



Association of Downtown Businesses
Jami Gebert, Main Street Manager
P.O. Box 675
Stevens Point, WI 54481

Calendar of Events

November

- 1 ADB General Membership Meeting, Annual Meeting, 5 p.m.
- 1 Holly Day Open House, Holly Shoppe, refreshments, door prizes & music, 9 a.m.—7 p.m.
- 7 Presentation on Experiences in Iraq War by Gunnery Sergeant Robert Glennon, 7 p.m., Free to Public, Portage County Library
- 8 Bake Sale, Holly Shoppe, 8 a.m. until gone
- 10 Organization Committee Meeting, M&I Bank, 12 noon
- 10-12 Pet Photos with Santa, Companion Shop, Thursday & Friday 11:00 a.m.—8:00 p.m. & Saturday 9:00 a.m.—2:00 p.m., \$15 donation, appointments appreciated
- 17 17th Annual Christmas Parade, Main Street, 6:15 p.m.
- 18-20 Holiday Open House, Heaven in a Handbasket, sample holiday wines & gourmet foods, downtown businesses receive special discounts, regular store hours
- 21 Economic Restructuring Committee Meeting, M&I Bank, 12 noon
- 22 Design Committee Meeting, M&I Bank, 4:30 p.m.
- 22 Board of Directors Meeting, M&I Bank, 12 noon
- 29 Promotions Committee Meeting, M&I Bank, 8:00 a.m.
- 29 Extended Tuesday hours, Holly Shoppe, opened until 5:30 p.m. on Tuesdays until December 20

December

- 6 ADB General Membership Meeting, 8 a.m., Pinery Room, Portage County Library
- 8 Organization Committee Meeting, M&I Bank, 12 noon
- 9-10 Home for the Holidays, Main Street & CenterPoint
- 10 St. Paul Lutheran Bell Choir Performance, Center Court, CenterPoint MarketPlace, 4 p.m.
- 19 Economic Restructuring Committee Meeting, M&I Bank, 12 noon
- 20 Design Committee Meeting, M&I Bank, 4:30 p.m.

- 24 Christmas Eve
- 25 Christmas Day—Merry Christmas!
- 27 Board of Directors Meeting, M&I Bank, 12 noon

January

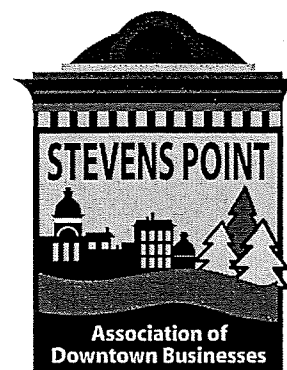
- 1 New Year's Day
- 10 ADB General Membership Meeting, CenterPoint MarketPlace, 5 p.m.
- 10 ADB Social, CenterPoint MarketPlace, 6 p.m.
- 11 Main Street Board Members Workshop, Ripon, WI
- 12 Organization Committee Meeting, M&I Bank, 12 noon
- 16 Economic Restructuring Committee Meeting, M&I Bank, 12 noon
- 17 Design Committee Meeting, M&I Bank, 4:30 p.m.
- 24 Board of Directors Meeting, M&I Bank, 12 noon
- 31 Promotions Committee Meeting, M&I Bank, 8:00 a.m.

February

- 7 ADB General Membership Meeting, Annual Meeting, 8 a.m., Pinery Room, Portage County Library
- 7-9 Resources Team Visit, Downtown Stevens Point
- 9 Organization Committee Meeting, M&I Bank, 12 noon
- 14 Valentine's Day
- 20 Economic Restructuring Committee Meeting, M&I Bank, 12 noon
- 21 Design Committee Meeting, M&I Bank, 4:30 p.m.
- 28 Board of Directors Meeting, M&I Bank, 12 noon
- 28 Promotions Committee Meeting, M&I Bank, 8:00 a.m.

March

- 7 ADB General Membership Meeting, Annual Meeting, 5 p.m., Pinery Room, Portage County Library
- 9 Organization Committee Meeting, M&I Bank, 12 noon
- 20 Economic Restructuring Committee Meeting, M&I Bank, 12 noon
- 21 Design Committee Meeting, M&I Bank, 4:30 p.m.
- 28 Board of Directors Meeting, M&I Bank, 12 noon
- 28 Promotions Committee Meeting, M&I Bank, 8:00 a.m.



Downtown Stevens Point ~ A Main Street Community

Association of Downtown Businesses

Volume 1, Issue 2

November 1, 2005

2006 Board of Directors

Ron Blaha, Play N' Learn
Guy Janssen, Emy J's
Ron Ligman, Ligman & Wille
Torren Pies, Law Offices
Terry Schott, Associated
Bernice Sevenich, City
Bill Smith, M&I Bank
Irene Taves, CenterPoint
Jann Van Dreser, Van Dreser
Carolyn Weiland, StarWorks
Tiffany Wilhelm, Museum
Advisors to the Board
Tom Barrett, CVB
Greg Diemer, UWSP
John Gardner, City
Jeff Landin, PCBC

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Main Street Retail Incubator Started

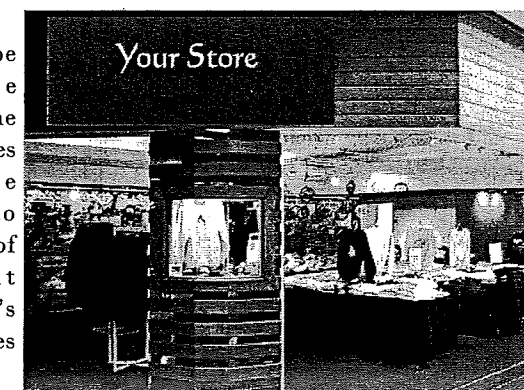
Thinking of starting your own retail business? Want to reduce the risk by sharing resources and free rent? The Association of Downtown Businesses can help.

The Main Street Retail Incubator's purpose is to provide space to those who desire to own and operate a retail store, while diminishing the financial risk that comes with starting your own business.

The Economic Restructuring Committee will by accepting applications from now until February 15, 2006. Applicants will be selected by a panel of

local professionals, no later than April 15, 2006. If selected, you will receive a 1,000 square foot bay of CenterPoint MarketPlace and FREE RENT for your first year. Larger space is available, cost to be adjusted with size.

Tenants will be responsible only for the cost of utilities and are required to abide by all of CenterPoint MarketPlace's operating rules & regulations.



Our New Mission and Vision

Mission Statement

To lead and engage the community in maximizing our historic Downtown Stevens Point.

Vision Statement

To be the destination of choice,
To embrace our historic significance,
To be the center of community identity,
To embrace our varied cultural environment,
To be the shopping district for goods and services,
To be a continual site for activities and community events,
To add value to businesses, customers, buildings, residents, city and county,
To embrace strong partnerships with area businesses, organizations, and the public.

2006 ADB Meeting

- January 10th, 5 p.m.
CenterPoint MarketPlace
Holiday Social to follow
at 6 p.m. in Food Court
- February 7th, 8 a.m.
Pinery Room, Portage
County Library
- March 7th, 5 p.m.
Pinery Room
- April 4th, 8 a.m.
Pinery Room
- May 2nd, 5 p.m.
Pinery Room
- June 6th, 8 a.m.
Location TBA
- August 1st, 5 p.m.
Location TBA
- September 5th, 8 a.m.
Location TBA
- October 3rd, 5 p.m.
Location TBA
- November 7th, 8 a.m.
Location TBA
- December 5th, 5 p.m.
Location TBA

Don't forget to renew
your membership!

Holiday Social

Tuesday, January 10,
2006, at 6:00 p.m.

CenterPoint
MarketPlace
1201 Third Court,
Stevens Point, WI
Hors d'oeuvres and
Cash Bar

Join your downtown
neighbors for some
holiday cheer!

**Design Committee by Jami Gebert**

The Portage County Business Council's 2005 Community Beautification Award Winners were announced on September 27, at a special recognition breakfast. Downtown was fortunate to have three award winners.

In the Redevelopment Category, Graffiti's Sports Pub, 912 Main Street, was recognized for the hard work owners Troy Hojnacki and

Dan Retzki did to re-establish the old JR Fuller Sport Store into a premier tavern and dining facility.

The newly renovated Hub Plaza, Transit Transfer Station received the award in the Public/Institutional Project Category.

Additionally, in the category of Special Recognition Projects, the Rivermen Mural received an honor. Congratulations!

Organization Committee by Ron Blaha

Our Organizational Committee is responsible for the policies and procedures, human resources, fund raising, finances of our downtown association, and the Association of Downtown Businesses membership drive.

During the past several months we've:

- Revised and updated the ADB mission and vision statements (see cover) which have been approved by our membership and board.
- Completed our 2nd annual fund raising drive which is still open to new and continual investors.
- Completed our 1st ADB Annual Report with special thanks to the editorial

Welcome!

Danielle Vorpagel joined Dial Properties as the Marketing Director for CenterPoint MarketPlace in August. Among her responsibilities will be the coordination of both retail and community events held in the mall.

Prior to joining CenterPoint MarketPlace, she was a Conference Office Assistant at the UWSP Conference and Reservation Office. Danielle currently resides in Iola.

efforts of our Manager, Jami Gebert, and the printing and binding contribution from Spectra Print.

Presently, we are brainstorming additional fund raising ideas that we can implement to further improve our efforts to increase the vitality and strength of our downtown. This will be the main focus over the coming months. We are also looking at ways and means, where we can further partner with our city and local organizations, to improve downtown maintenance.

If you are interested in joining the Organizational Committee, please call our Main Street Office at (715) 343-5356.

State of the Downtown Address by Ron Blaha

The downtown has seen several significant changes in the past year. Using the map to the left, the arrows indicate the locations of improvements downtown, when following them right to left. The Association of Downtown Businesses is not taking the credit for all these wonderful enhancements to our streetscape. However, we feel the Main Street Program has been a catalyst for renewing the excitement downtown.

In addition to the list of visible improvements, the ADB has been involved with a number of 'Progressive Activities' and 'Events with Downtown Involvement.'

Progressive Activities:

- Accepted as a Main Street Community
- Hired ADB Main Street Manager
- Accomplished two successful fundraisers
- Established an ADB Board of Directors
- Developed partnerships with key organizations throughout the community
- Developed job descriptions for Board and Committee Members
- Revised Mission and Vision Statements
- Grown ADB Membership to 137 members, 26 friends, and 100+ volunteers
- Created quality Web site
- Initiated new ADB logo
- Initiated new event—Harvest Fest
- Put up hanging floral baskets and removed several old planters
- Addressing dumpster issue
- Had two UWSP summer interns helping with daily activities
- Hired employee to sweep, weed, and water flowers downtown
- Had two UWSP groups help with downtown maintenance
- Published first semi-annual newsletter
- Published first Annual Report
- Developed Work Plan for all four

Committees

- Conducted professional survey of business owners
- Creating a complete inventory of downtown buildings
- Expanded UWSP partnership
- Broadened marketing of downtown with ads in UWSP magazine and 'Visitors Guide' for the Convention and Visitors Bureau

Events with Downtown Involvement:

- Family Fun Fair
- Portage County Business Expo
- Walk Wisconsin
- Eat to the Beat
- 4th of July Parade
- Crazy Days
- Corn on the Curb
- SPUD City Mash-ionals
- United Way's "Hands Across PC"
- Harvest Fest
- Christmas Parade
- Home for the Holidays

Downtown Improvements: (see map)

- East end entrance being used
- Remodeling of Housing Authority's Hi-Rise Building
- Post Office expanded hours
- Associated Bank added 25 jobs
- Home Town Grocery opened
- Law Offices remodel building
- M&I Bank added front entrance landscaping
- M&I Bank Partnership
⇒Provide office space, copies, utilities, and some office supplies for manager
⇒Provide meeting space for all four Committees and Board of Directors
- Hub Plaza renovation
⇒"Eat to the Beat" created
⇒Permanent Christmas Tree planted
- CenterPoint MarketPlace
⇒Ace's Food & Spirits opened
⇒Addition of Dories Reading Room to Central WI Children's Museum
⇒Addition of floral hanging baskets
⇒Provides meeting room space

⇒Development of Main Street
Retail Incubator Program

- Central Wisconsin Symphony Orchestra moved and expanded into old Central Camera location
- Heaven in a Handbasket moved and expanded to old Tea Shop
- The Antique Shop moved to old River Cities Diner
- Lil' Duckling moved and expanded to CenterPoint on Main Connection
- Two new apartments above Vagabond Imports & Living Spirits
- Renovation of 1016-24 Main Street
- ProLogic, Inc. opened, creating 12 new jobs
- Three new apartments above Parkinson's Clothing for Men
- Improvement to facades and back entrances of 1000 & 1010 Main Street
- Recreation of parking lot behind Hostel Shoppe
- Remodeling and opening of Graffiti's Sports Pub
- The Art Village opened
- StarWorks Marketing & Communication opened
- Completion of 'Rivermen Mural'
- Completion of Window to the Past on side of Bakery Point Development
- Completion of Window to the Past on side of McDonald's Title Company
- Emy J's expanded and created The Other Side, a restaurant
- Global Travel moved downtown
- Sentry Insurance added 50 jobs and spruced-up outside of building
- Condo project in discussion

Let's keep up the good work in 2006!

Annual Report
Available On-line!
www.stevenspoint.biz