



Main Street Wausau, Inc.

River District - Downtown Wausau Fact Sheet

For more information contact: Leah Alters, Executive Director, 715 843 0748

Main Street Wausau, Inc. 426 Third Street, Wausau, WI 54403

leah@wausauareaevents.org www.wausauareaevents.org

Upstream from the Ordinary

River District defines Downtown Wausau

The River District including the Wisconsin River is encompassed by 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

- Within the River District there are 250 businesses: retail, service, restaurant, hospitality, arts and culture, entertainment, financial and professional services
- 2,500 people work in the River District (Main Street census)
- Parking in the River District
 - There are 1,150 stalls in two parking structures in the River District
 - There are 300 on-street metered stalls
 - There is an uncounted supply of 1-hour and 2-hour free stalls in and surrounding the River District
 - There are 1,500 stalls in parking structures attached to the Wausau Center mall contiguous with the River District
 - All structures and on-street stalls are within convenient walking distance to River District attractions
- The River District is served by municipal mass transit and private cab services

Greater Community Profile

The River District is host to the arts and culture, entertainment, business, financial, legal, government and university centers of Marathon County

- Wausau is the Marathon County seat (Figures from Claritus Inc., 2007)
 - The 2007 estimated population of Marathon County was 130,880
 - Marathon County 2007-2012 estimated population growth is 2.72%
 - 2005 Marathon County per capita personal income was \$32,176
 - Marathon County is ranked 18th in the state on per capita personal income
 - The median age is 38
 - Median household income is \$53,920
 - Employed population by occupation
 - 26% Sales and Office
 - 12% Service
 - Marathon County is 10th among 72 Wisconsin counties in visitor traveler expenditures (Wausau/Central Wisconsin Convention and Visitors Bureau)

River District Advocacy, Promotion and Development Activities

Main Street Wausau, Inc. works on behalf of Business Improvement District No. 1 (BID) business interests to attract people to the River District

- **Land Use Planning**

Main Street in partnership with Central Wausau Progress and a local foundation contributed two land use plans to the City of Wausau comprehensive plan. The plans envision and recommend economic development direction within and near the River District and BID

 - North Downtown Wausau Master Plan
 - Near West Side Master Plan
- **Lobbying**

Main Street staff and directors work with City Hall

 - Participate in and contribute to transportation planning
 - Advocate for improvements to pedestrian safety
 - Contribute business perspective to street, parking and traffic improvements that make vehicle movement in the River District convenient and efficient
- **Services**

Main Street services are available to improve River District BID business operations and potential for success

- Wayfinding - Helping people find and get to River District Businesses
 - The Sign Grant Program - financial assistance to create attractive signs that comply with city ordinance and design guidelines
 - River District brochure and map
 - Full-color publication
 - Individual listing of each River District business cross referenced by number to a map
 - River District Map Kiosks
 - Handy maps located on prominent intersections provide an easy to follow number system to guide people to attractions and destinations
- Aesthetic Improvements
 - Building façade renovation assistance in cooperation with Wausau Community Development - architectural drawings and financial programs
- Business Operation Assistance
 - Main Street provides templates for forms and documents for financial and operation requirements - how to start a business, business plan development, how to prepare a budget
- Communication, linkage, liaison
 - “Main Street Wausau Newsletter”
Published bi-monthly with news and profiles about businesses, River District events and promotions, updates on benefits available to River District BID participants, meeting schedules, construction updates, and business assistance information
 - River District Internet web site
- **Commercial Promotions**
 - Sidewalk Sale Promotion
 - A shopping tradition in the River District
 - Main Street provides an all-inclusive advertising campaign for participating businesses
 - Holiday Promotion Commercials
 - Main Street Promotions Committee creates a holiday-theme commercial campaign that advertises for the entire River District
 - A storefront window decoration contest among merchants creates a friendly, bright and sparkling competition that shoppers enjoy