert First, Long Cheng Market, Marie's Original Bakery, Stone's Throw, Trend Setters, Under Loud Board Shop, and Wildwood Crafts and Treasures. DECI staff distributed the brochures throughout the Eau Claire area.

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 talent 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 mailing and approximately 3,000 dropped off at Volume One stands throughout Eau Claire or handed out during the Summer Concert Series.

The Downtown INK was also awarded an Honorable Mention by the International economic Development Council in the category of *Newsletter/Newspaper/Magazine by organizations serving areas with populations between 50,000 and 200,000*

Downtown Agenda Newsletter

The monthly downtown newsletter, *Downtown Agenda*, was brought back in June and was distributed monthly via e-mail to downtown business contacts. The newsletter featured downtown development updates, upcoming events, available space, and general information for small businesses. It was sent each month to a mailing list of 720 people/organizations. Each downtown business received a copy, along with City

Council members, County Board members, and board members from the Redevelopment Authority, Downtown Eau Claire, Inc., Downtown Business Improvement District, West Grand Business Improvement District, Chamber Downtown Revitalization Committee and members of all downtown committees. The newsletter is also available online.

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 could 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 2007 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, Idea Lounge, and Christmastime in the City events. DECI members were contacted and given the option to display information at the booth. The Hair Den and Eclectica on Grand donated gift certificates to be given as door prizes. Two pieces of donated framed artwork from B-Framed Galleries were also given away.

Campus Community Connection

Downtown Eau Claire, Inc. once again staffed a booth at the 2007 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 with student employment guides, 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 four partners.

City of Eau Claire
Downtown BID

North Barstow/Medical BID
Water Street BID

DECI Members

DECI was able to continue its mission of downtown revitalization in 2007 because of the generous support from its members.

Due to this effort, DECI membership includes the following 38 members:

AT&T	Lenmark Gomsrud Linn Funeral Home
Banbury Place	Luther Midelfort
B-Framed Galleries	Marlene & Dave Arntson
Cigan Properties	Nelson Properties
Chippewa Valley Airport Service	Northwestern Bank
Chippewa Valley Theatre Guild	Quality Management Services
Deborah Becker Agency- State Farm	RCU
Eau Claire Area Chamber of Commerce	Reach, Inc.
Eau Claire Regional Arts Center	River Looks Family Hair Care, LLC
Flaten Retirement Specialists	Ruder Ware
The Hair Den	S&C Bank
Harmon Solutions Group	SDS Architects
Health Education Network	Stan & Linda Carpenter
Hillside Dental	Strobel Insurance
Hope Gospel Mission	US Bank
Interior Arts	Volume One Magazine
The Lander Group	Wells Fargo
John Torgerson	Wildwood Treasures & Crafts
John's Sewing Center	Willow Creek Women's Clinic
Just Local Food Co-op	Xcel Energy

Funding

	2006	2007	(+/-)
City	\$87,700	\$85,000	(\$2,700)
BIDs	2 @ \$30,000	3 @ \$31,700	\$1,700
Memberships	36 @ \$6,550	38 @ \$8,925	\$2,375
Sponsorships	14 @ \$10,108	16 @ \$17,965.60	\$7,857.60
Grants	2 @ \$3,000	1 @ \$1,560	(\$1,440)
			+\$11,683