

DIRECTORY of CONTACTS for WISCONSIN BUSINESS IMPROVEMENT DISTRICTS (BIDS)

April 2009

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More information on Wisconsin Business Improvement Districts can be found at the following Internet address.

<http://lgc.uwex.edu/cpd/bidpage/bid.html>



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WI BID Community (County)	Year Estab.	Contact Person's Name/Address/Phone	Levy Rates
Antigo * Pop. 8,927 (Langlade)	1989	Not currently active. Website: www.antigo-city.org	\$1.94/\$1000
Appleton Pop. 70,167 (Outagamie/Winnebago/ Calumet)	2000	Jennifer Stephany Appleton Downtown. Inc. 100 W. College Ave., #1A PO Box 2272 Appleton, WI 54912-2272 (920) 954-9112 Email: jennifer@appletondowntown.org Website: www.appletondowntown.org	\$2.50/\$1000 Min. \$250 Max. \$5000
Arcadia Pop. 2,100 (Trempealeau)	1991	Not currently active.	\$1.00/\$1000
Baraboo Pop. 9,625 (Sauk)	1989	Mr. Greg Lindner, BID President 101 Third Avenue PO Box 50 Baraboo, WI 53913 (608) 356-7703	\$1.85/\$1000
Beloit * Pop. 35,500 (Rock)	1989	Kathleen Braatz 400 E. Grand Avenue, Suite 308 Beloit, WI 53511-0291 (608) 365-0150 Email: dba@downtownbeloit.com Website: www.downtownbeloit.com	\$3.25/\$1000
Berlin Pop. 5,500 (Green Lake)	1988	Lisa Morris-Shilling, Exec. Director Berlin Business Improvement District 108 N. Capron St., PO Box 272 Berlin, WI 54923 (920) 361-9745 Email: berlinbid@dotnet.com Website: www.1berlin.com	\$2.95/\$1000 Max. \$1000
Black River Falls Pop. 3,600 (Jackson)	1997	Ms. Janet Olson Halaas Black River Falls Downtown Association PO Box 27 Black River Falls, WI 54615-0027 (715) 284-2503	Four Zones \$3.00/\$1000 \$2.75/\$1000 \$2.50/\$1000 \$0.00/\$1000
Brodhead Pop. 3,183 (Green)	1987	Mr. Doug Pinnow c/o Pinnow Pharmacy 1028 1st Center Avenue Brodhead, WI 53520 (608) 897-2595 Website: www.brodheadchamber.org/BID.cfm	\$2.50/\$1000
Chippewa Falls * Pop. 12,727 (Chippewa)	1988	Chippewa Falls Main Street, Inc. 514 N. Bridge Street Chippewa Falls, WI 54729 (715) 723-7858 Fax: (715) 720-4882 Website: www.chippewafallsmainst.org	\$1.57/\$1000 Needs to be updated (see operating plan)

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Deerfield Pop. 1,600 (Dane)	1989	Paul Haag BID Board Chair PO Box 13 Deerfield, WI 53531 (608) 764-8225 Email: Thefourhaags@charter.net	\$1.63/\$1000
Eagle River * Pop. 1,374 (Vilas)	1999	Rita Fritz Eagle River Revitalization Program 525 E. Maple St. PO Box 2302 Eagle River, WI 54521 (715) 477-0645 Email: errp@nnex.net Website: www.eaglerivermainstreet.org	\$.80/\$1000
Eau Claire Downtown BID Pop. 58,000 (Eau Claire/Chippewa)	1985	Tom Reiter 203 S. Farwell Street PO Box 5148 Eau Claire, WI 54702-5148 (715) 839-4914 Email: Tom.Reiter@ci.eau-claire.wi.us	\$2.25/\$1000 Budget is \$81,000
Eau Claire North Barstow/Medical Pop. 58,000 (Eau Claire/Chippewa)	2005	Tom Reiter 203 S. Farwell Street PO Box 5148 Eau Claire, WI 54702-5148 (715) 839-4914 Email: Tom.Reiter@ci.eau-claire.wi.us	\$.75/\$1000 Budget is \$48,000
Eau Claire Water St. BID Pop. 58,000 (Eau Claire/Chippewa)	1991	Tom Reiter 203 S. Farwell Street PO Box 5148 Eau Claire, WI 54702-5148 (715) 839-4914 Email: Tom.Reiter@ci.eau-claire.wi.us	\$.60/\$1000 Budget is \$9,000
Eau Claire West Grand Ave. BID Pop. 58,000 (Eau Claire/Chippewa)	1988	Tom Reiter 203 S. Farwell Street PO Box 5148 Eau Claire, WI 54702-5148 (715) 839-4914 Email: Tom.Reiter@ci.eau-claire.wi.us	\$5.00/\$1000 Budget is \$13,000
Fond du Lac Pop. 41,000 (Fond du Lac)	1999	Laura Parr, Director Downtown Fond du Lac Partnership 207 N. Main Street Fond du Lac, WI 54935-3460 (920) 921-9500 Email: laurap@fdlac.com Website: www.downtownfonddulac.com	\$2.10/\$1000 Min. \$150 Max. \$1900
Grantsburg Pop. 1,150 (Burnett)	1988	Ted Gerber Community Bank 316 S. Brad St. Grantsburg, WI 54840 (715) 463-3456 Website: www.granstburgwi.com	.019255%

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Green Bay Downtown BID Pop. 100,146 (Brown)	1997	Jeff Mirkes, Executive Director Washington Commons, Suite C-1360 333 Main Street, Suite 117 Green Bay, WI 54301 (920) 437-5972 Email: jeffm@downtowngreenbay.com Website: www.downtowngreenbay.com	\$2.28/\$1000 (if retail, entertainment, or hospitality property) \$0.76/\$1000 (all others)
Green Bay Old Main Street BID Pop. 100,146 (Brown)	1998	Sue Bessert, Director Olde Main Street Inc. 333 Main Street, Suite 117 Green Bay, WI 54301 (920) 437-1824 Email: sue@downtowngreenbay.com	\$3.00/\$1000 (if hospitality or entertainment) \$1.00/\$1000 (if warehouse) \$2.50/\$1000 (all others) Max. \$3000
Hartford Pop. 8,700 (Washington)	1989	Judith Bernd, Executive Director PO Box 270331 147 N. Rural Street Hartford, WI 53027 (262) 673-7193 Email: hartfordbid@netwurx.net	\$3.00/\$1,000
Lake Geneva Pop. 6,000 (Walworth)	1991	Kevin Fleming, President BID Board 711 Main Street Lake Geneva, WI 53147 (262) 248-4637 Email: Kevin@Flemingsltd.com	.073%
Madison Pop. 190,766 (Dane)	2000	Mary Carbine, Executive Director Madison's Central BID 715 East Washington Ave., PO Box 71 Madison, WI 53701 (608) 443-1973 Email: mcARBINE@downtownmadison.org Website: www.downtownmadison.org	\$15/foot for a linear frontage
Marshfield * Pop. 19,700 (Wood/Marathon)	1990	Mike Brahm 630 S. Central, 7 th Floor, PO Box 727 Marshfield, WI 54449 (715) 387-6597	\$1.35/\$1000
Menomonie Pop. 13,500 (Dunn)	1990	Mary Solberg Main Street of Menomonie, Inc. 342 East Main Street Menomonie, WI 54751 (715) 235-2666 Email: mainstreet342@wwt.net Website: www.mainstreetmenomonie.org	\$2.25/\$1000
Menomonee Falls Pop. 27,544 (Waukesha)	1994	Robyn Turtenwald Village Centre BID PO Box 1001 Menomonee Falls, WI 53052-1001 (262) 251-8797 Email: VCMemfallf@wi.rr.com Website: www.shoppingthevillage.com	\$3.27/\$1000
Milwaukee #40 Airport Gateway BID	2006	TBD	

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Milwaukee #29 Atkinson/Capitol/ Teutonia (ACT) BID Pop. 650,000 (Milwaukee)	2002	Theresa Hilber CEGM 3118 North Teutonia Avenue Milwaukee, WI 53206 (414) 265-2346 Email: thilber@communityenterprises.org	\$4.00/\$1000 Max. \$1500 Min. \$125
Milwaukee #10 Avenues West BID Pop. 650,000 (Milwaukee)	1992-93	June Moberly Avenues West Association 2301 W. Wisconsin Avenue, Suite 778 Milwaukee, WI 53233 (414) 933-0640 Email: avewest@choiceonemail.com	\$3.00/\$1000 Based on \$100,116 Total Max: \$6000 Pro-rate mixed used building
Milwaukee #11 Brady Street BID Pop. 650,000 (Milwaukee)	1993	Leroy Buth New Brady Street Area Association 1327 E. Brady Street Milwaukee, WI 53202 (414) 562-1836 Email: leroybuth@ameritech.net	\$5.15/\$1000 Based on \$77,698 Total
Milwaukee #39 Center Street Market Place BID	2006	Justin Westmoreland (414) 807-8739 Email: jay_sweet_shop@sbcglobal.net	
Milwaukee #38 Cesar E. Chavez Drive	2006	Rafael Luciano (414) 671-6676	
Milwaukee #21 Downtown Management District BID Pop. 650,000 (Milwaukee)	1997	Elizabeth Nicols Downtown Milwaukee Management BID 600 East Wells Street Milwaukee WI 53202 (414) 220-4705 Email: beth@milwaukeedowntown.com Website: www.milwaukeedowntown.com	Formula Based on \$2,186,533 Total
Milwaukee #22 Edgewood/Oakland BID Pop. 650,000 (Milwaukee)	1998	Edgewood/Oakland Business Association Website: www.mkedcd.org/business/busbid.htm	Formula Based on \$4,441 Total
Milwaukee #4 Greater Mitchell Street Pop. 650,000 (Milwaukee)	1989	Judi Keller, Exec. Director Greater Mitchell Street BID 1635 S. 8 th Street Milwaukee, WI 53204 (414) 383-6601 Email: jkeller129@aol.com Website: www.mitchellstreet.com	\$4.00/\$1000 Based on \$84,386 Total Max: \$2500 Min: \$400
Milwaukee #31 Havenwoods BID Pop. 650,000 (Milwaukee)	2003	Stephanie Harling Havenwoods Economic Development Corp. (414) 431-2274 Email: sharling@havenwoods.org Website: www.havenwoods.org	\$1.00/\$1000 (Industrial) \$1.20/\$1000 (Retail)
Milwaukee #8 Historic King Drive BID Pop. 650,000 (Milwaukee)	1993	Teig Whaley-Smith 1849 N. Martin Luther King Jr. Drive, Suite 210 Milwaukee, WI 53212 (414) 265-5809 Email: teig@kingdrivebid.com Website: www.kingdrivebid.com	\$4.00/\$1000 Based on \$102,921

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Milwaukee #2 Historic Third Ward BID Pop. 650,000 (Milwaukee)	1988	Nancy O'Keefe, Executive Director Historic Third Ward Association, Inc. 219 N. Milwaukee Street, 2 nd Floor Milwaukee, WI 53202 (414) 273-1173 Email: okeefe@historicthirdward.org	Formula Based on \$200,000 Total (Three different methodologies)
Milwaukee #35 Kinnickinnic River BID Pop. 650,000 (Milwaukee)	2004	John Klement, Icon Development (414) 525-4500 ext. 224 Email: johnk@icon-development.net	
Milwaukee #26 Menomonee Valley BID Pop. 650,000 (Milwaukee)	1999	Corey Zetts Menomonee Valley Partners, Inc. 301 W. Wisconsin Ave., Suite 400B Milwaukee, WI 53203 (414) 274-4655 Email: corey@renewthevalley.org Website: renewthevalley.org	\$1.50/\$1000 Min. \$350 Max. \$2500
Milwaukee #20 North Avenue BID Pop. 650,000 (Milwaukee)	1997	Jim Plaisted, Executive Director 2431 North Murray Avenue Milwaukee, WI 53211 (414) 272-5823 Email: eastsidebid@sbcglobal.net Website: www.TheEastSide.org	Formula Based on \$120,391 Total
Milwaukee #28 North Avenue Gateway Pop. 650,000 (Milwaukee)	2002	Damon Dorsey North Avenue CDC 3624 West North Avenue Milwaukee, WI 53208 (414) 871-4793 Email: damondor@sbcglobal.net	
Milwaukee #32 North Avenue Market Place BID Pop. 650,000 (Milwaukee)	2004	Damon Dorsey North Avenue CDC 3624 West North Avenue Milwaukee, WI 53208 (414) 871-4793 Email: damondor@sbcglobal.net	
Milwaukee #9 North Water Street BID Pop. 650,000 (Milwaukee)	1993	Sheldon Opperman (414) 765-0305 Email: sheldon@compassproperties.com	Formula \$32,905 Total
Milwaukee #17 Northwest Area BID Pop. 650,000 (Milwaukee)	1996	Leslie Feiler 9001 North 76 th Street Milwaukee, WI 53223 (414) 315-0222 Email: dpoethke@wi.rr.com	\$435/parcel Max. \$2000 Based on \$33,434 Total
Milwaukee #13 Oakland Avenue BID Pop. 650,000 (Milwaukee)	1994	Jim Plaisted, Executive Director 2431 North Murray Avenue Milwaukee, WI 53211 (414) 272-5823 Email: eastsidebid@sbcglobal.net	Formula Based on \$43,500
Milwaukee #3 River Front Plaza BID Pop. 650,000 (Milwaukee)			Formula Based on \$15,766 Total

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Milwaukee #15 River Walk BID Pop. 650,000 (Milwaukee)	1994	Joseph Weirick Milwaukee Riverwalk District Polacheck Company 250 Sunnyslope Road, Suite 150 Brookfield, WI 53005 (262) 359-0955 Email: jweirick@polacheckmgmt.com	.06% Based on \$10,000 Total
Milwaukee #25 Riverworks BID Pop. 650,000 (Milwaukee)	1999	Darryl Johnson 303 East Vienna Avenue Milwaukee, WI 53212 (414) 906-9650 Email: darrylj@nmidc.org Website: www.riverworksmke.org/	\$5.00/\$1000 Max. \$3500 (if retail) Max. \$1500 (industrial)
Milwaukee #36 Riverworks II BID Pop. 650,000 (Milwaukee)	2004	Darryl Johnson 303 East Vienna Avenue Milwaukee, WI 53212 (414) 906-9650 Email: darrylj@nmidc.org Website: www.riverworksmke.org/	
Milwaukee #37 30 th St. Industrial Corridor BID		Brenna Holly, Executive Director 30 th St. Industrial Corridor Corporation 3536 W. Fond du Lac Ave. PO Box 16498 Milwaukee, WI 53216 (414) 444-4706 Email: brenna_holly@30thstreeticc.org	
Milwaukee #19 Villard Avenue BID Pop. 650,000 (Milwaukee)	1997	Howard Snyder NW Side Community Development Corp. 4265 N. 30 th Street Milwaukee, WI 53216 (414) 444-8200 Email: hsnyder@nwscdc.org Or Todd Coleman tcoleman@nwscdc.org Website: www.nwscdc.org/villardbid/	Formula Based on \$74,100 Total
Milwaukee #27 West Burleigh St. BID Pop. 650,000 (Milwaukee)	2002	Jim Hiller, Burleigh CDC 4900 West Burleigh Street Milwaukee, WI 53210 (414) 447-9940 Email: hillerlaw@aol.com Website: www.burleighstreet.org	\$3.90/\$1000 then converted to flat rate based on Total Budget
Milwaukee #16 West North Avenue BID Pop. 650,000 (Milwaukee)	1996	John P. Mazza West North Avenue Business Association (414) 270-4167 Email: JohnM@ogdenre.com	\$4.50/\$1000 Based on \$54,593 Total
Milwaukee #5 Westown BID Pop. 650,000 (Milwaukee)	1989	Ellen Winters The Westown Association 633 W. Wisconsin Avenue, Suite 409 Milwaukee, WI 53203-1918 (414) 276-6696 Email: ellen@westown.org	\$0.90/\$1000 Max. \$12,600/parcel Min. \$210/parcel

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Monroe Pop. 10,241 (Green)	1986	Nancy Maliszewski, BID Board President 1618 11 th Street Monroe, WI 53566 (608) 325-6125	\$.45/\$1000
Mosinee Pop. 3,986 (Marathon)	1997	Alice Whitmore, BID President Century 21 307 Water Street Mosinee, WI 54451 (715) 693-6000	\$10.52/\$1000
Neenah Pop. 24,507 (Winnebago)	2002	Karen Harkness Future Neenah, Inc. 135 W. Wisconsin Ave PO Box 896 Neenah, WI 54957-0896 (920) 722-1920 Email: kharkness@new.rr.com Website: www.neenah.org	\$2.95/\$1000 Max. \$7000 Min. \$750
Omro Pop. 2,863 (Winnebago)	1988	Steve Volkert, Director of Marketing Omro BID 103 W. Main Street PO Box 399 Omro, WI 54963-0399	\$2.94/\$1000
Oshkosh Pop. 56,541 (Winnebago)	1987	Kristi Bales, Principal Planner City of Oshkosh PO Box 1130 Oshkosh, WI 54901 (920) 236-5057 Email: kbales@ci.oshkosh.wi.us Website: www.downtownoshkosh.com	Proportionate value of \$136,000 Budget
Portage * Pop. 8,880 (Columbia)	1987	Tim Dienger, BID Manager Portage Chamber of Commerce 139 W. Cook Street Portage, WI 53901 (608) 742-5417 Email: tdienger@jvl.net	\$1.77/\$1000
Port Washington Pop. 10,000 (Ozaukee)	1994	Traci Mead, Executive Director Port Washington Business Improvement PO Box 444 Port Washington, WI 53074 (262) 305-4220, Fax (262) 268-1132 Email: traci@portbid.com Website: www.portbid.com	\$2.11/\$1000 Max. \$3200
Racine BID #1 Downtown Racine Pop. 81,900 (Racine County)	2001	Devin Sutherland, Executive Director Downtown Racine c/o Downtown Racine Corporation 413 Main Street Racine, WI 533403 (262) 634-6080 Email: dsutherland@racinedowntown.com	\$1.90/\$1000

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Racine BID #2 West Racine Pop. 81,900 (Racine County)	2006	West Racine c/o Racine County Economic Dev. Corp. 2320 Renaissance Blvd. Sturtevant, WI 53177 (262) 898-7404 Email: jtrick@racinecountyedc.org	\$2.00/\$1000
Reedsburg Pop. 5,000 (Sauk)	1990		10% of assessed value of property tax Out for a couple of weeks
Rhineland * Pop. 7,900 (Oneida)	2006	Larry Frasier, BID Board President PO Box 1144 Rhineland, WI 54501 (715) 365-3333 Email: frasier@newnorth.net Website: www.downtownrhineland.com	\$2.22/\$1000
Rice Lake * Pop. 7,900 (Barron)	1990	Kathy Wellsandt Rice Lake Main Street 138 ½ N. Main Street, Suite 201 Rice Lake, WI 54868 (715) 234-5117 Email: rlmainst@chibardun.net Website: www.ricelakemainstreet.com	\$2.75/\$1000
Ripon * Pop. 7,119 (Fond du Lac)	1989	Craig Tebon Ripon Main Street 301 ½ Watson Street PO Box 365 Ripon, WI 54971 (920) 748-7466 Website: www.riponmainst.com	\$3.35/\$1000 Proportionate to Total Value
River Falls * Pop. 10,600 (Pierce/St. Croix)	1988	Jill Schmidt River Falls BID/Main Street Office 220 S. Main Street, PO Box 144 River Falls, WI 54022 (715) 425-8901	\$.23/\$1000
Shawano * Pop. 7,596 (Shawano)	1988	Jim Warren, President Shawano BID 101 S. Main Street Shawano, WI 54166 (715) 526-4321	\$2.25/\$1000
Sheboygan Pop. 50,000 (Sheboygan)	1990	Richard Meyer Harbor Centre BID PO Box 791 Sheboygan, WI 53082 (920) 452-6921 Website: www.harborcentre.com	\$2.30/\$1000 w/ min. and max.
Sheboygan Falls * Pop. 6,023 (Sheboygan)	1988	Nancy Verstrate, Executive Director Sheboygan Falls Main Street Office 504 Broadway Sheboygan Falls, WI 53085 (920) 467-6206 Email: nverstrate@sheboyganfalls.org Website: www.sheboyganfalls.org	\$2.00/\$1000

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Shorewood Pop. 13,763 (Milwaukee)		Jim Plaisted 2431 N. Murray Ave. Milwaukee, WI 53211 (414) 906-8975 Email: eastsidebid@sbcglobal.net	
Spooner Pop. 2,700 (Washburn)	2004	Aaron Arf 234 Walnut Street Spooner, WI 54801	
Sun Prairie Pop. 17,000 (Dane)	1989	John Weishar, BID Board Chairperson Sun Prairie BID 300 E. Main Street Sun Prairie, WI 53590 (608) 837-5213 (608) 235-8475 (C) Email: jweishar@charter.net	\$1.3926/\$1000
Superior Pop. 28,000 (Douglas)	1989	Kaye Tenerelli, Executive Director Superior BID 1401 Tower Avenue, Suite 302 Superior, WI 54880 (715) 394-3557 Email: tenerellik@superiorbid.com Website: www.superiorbid.com	\$2.00/\$1000
Tomahawk* Pop. 3,800 (Lincoln)	2008	Lori Koppelman, BID Director 225 West Wisconsin Avenue P.O. Box 131 Tomahawk, WI 54487 (715) 453-1090	\$2.00/\$1,000
Two Rivers * Pop. 2,147 (Manitowoc)	1996	Michael Zimmer Two Rivers Main Street, Inc. 1609 Washington Street PO Box 417 Two Rivers, WI 54241 (920) 794-1482 Email: mainstreet@lakefield.net Website: www.trmainstreet.org	Formula Based on Needs (Never to Exceed \$2.00/\$1,000). Currently \$1.42/\$1,000 with \$100 min. \$2500 max. per parcel.
Waukesha Pop. 58,113 (Waukesha)	1985	Karen Richards, Marketing Assistant Waukesha Business Improvement District 913 Clinton Street Waukesha, WI 53186 (262) 549-6154 Email: WID@ci.waukesha.wi.us Website: www.downtownwaukesha.com	\$2.95/\$1000
Wausau Pop. 38,426 (Marathon)	2004	Kelly Michaels-Saager City of Wausau Clerk 407 Grant St. Wausau, WI 54403-4783 (715) 261-6622 Email: ksaager@mail.ci.wausau.wi.us	Based on annual budget Min. \$250 Max. \$2,500
Waupun Pop. 8,844 (Fond du Lac/Dodge)	1988	Gary Rogers, City Administrator 201 East Main St. Waupun, WI 53963 (920) 324-7919 Email: gary@cityofwaupun.org	\$1.50/\$1000

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Wauwatosa Pop. 48,000 (Milwaukee)	1994	Kathy Ehley 1414 Underwood Ave., Suite 402 Wauwatosa, WI 53213 (414) 559-3771 or (414) 297-9285 Email: info@villageofwauwatosa.com Website: www.villageofwauwatosa.com	\$2.90/\$1000
West Allis * Pop. 64,000 (Milwaukee)	1989	Brian Preiss Downtown West Allis 7231 W. Greenfield Avenue West Allis, WI 53214 (414) 774-2676 Email: director@downtownwestallis.com Website: www.downtownwestallis.com	\$5.05/\$1000 Generates Budget of \$52,140
West Bend * Pop: 24,470 (Washington)	2000	Josephine Minskey, Executive Director Downtown West Bend Association 128 South Sixth Avenue, Suite One West Bend, WI 53095 (262) 338-3909 Email: josie@downtownwestbend.com Website: www.downtownwestbend.com	\$4.00/\$1000
Wisconsin Dells Pop. 2,509 (Sauk/Adams/ Columbia)	1998	Bill Brown, Board Chairman 300 LaCrosse Street Wisconsin Dells, WI 53965 (608) 254-2012, Fax (608) 254-7329 Email: bill.brown@charter.net	Five Zones \$0.50/\$1,000 \$1.00/\$1,000 \$1.75/\$1,000 \$2.00/\$1,000 \$3.00/\$1,000

Total = 84

*** Associated with a Wisconsin Main Street Program**