

2009

DOWNTOWN EAU CLAIRE, INC.

Dedicated to the Revitalization of Downtown Eau Claire

Annual Report

DOWNTOWN EAU CLAIRE, INC.

2009 Annual Report

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Year in Review

It was another successful year for Downtown Eau Claire in 2009. A 33-unit apartment complex opened in May, the second building in the ongoing Phoenix Park Neighborhood development. Ground broke on the third building in August for a mixed used building with 24 apartment units and 4000 square feet of retail space scheduled to be completed in Spring, 2010. Volume One's *Sounds Like Summer Concert Series* celebrated their fourth year of Thursday night concerts bringing well over 10,000 people to Phoenix Park during the 13 week run. Volume One, along with the Eau Claire Regional Arts Center, began a new series called the *Backstage Concert Series* in October to fill the cooler winter months, creating a new phenomenon on the stage of the State Theatre of up close and personal concerts with favorite local musicians. Volume One also continued their collaboration with DECI staff to bring the entire community *Downtown INK*, a quarterly 16 page paper full of news and events taking place downtown. DECI staff and volunteers coordinated several successful events in 2009, including new events such as *The Holiday Season Opener*, *The Pink Event*, and a quarterly networking event for downtown businesses, *The Heart of Eau Claire*.

The Holiday Season Opener, held in conjunction with *Holidaze Arts Festival* and strategically planned for the third weekend in November, brought hundreds of shoppers downtown in what could only be described by many retailers as "like the old days of downtown," referring to the bustling streets and record sales. *The Pink Event* held in October brought 33 businesses from all four districts of downtown together for the first time for a charity event for breast cancer awareness. Business owners networked and received some important marketing tips at the first two *Heart of Eau Claire* events held in June and September. This series was designed to provide a learning opportunity for the small business owners while also giving them an opportunity to get to know their fellow neighbors in downtown.

There was much to celebrate in 2009, as shown by the popularity of the awards and recognition ceremonies that DECI staff organized. In February, DECI held their first annual awards banquet, an expansion of their awards ceremony previously held during the DECI annual meeting. Guests enjoyed dinner from Houligans Steak and Seafood Pub while honoring those who contributed to DECI in 2008. Lt. Governor Barbara Lawton made a special visit to downtown in July as part of the *South Barstow Business Improvement District's 25 year celebration*. This ceremony also included the unveiling of new downtown banners reflecting the downtown logo adopted in 2008 as well as updated kiosks to display events on the downtown streets. In early August, DECI honored the Jump-Start winners in their first annual awards ceremony held at RCU. Previously recognized as part of an entrepreneurial luncheon, the winners this year were honored by the Wisconsin Secretary of Commerce, Richard Leinenkugel.

Record attendance was seen at many of DECI's annual events and festivals. Close to 300 volunteers participated in the *Our City Spring Spruce Up* in May, making improvements in the downtown landscape with several planting projects to brighten up major downtown focal points. Despite the August rain showers, *Summerfest* brought car enthusiasts, families, and music lovers down for the expanded two-day event. This year, Summerfest included a six band line up on Friday night and expanded the music on Saturday to include a wide variety of musicians from the classic 50's and 60's, new and upcoming local musicians, and even a band from Eden Prairie, MN featuring a group of middle school and high school performers from The School of Rock. A record number of people attended the *International Fall Festival* in September, which included an expanded line up of performers in three stage areas and featured the UW-Eau Claire Blugold Marching Band as the main event during the RCU Parade of Nations. Despite the sudden cold winds, around 1600 kids hit the streets during the *Downtown Trick or Treating*, many stopping by Volume One's Tunnel of Terror. This year's *Downtown Tree Lighting Ceremony* was two weeks earlier as part of the *Holiday Season Opener* and saw a record attendance of close to 75 people. The Memorial

High School Madrigals performed and the crowd joined them in singing “Silent Night.” *Christmastime in the City*, held in early December, brought 300 people down to ride the horse drawn wagon rides and over 200 children visited with Santa during DECP’s first Lunch with Santa event which included pizza and a picture with Santa.

Many other organizations celebrated successful annual events downtown as well, including a third year for United Way’s *Taste of Eau Claire* and a third year for the *Open Air Festival of the Arts* both held in June at Phoenix Park. Despite the rain, Volume One’s *Chalkfest* brought thousands out to see the beautiful and unique sidewalk art at Wilson Park. The Special Olympics held their second annual *Pumpkinfest* in early October as well as the Eau Claire Regional Arts Center held their second annual *Festival of Trees*, a fundraiser for ECRAC at the Ramada Convention Center. The Eau Claire Children’s Theatre held their first annual *Dancing with the Eau Claire Stars*, a charity event at the Ramada Convention Center. This event raised over \$17,000 in expansion funds as ECCT broke ground on an addition to their building in October.

As Downtown Eau Claire moves forward into 2010, we will see more expansion, more special events, and more excitement as downtown continues to grow not only in what we have to offer to the Chippewa Valley, but in providing the essential ingredients of what makes an entire community thrive. Our downtown builds cherished memories and ties the community together as the central meeting ground for all our community stands for. We are the truly the heart of Eau Claire.

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

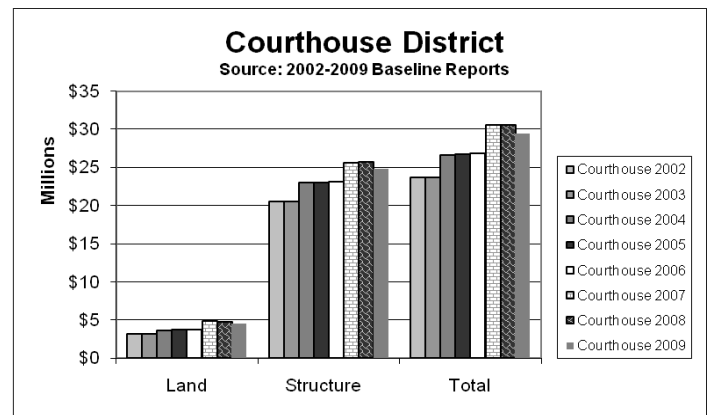
In 2008, the Water Street BID joined DECI, thus enlarging the area the Downtown Baseline report covers. Because of the expansion data for the Water street district is only available since 2008.

In 2009 the total land assessment increased to \$31,468,700. Without Water Street the assessment is \$25,094,300. The structure assessment for the area including Water Street is \$164,735,600. The original districts are at \$144,613,800. The total property assessment for downtown including Water Street is \$196,204,300. Without Water Street, the total assessment is \$169,708,100. That is a 6% increase from 2008.

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

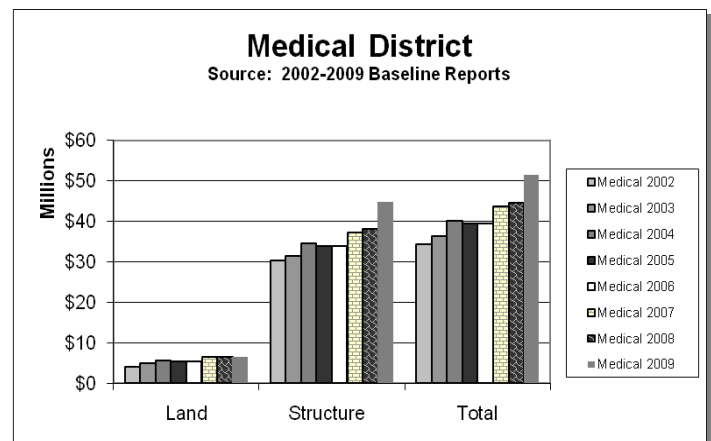
Courthouse

Land: \$4.6M
 Structures: \$24.8M
 Total: \$29.4M



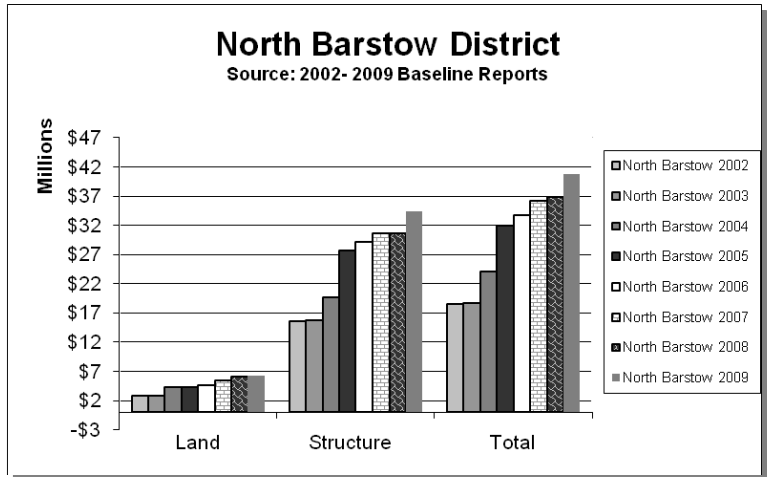
Medical

Land: \$6.6M
 Structures: \$44.8M
 Total: \$51.4M



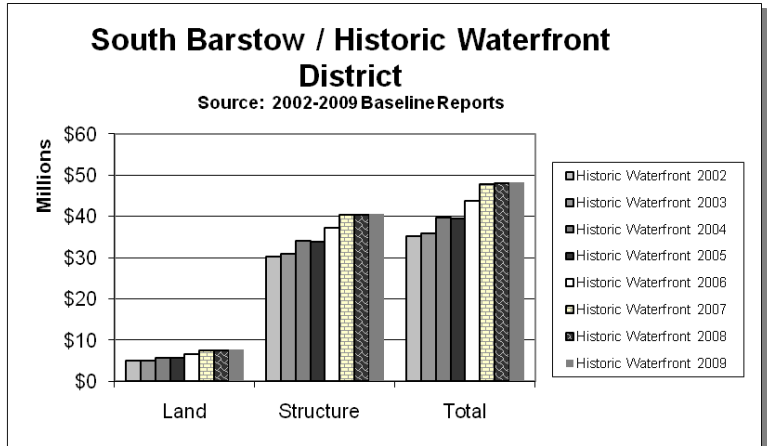
North Barstow

Land: \$6.3M
 Structures: \$34.4M
 Total: \$40.7M



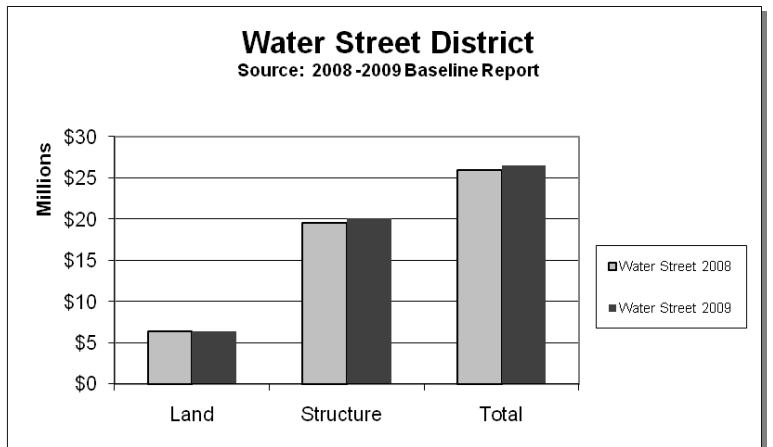
South Barstow / Historic Waterfront

Land: \$7.6M
 Structures: \$40.6M
 Total: \$48.2 M



Water Street

Land: \$6.4M
 Structures: \$20.1M
 Total: \$26.5 M

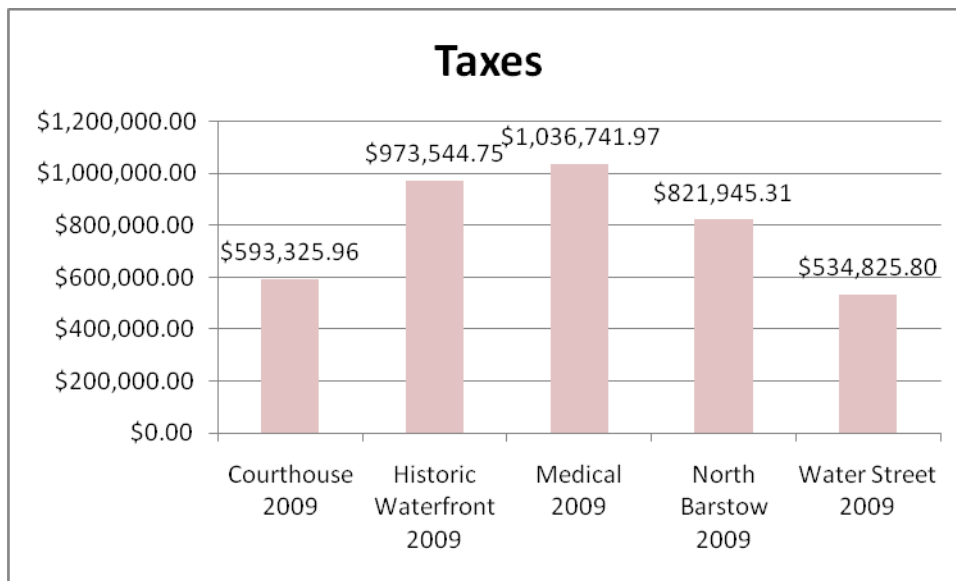


Property Taxes

The property taxes collected from commercial properties within the downtown area are dependent on the assessed value. The total property taxes collected in 2009 from the original downtown districts were \$3,425,558 – a 4.2% decrease from the \$ 3,577,434 collected in 2008. Several properties within the courthouse district were acquired by the county. Because the county is tax exempt it caused a significant decrease in the tax collected in 2009.

All districts including Water Street brought in 3,960,384 in 2009 a 2.8% decrease compared to \$4,076,362 in 2008.

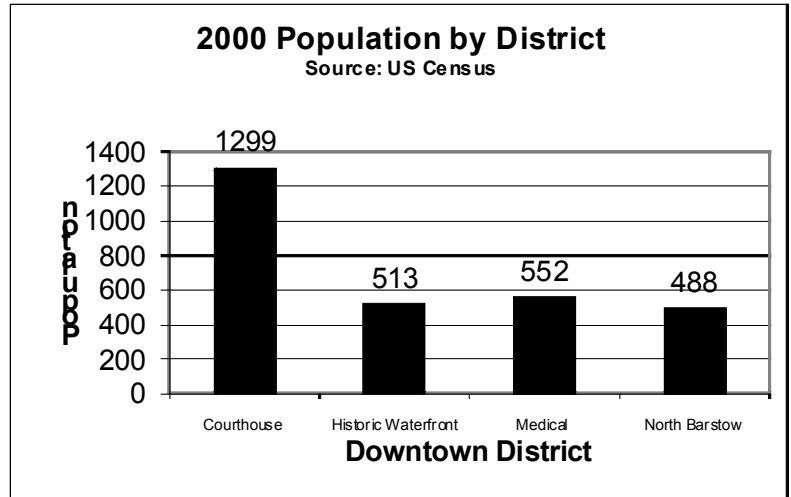
The property tax mill rate for 2009 is 0.020185.



Population Estimates

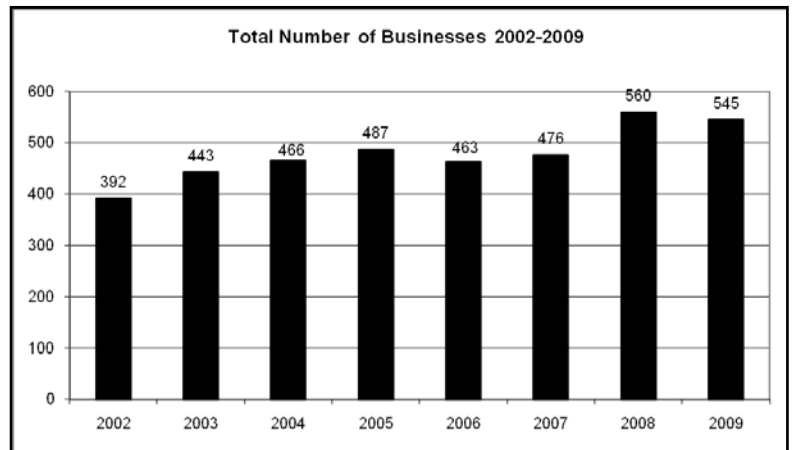
According to 2000 US Census data, there are 2,852 residents of the downtown area. The total number of housing units in all downtown districts is 1,130.

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

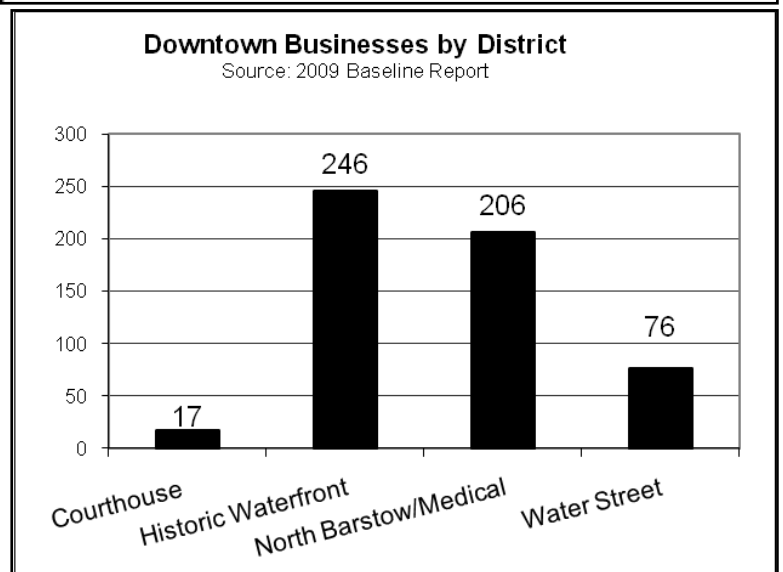


Number of Businesses

In 2009 the total number of businesses declined to 545.

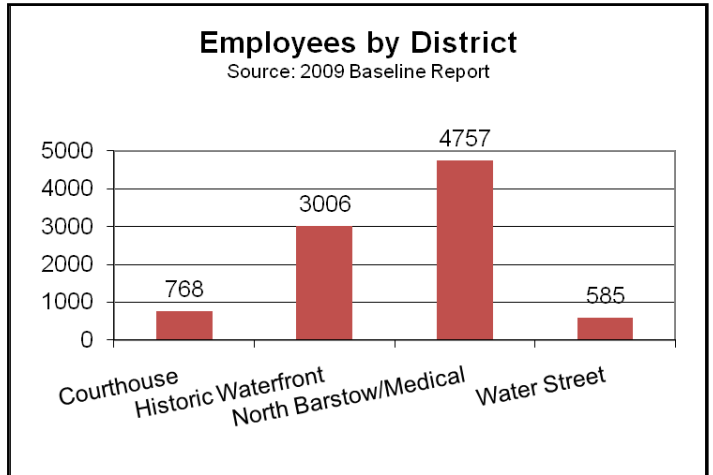


The majority of downtown businesses are located in the Historic Waterfront district of downtown. Banbury Place businesses are included in the North Barstow/Medical district.



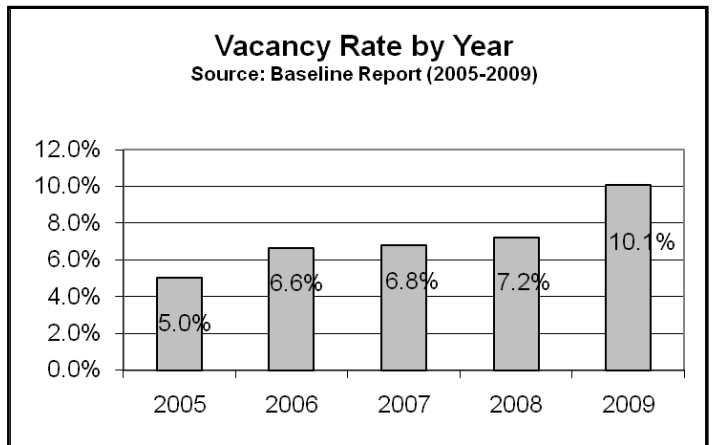
Number of Employees

There are currently 9,116 employees in the downtown area. With the entire City of Eau Claire employing 35,944 employees, downtown employees represent 25% of the Eau Claire workforce..



Vacancy Information

In 2009, 51,250 square feet of new available space were added to the downtown real estate including the 320 Putnam Street building and the new Phoenix Parkside building. The additional properties brought the total to 1,693,243 square feet of commercial and industrial buildings in downtown Eau Claire, excluding Banbury Place. In December, 165,947 square feet of that total were vacant and on the market, bringing the **vacancy rate to 10.11%**. 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, 2 S Barstow, Bldg 18 at Banbury Place, and a second Phoenix Parkside building).



Several buildings were demolished as part of an expanding Redevelopment Program these included both Lehman Pharmacy and MN Wire and Cable.

Including Banbury Place, the total square footage of commercial and industrial buildings downtown is 3,465,750. In December, 272,007 square feet of this total were vacant and on the market, equating to a vacancy rate of 7.97%.

	Square Feet w/o Banbury Place Vacancies On-the-market	Square Feet w/ Banbury Place Vacancies On-the-market
Office	125,570	163,880
Retail	27,578	27,578
Service	6,000	40,300
Industrial	6,800	40,250
TOTAL	165,947	272,007

*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 2009:

Marketing Committee

This committee performed an audit of all marketing materials that come out of DECI's office including ads, guides, and even Downtown INK. Strategic changes were made in accordance with guidelines set for usefulness, branding, and opportunities for use in the community. The marketing committee aligned their goals with the DECI board and split their efforts into marketing DECI as an organization and downtown as a destination. Sub-committees were formed to accomplish this goal, including the formation of the Special Events Committee and the Membership Committee.

Special Events Committee

This committee comprised of downtown retailers successful organized two of DECI's newest events, The Pink Event and the Holiday Season Opener. A third new event, The Red Event, is planned for February, 2010. This committee's focus is on smaller retail events to bring more customers downtown.

Membership Committee

This new committee began preliminary work on creating membership materials that DECI staff, board members, and eventually a membership recruitment committee could use to increase DECI membership.

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. They also were the initial implementers of DECI's newest networking program, Heart of Eau Claire.

Transportation Committee

The transportation committee is an ad-hoc committee and meets at the DECI Board of Directors request to work on current issues related to transportation.

Downtown Living Committee

The Downtown Living Committee has focused on planning the 2010 Downtown Living Tour. The tour will take place on June 6, 2010 coinciding with Taste of Eau Claire. The tour will include 10 downtown apartments all of which will be staged by downtown designers.

Downtown Development

North Barstow Redevelopment Area

During the first half of 2009 the new 33 apartment building across from the Farmer’s Market was completed. By the end of the year only 2 apartments were vacant; proving again that downtown Eau Claire is a desired destination. Following this success Wisconsin Street Associates LLC started work on another mixed-use building next to the newly opened Livery restaurant. building with 24 apartment units and 4000 square feet of retail space scheduled to be completed in Spring, 2010. The long-awaited Livery opened in the spring in a remodeled Oleson Livery historic building and is already drawing crowds. The Lehman pharmacy was demolished to give room for new development.

West Bank Redevelopment Area

The newest Redevelopment District designated by the City Council in spring, 2008 has recorded progress in 2009. Three properties were purchased by the Redevelopment Authority. 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. The Eau Claire Children’s Theatre broke ground on an expansion to their current location to create a theatre area for 200-300 people.

South Confluence Area

In early fall, the Redevelopment Authority re-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 responses arrived at the end of the year and the RDA will evaluate them at the January meeting.

Medical District

Luther Hospital

After opening a \$7.5 million parking ramp, Luther Hospital started building a new bed tower in place of the former parking lot on Whipple Street. The five-story, 358,000-square-foot building will house among others a new Birth Center and Women's Health inpatient department, Integrated Cancer Center, and state-of-the art operating and patient rooms.



Business Development

DECI held its fifth 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 2009 competition was somewhat affected by the economy. Even though participation in DECI's business planning seminars doubled compared to the previous year, DECI received only four entries in 2009, compared to 11 in the previous year. DECI staff was able to increase sponsorships and in-kind donations from \$5,450 in 2008 to \$23,300 in 2009. Sponsors included: RCU, US Bank, Associated Bank, Xcel Energy, Banbury Place, Cigan Properties, Huebsch Services, RuderWare, DiscoverNet, Bauman Associates, and Wells Fargo. New in 2009 was a \$500 gift certificate from Charter media to be used for either production or airtime for a commercial.



The 2009 competition awarded the following prizes:

Grand Prize Winner (\$5,000 & \$500 from Charter Media)

Greg and Kathy Brice
Harmony Corner Café
210 S. Barstow

Honorable Mention

Kori Kosier
iroK Insurance
914 Porter Place

Two of the competition participants have opened their doors to business by the end of 2009: iroK Insurance (914 Porter Place), and Whippersnappers (418 S Barstow).



Left to right: Mike Schatz, DECI Executive Director; Richard Leinenkugel, Wisconsin Secretary of Commerce, Kori Kosier, iroK Insurance, Kathy and Greg Brice, Harmony Corner Café; John Dickey, Luther Midelfort and President of the DECI Board of Directors.

An awards banquet was held at RCU headquarters as a new addition to this year's program. DECI was honored to have Wisconsin Secretary of Commerce Leinenkugel as the keynote speaker and present the awards.

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 2009:

New:

- Isabelle & Co, 314 N Barstow (54703)
- Angelus Salon and Spa, 126 Graham Avenue (54701)
- Buzzy's Video Games, 201 N Barstow (54703)
- Calista Salon, 840 Water Street (54703)
- EC Counseling, 310 S Barstow Street (54701)
- iroK Insurance, 914 Porter Avenue (54701)
- Little Caesars, 8 West Madison Street (54703)
- Missing Link, 221 N Barstow (54703)
- Orvetta Mae, 302 Water Street (54703)
- Tangled up in Hue, 416 S Barstow (54701)
- The Livery, 316 Wisconsin Street (54703)
- Water Street Deli, 628 Water Street (54703)
- Whippersnappers, 418 S Barstow (54701)
- Wise Ideas by Toy, 914 Porter Avenue (54701)

Moved:

- Just Local Food, 1117 S Farwell Street (54701)
- Dessert First, 204 S Barstow Street (54703)
- Skin Prints, 309 E Grand Avenue (54701)
- Brickhouse Music, 138 Graham Avenue (54701)

Expansions:

- Galloway Grille, 409 Galloway Street (54703)
- Le Phillips Library, 400 Eau Claire Street (54701)
- Eau Claire Children's Theater, 1814 N Oxford Avenue (54703)
- Eau Claire Children's Museum - water works, 220 S Barstow Street (54701)

New Tenants at Banbury Place in 2009:

Advance Financial, Inc.	Jensen Player Piano
Antrosent	Lars Built
The ARC Eau Claire	Mass Production Specialists
Aurora WDC	Melting Pot Prints
Cleanpower	Northland International
Customized Concrete Design, LLC - CTI	Pandemic Manufacturing
DCS Netlink	PC Synergy, LLC
Eau Claire Gymnastics	Primetime Sports Cards
Five Star Plastics	Resource, LLC
The Garrison	Rice, Julia
Golden Spike Awards & Gifts	Sensible PC Solutions
Hoveround Corporation	Wood N Snowmen
Intaca	

Special Events

The 2009 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 a one-day event on Saturday, May 16. Continuing the partnership with Valleybrook Church proved to be successful with their addition of nearly 200 volunteers to help with the downtown clean up. Additional groups of volunteers were added this year from the Young Professionals of the Chippewa Valley, JONAH, and local Girl Scout and Brownie Troops. 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. Several special projects were completed for downtown non-profits, including the Eau Claire Regional Arts Center and the Eau Claire Children’s Theatre. New this year, DECI collaborated with City Parks and Recreation and local Master Gardeners to design, plant and maintain some major focal points in downtown such as the base of the East Grand Ave. footbridge, the Main Street parking lot, and the flowerbeds surrounding the bus transfer station.

The South Barstow Business Improvement District's 25 Year Celebration

After nearly six months of planning the design, 70 new downtown banners were unveiled during a celebration held on July 16, with keynote speaker Lt. Governor Barbara Lawton. Ms. Lawton praised downtown Eau Claire for their accomplishments in the past 25 years since the first Business Improvement District in Wisconsin was created here in Eau Claire. Updated kiosks were also unveiled, and a reception was held at Houligans following the ceremony. The Eau Claire Area Chamber also held their annual Five O’Clock on the Riverwalk that day, showcasing several downtown businesses and the *Sounds Like Summer Concert Series* took place in Phoenix Park that evening.

Summerfest

Despite the rainy forecast, Summerfest brought over 5,000 people downtown for the newly expanded two-day event on Friday, August 7 and Saturday, August 8. The Friday night car-cruise continued this year hosted by the Hot Head Motor Club on Water Street. Close to 50 cars and nearly 100 people attended the newly added Kick-off Party hosted by the Livery. For the younger generations, a music venue was created featuring a six band line up of local musicians called Rockin’ the Four Corners. This alcohol-free event contributed to the overall revenues of the event and created additional excitement for the next day’s events. Additional entertainment was also added on Saturday and included four popular local bands, Meredine, The Daredevil Christopher Wright, Forty Fingers, and The Thundermen, as well as a group of students from Eden Prairie, MN from The School of Rock. Also new this year, a partnership was formed to include a Leinie Lodge, which was open from 4:00 – 10:00 p.m. on Saturday. A special thank you goes to all the sponsors who contributed to make this year’s Summerfest the most successful yet! For the second year in a row, 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 2009 International Fall Festival, held on September 19, brought record crowds to downtown. An estimated 25,000 people visited S. Barstow Street to experience more than 100 ethnic food and craft vendors. Three staging areas were organized this year, as well as street entertainment for a total of 18 performances, including Native Pride Dancers, a traditional Klezmar band, belly dancers, and a group of UWEC break dancers. The RCU Parade of Nations was rounded out by a spectacular performance by the UWEC Blugold Marching Band. Other activities included a petting zoo, pony rides, Kid's Carnival, face painting, and Community Television's *The Community's Got Talent* competition. This year's IFF was also financially successful and was able to provide, once again, a free community event without using DECI operating funds. Thank you to all of our sponsors and volunteers who helped make this possible.



The Pink Event

One of DECI's newest events this year was a first time collaboration of all four districts of downtown, Water Street, West Grand Avenue, and North and South Barstow Street. Organized as a charity event for Breast Cancer Awareness on October 10, the 33 participating businesses partnered with The American Cancer Society to raise over \$1,000, as well as provide a fun, unique experience for shopping in downtown.

Downtown Trick or Treating

This year's event brought an estimated 1,600 ghosts and goblins of all ages to the downtown streets. More than 50 downtown business owners once again handed out candy, and many enjoyed Volume One's special *Tunnel of Terror* set up in front of their office.

The Holiday Season Opener

Around 450 people shopped downtown during this new two-day event held November 20-21 in conjunction with the Holiday Arts Festival at the Ramada Convention Center. Retailers described having their best sales days ever and acquainted the bustling streets to "like the old days of downtown." Close to 75 people turned out for the Friday evening Downtown Tree Lighting Ceremony, complete with a performance by the Memorial High School Madrigals and led by downtown's "Christmas leprechaun", Charlie Schaaf of Model Train Classics, Plus.

Christmastime in the City

Bright sun and a calm December day brought record crowds out for this year's Christmastime in the City event held on Saturday, December 5. Over 300 people rode the free horse-drawn wagon rides, enjoying a cup of hot chocolate and a cooking while waiting in the sometimes long line. A new addition this year was a DECI-organized *Lunch with Santa*. Over 200 children visited with Santa at the Ramada Convention Center and enjoyed pizza, soda,

and took home a 4x6 photo with Santa. Families also enjoyed storytellers at the Children’s Museum of Eau Claire and free holiday crafts at the L.E. Phillips Memorial Public Library. Financially, this was DECI’s most successful event of the year, creating a 62% profit margin. The Eau Claire Regional Arts Center also held their second annual Festival of Trees over the weekend, which also brought families out to view and bid on beautifully decorated trees, wreaths, and other holiday decoration as a fundraiser for ECRAC.

Heart of Eau Claire

A new networking series was created in 2009, in direct correlation with the 2009 DECI goals set by the board. These events, held quarterly, provided downtown business owners the opportunity to network with each other in a casual atmosphere as well as gain new insights on marketing ideas and ways to make the most of having a business in downtown Eau Claire. The first event, held in June, focused on tips for the businesses to get more involved and capitalize on the DECI-sponsored festivals and events that take place each year. In September, a second event brought in marketing experts from the Chippewa Valley and provided simple marketing tips that any downtown business could incorporate into their business plan. A third event, titled “Advance your Business in 2010,” is planned for January, 2010.

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 2009 for the following businesses:

- Whippersnappers
- EC Counseling
- Wise Ideas by Toy, LLC
- 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 including:

- Children’s Museum of Eau Claire, Waterworks Addition
- Dessert First/benny Ha Ha
- LockNet Security Solutions, Inc.
- JB Systems, LLC (expansion)

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 2009 included:

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

Idea Lounge Series

Downtown Eau Claire, Inc. continued to host the Idea Lounge Series in 2009. There were a total of three Idea Lounges held in 2009. The first focused on Global Ideas for Downtown and discussed opportunities for implementing ideas from abroad. The spring Idea Lounge focused on downtown parking and explored the potential for increasing awareness of downtown parking possibilities. The last Idea Lounge of the year, was also the 10th in the series. Named “The Urban Battle,” this event focused on the change in living opportunities on the outskirts and in the city center.

Idea Lounges series discussions were started 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.

Awards

This year, DECI received recognition from the International Downtown Association:

- Award of distinction for Jump-Start Downtown Business Plan Competition.

DECI Annual Awards Banquet

To recognize all those who contribute to DECI’s success, this year’s annual awards in February were expanded from the traditional ceremony held during the DECI annual meeting. It included dinner at Houligans, a Year in Review presented by Charlie Grossklaus, past DECI board president, a look to the future from John Dickey, current board president, and an awards ceremony honoring retailers, volunteers, and those who gave their time above and beyond to DECI. The ceremony also included a keynote address from Mickey Judkins, representing the Division of Investment and Export with the Wisconsin Department of Commerce.

Jump-Start Awards Banquet

In honor of DECI’s fifth year of the Jump-Start Downtown Business Plan Competition, winners were recognized at an awards ceremony held at the RCU Corporate Center on August 6. Keynote speaker Richard Leinenkugel, Wisconsin Secretary of Commerce presented the awards to Grand Prize winner Harmony Corner Café, and to Honorable Mention winner, iroK Insurance.

Marketing

Advertising

In 2009 events and other special happenings downtown were advertised in the following media:

- Chippewa Valley Newspapers
- Chippewa Valley Hidden Treasures
- Maverick Media
- Community Television
- DECI's website
- 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
- The Chamber Directory
- Chamber e-newsletters

Downtown Website

In 2009, the downtown website was converted to a Word Press site, enabling posts to be updated to the homepage as well as adding a blogging feature for users to comment and make suggestions on the website. An updated photo album was also added to the website. In 2009, the DECI website recorded just over 38,000 visitors, an increase of 15% from 2008. The traffic peaks were during our festival season, attracting as many as 800 visitors a day – that's 2.5 times more visitors than last year. 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.

Shopping and Dining Guide

DECI staff started working on the 2009/2010 issue of the very popular Downtown Shopping and Dining Guide. Staff has increased the number of businesses featured in the guide from 49 in 2008 to 57 in 2010. The new guide will include an extended map featuring Water Street businesses. The staff also hopes to increase the quantity from 6,000 to at least 8,000 copies. This brochure will reach more visitors than ever before thanks to an agreement with

local hotels to distribute the guides. As during the previous year, 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.

“News From Downtown” Email Updates

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 almost 1600 contacts who receive this email weekly. Revenues from this new program brought in over \$800 in 2009.

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 \$13.00/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. DECI staff also coordinated with Maverick Media and purchased a year-long branding contract with their Advantage Program for 60 second commercials at a discounted price. A 30-second branding commercial was produced to brand downtown which played throughout the year on all seven Maverick Media stations. DECI was able to sell the remaining 30-seconds to other downtown businesses so they could also take advantage of the discounted prices. DECI festivals were able to significantly save money using this program over the summer months as well as all four BIDs who chose to pool their dollars together to use this program for Holiday advertising in November and December. DECI plans to continue this program in 2010.

Chamber of Commerce Business Expo

Downtown Eau Claire, Inc. staffed a booth at the 2009 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, Stroll the Street, Holiday Season Opener, and Christmastime in the City events.

Campus Community Connection

Downtown Eau Claire, Inc. once again participated at the 2009 UWEC Campus Community Connection. Staff promoted upcoming events such as the International Fall Festival. “Downtown Ink” was handed out along information about the online student employment guide, and downtown Shopping and Dining Guides.

DECI Members

Membership applications are now available not only on the DECI website, but are emailed out every week as part of the “News From Downtown” weekly emails and as a prominent feature on the back page of Downtown INK. Membership forms have also been updated to reflect a better understanding of the support that contributors provide, using the “It’s Your Downtown, Too” slogan. Price breaks were also implemented in several downtown programs and events, also encouraging new memberships. In 2009, DECI staff was able to increase overall DECI membership has by 40 new members, a 45% increase over 2008.

DECI was able to continue its mission of downtown revitalization in 2009 because of the generous support from its members. DECI membership includes the following paid members:

Acoustic Café	Haymarket Grill	Quality Management Services
AFT Real Estate	Health Education Network Herrick & Hart, SC	Ramada Convention Center/Porter’s
American Cancer Society	Hillside Dental	RCU
Antique Emporium	Holidaze Arts Festival	Re’s Tresses
Applied Interfaces	Hope Gospel Mission	Reach, Inc.
Autumn Hill Home Furnishings	Houligans Steak and Seafood Pub	River Looks Family Hair Care, LLC
Banbury Place	Interior Arts	Ruder Ware
Benny Ha Ha	Irok Insurance	Sandy’s Clothing and Art
B-Framed Galleries	Isabelle & Co.	Schleppenbach Family Chiropractic
Boys and Girls Club	John Torgerson	SDS Architects
Brent Douglas	John’s Sewing Center	Siker’s Furniture and Carpeting, Inc.
Cadeaux	Kerry Kincaid	Stan & Linda Carpenter
Calista Salon	Lenmark Gomsrud Linn Funeral Home	Stella Blues
Children’s Museum of Eau Claire	The Livery	Strobel Insurance
Chippewa Valley Airport Service	LockNet Security Solutions, Inc.	Superior Auto Body
Chippewa Valley Theatre Guild	Luther Midelfort	Syverson Lutheran Home
Cigan Properties	Mainstreet Capital Management	Tangled up in Hue
Corporate Technologies	March of Dimes	TC-TECKS
Deborah Becker-State Farm Insurance	Marie’s Original Bakery	That’s Adorable
Dreamhouse Interiors	Market & Johnson	Third Ward Neighborhood Association
Eau Claire Area Chamber of Commerce	Marlene Arntson	US Bank
Eau Claire Children’s Theatre	Mel Jahnke	UWEC
Eau Claire Press Company	Mike Schatz	United Way of Greater Eau Claire
Eau Claire Regional Arts Center	Mona Lisa’s	Wigwam Tavern
Eau Claire River Inn	Moeding Partners, LLC	Wells Fargo
EC Counseling	Nelson Properties	Wildwood Crafts & Treasures
Eclectica on Grand	Northwestern Bank	Willow Creek Women’s Clinic
Four Season Florists	Nucleus Café – Racy’s	Wise Ideas by Toy
The Grooming Hut	Obsession Chocolates	Xcel Energy
The Hair Den	Path to Health Massage and Wellness	YMCA
Harmon Solutions Group		

DECI Partners

DECI Partners play essential role in assisting DECI to fulfill its mission. There are currently ten partners who contribute above and beyond to the success of DECI.

City of Eau Claire
Downtown BID
RCU
Luther Midelfort
Xcel Energy

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

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 2009 Board included:

Marlene Arnston, Randall Park Neighborhood
Lisa Aspenson, North Barstow/Medical BID
Stan Carpenter, Third Ward Neighborhood
John Dickey, Luther Midelfort, Board President
Jennifer Dooley, Water Street BID
Marty Fisher-Blakeley, West Grand Ave BID
Ken Fulgione, Eau Claire County Board
Paul Gross, Harmon Solutions Group
Mel Jahnke, Downtown BID
Paula Kimblin, Third Ward Neighborhood, Board Vice President
Kerry Kincaid – Eau Claire City Council President
Robert Krause, Corporate Technologies, Board Secretary
Nick Meyer, Volume One Magazine
Beryle Middleton, Eau Claire City Council
Dale Peters, City of Eau Claire
Shawn Rauckman, Ruder Ware
Ben Richgruber, Eau Claire Regional Arts Center
Mike Rindo, UWEC
Linda Soltis-Schroeder, North Riverfronts Neighborhood
Ken Van Es, Eau Claire YMCA
Janine Wildenberg, Redevelopment Authority, Board Treasurer

DECI Committees

Festivals Committee

The 2009 Festivals Committee included:

- 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
- Stan Carpenter**, DECI Board, Third Ward Neighborhood Association
- Tami Schraufnagel**, North Riverfront Neighborhood, Barcode Technologies
- Lynn Goelzer**, The Calico Shoppe
- Gwen Schuppel**, Eau Claire Area Economic Development Corp.
- Angela Welch**, Eventful Occasions

Marketing Committee

The 2009 Marketing Committee included:

- Ben Richgruber**, Eau Claire Regional Arts Center, DECI Board
- Dan Goelzer**, The Purple Petunia, Downtown BID
- Sarah Curtis**, Eclectica on Grand, Special Events Committee
- John Curtis**, West Grand BID, Eclectica on Grand
- Erin Trowbridge**, Eau Claire Area Economic Development Corp.
- Shanna Schmidt**, CVTC
- Rama Yelkur**, UWEC Marketing Advisor
- Kelly Berry**, ResourceAbility
- Lisa Aspenson**, Water Street BID, DECI Board, Mona Lisa's Restaurant
- Stan Carpenter**, DECI Board, Third Ward Neighborhood
- Tami Schraufnagel**, Barcode Technologies
- Vicki Hoehn**, RCU, North Barstow/Medical BID, Committee Chair
- Robin Moses**, Inside Lines, Images Advertising and Design

Membership Committee

The 2009 Membership Committee included:

- John Curtis**, Eclectica on Grand, West Grand BID
- Tami Schraufnagel**, North Riverfront Neighborhood, Barcode Technologies
- Stan Carpenter**, DECI Board, Third Ward Neighborhood Association
- Erin Trowbridge**, Eau Claire Area Economic Development Corp.

Transportation Committee

The 2009 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
Stan Carpenter, Third Ward Neighborhood, DECI Board
Brian Amundson, City of Eau Claire Public Works
Ross Spitz, City of Eau Claire Public Works
Mike Branco, City of Eau Claire Transportation Authority

Special Events Committee

The 2009 Special Events Committee included:

Robin Moses, Inside Lines, Images Advertising and Design
Lorraine Dixon, Cadeaux
Cindy Wing-Reed, B-Framed Galleries
Sarah Curtis, Eclectica on Grand
Sandi Meinsen, Dessert First
Jessica Behrendt, Isabelle & Co.
Sandy O'Connell, Avalon Floral

Loft Apartment Committee

The 2009 Loft Committee included:

Patti Cigan, Cigan Properties
Cecilia Cronk, City Living
Sarah Decker-Paul, Inside Lines
Alicia Hogue, City Living
Susan Jakober, Interior Arts
Erin O'Brien, Erin Designs LLC
Rob Mattison, Community Television
Barry Moeding, Moeding Partners
Geoff Moeding, Moeding Partners
Sharyn Moss, My Storage Company
Nina Morris, City Living
Dwayne Severson, River Edge Apartments

DECI Staff

Mike Schatz, Executive Director

Jessica Cather, Communications & Promotions Coordinator

Dagmar Beckel-Machyckova, Business Assistance Specialist

Funding

The following is a recap of the funding that DECI received in the last three years including what DECI staff solicits in memberships and sponsorships each year.

	2007		2008		2009		08 to '09 (+/-)	08 to '09 %	08 to '09 (+/-)	08 to '09 %
	# of contributors	Amount of money	# of contributors	Amount of money	# of contributors	Amount of money	# of contributors	# of contributors	Amount of Money	Amount of Money
City		\$85,000		\$85,000		\$85,000				
BIDs	3	\$31,700	3	\$33,000	4	\$38,200	1	16%	\$5,200	16%
Member-ships	30	\$6,575	51	\$8,626	90	\$12,953	39	50%	\$4,327	50%
Sponsor-ships*	16	\$17,965	43	\$25,992	73	\$44,083	30	70%	\$18,091	70%
Grants	1	\$1,560	1	\$1,000	0	\$0	-1	-100%	(\$1,000)	-100%

*2009 Sponsorships: 58 @ \$22,295 cash, 15 @ \$21,788 in-kind