



Main Street Wausau, Inc. Fact Sheet

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Upstream from the Ordinary

Main Street

- Main Street is a private non-profit corporation accredited by the Wisconsin Department of Commerce Wisconsin Main Street Program. It was organized in 2002
- It is a collaboration of businesses, public and private institutions, and property owners
- Purpose: to be a forum through which business owners coalesce to promote the Business Improvement District (BID) and provide strategic marketing for the downtown area
- Develops work plans within Organization, Economic Restructuring, Design, and Events committees
- Named the marketing area the River District and supports the branding with distinctive logo, brochure, map, directories of businesses, signs, banners and information kiosks
- Serves businesses with consultative resources for business start up, operation and marketing, façade renovation, architectural drawings and sign grants
- Maintains River District property data base for economic development marketing
- Main Street works cooperatively with Wausau Area Events (privately sponsored), the BID and the City of Wausau
- Funding: BID \$60,000, City of Wausau \$30,000, plus other corporate and private donations

Events

- Main Street and Wausau Area Events cooperatively organize events that will attract people to the River District and promote economic activity in the BID
- River District signature events: Exhibitour - stores become art galleries - Wausau Balloon Glow and Rally, Concerts on the Square series, River District Marketplace, Holiday Parade - all accompanied by shopping and sales promotions
- Events promote and contribute to economic activity in the BID

Business Improvement District - BID

- The BID was created in 2004 by vote of business property owners within BID boundaries and by City Ordinance according to State Statute
- The BID boundary is the same as the Main Street River District boundary
- There are 117 properties in the BID, the majority are zoned commercial business
- BID properties are assessed for BID purposes based on the percentage of square feet dedicated to business and commercial use.
- The minimum assessment is \$250 and the maximum assessment is \$2,500
- \$60,000 in BID assessment is appropriated to Main Street



River District Boundaries: Third Avenue on the west, Elm Street and Grant Street on the north, 6th Street on the east, Washington Street and Stewart Avenue on the south.