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BACKGROUND INFORMATION

The City of Marshfield applied to the Wisconsin Department of Development for designation as a Main Street Community in May 1990. This time-tested program for downtown revitalization has proven successful in hundreds of communities throughout the country. The Main Street program provides technical assistance from the Bureau of Downtown Development at the State of Wisconsin, Department of Commerce and National Main Street Program. Governor Thompson announced on June 20, 1990 that Marshfield was selected to be a Wisconsin Main Street Community.

Marshfield applied for the Main Street Program in order to provide the opportunity for projects that will:

- Increase the investment and tax base in the downtown area
- Encourage a broader array of services for downtown clients and customers
- Identify gaps in our retail district
- Help existing businesses expand
- Recruit new businesses
- Provide an organizational framework for long-term economic restructuring
- Hire and train a full-time manager to coordinate Main Street activities and volunteers
- Encourage, where appropriate, the restoration of commercial buildings to reflect the history of the City’s commercial development
- Increase social and cultural activities in our central business district
- Enhance the appearance of our downtown through public and private efforts

Since its inception and in line with the above objectives, Main Street Marshfield, Inc. assembled work plans using the guiding principals of the program’s 4 point approach – Organization, Promotion, Economic Restructuring and Design – that produced the following activities:

- Filed for and obtained a 501(c)3 status for non-profit organization.

- Provided assistance to numerous businesses that were going through a transition or thinking about moving into the downtown. Worked with potential new business owners, interested in starting a business or business development in our downtown. Continue to solicit targeted businesses both large and small to fill gaps in our market. Main Street, along with MACCI and the City take two trips a year for business recruitment.

- Worked with City of Marshfield officials to encase the entire Main Street district in a TIF with goals to produce new development downtown, which would allow us to self-fund our new streetscape designs as part of the Downtown Redevelopment Plan.

- Throughout our 21 years hundreds of thousands of dollars were invested in downtown promotions, as well as assisting or sponsoring the following promotional activities throughout the years: Great Pumpkin Display and Scarecrows on the Avenue, Look Up Marshfield, Find It All Campaign, Center City Fun Day (the former downtown activity for Dairyfest), Main Street Farmers Market, Downtown Historic
Documentary Video, Main Street Walk Around, Trick or Treating, Coupon Book and Historic Trivia Contest.

- Main Street Marshfield helped orchestrate the city’s 125th Anniversary celebration in August of 1997. We worked with the committee that produced the Marshfield History Book that was distributed in conjunction with the celebration. We also assisted with the unveiling of the Marshfield History Book Part II in 2000.

- Worked with City of Marshfield in 1998 to rehire BRI (development planners) to complete downtown streetscape designs for implementation.

- Began the Main Street Holiday Parade in 2002, in which Main Street itself sponsors two floats with up to 46 adults and children in costumes. A dozen floats graced Central Avenue that first year. In 2009, we had 31 parade entries. We purchased Christmas lights and trees to create a festive holiday atmosphere. We expanded our holiday festivities, called Catch the Magic of Christmas, to include wagon rides, horse and buggy rides and a reindeer arrival with Santa Claus. Activities bring thousands of people downtown annually.

- Parade Marshals are chosen annually for the parade. This honor is bestowed upon a family who has been involved with the Main Street Program and supported the community in general. Corporate sponsors support this venture.

- Purchased and maintain 75 planters with flowers in summer and donated Christmas trees in winter. Since 2002, we’ve had local businesses and volunteers decorate the Christmas trees to add to the holiday atmosphere on the avenue.

- Partnered with the City of Marshfield to follow the BRI Downtown Redevelopment Plan to improve the appearance of the downtown parking lots – results: more than 70 Flower Power volunteers plant, water and nurture these lots from May thru September. New watering trailers were donated to help with the watering of these lots and the planters.

- Curbside gardens have also provided a beautiful appearance to the downtown, as Flower Power volunteers adopt, plant and nurture these mini parks.

- Assisted the city with writing a grant, which produced money to provide historic lights and plantings for 10 blocks on the new Veteran’s Parkway. Funds for trees were available under this grant – additional funds for the planting of perennials was provided through a donation. Main Street volunteers raise funds, plant, and continue to nurture the planting areas on Veteran’s Parkway.

- Created Hub City Days in 2003 to bring attention to the beautiful historic downtown and to the community in the middle of our summer. Hub City Days in Historic Downtown Marshfield are held annually the last weekend of July. In 2009 the 6th annual Hub City Days was the largest yet, with between 5000-7000 people in attendance. In 2010, we will be adding a children’s area that includes inflatables, games, train and sidewalk chalk contest.
- Worked with Leadership Marshfield Mural Project 2006 to beautify Veteran’s Parkway with 8 local veteran murals.

- Developed a low-interest loan program with area banks that brought together a pool of $200,000 available at a preferred rate. This program is used by businesses and building owners to do building renovation, some of which would not have occurred without the loan program. The program has expanded from four to seven area banks and provides $350,000 at preferred rates annually. The loan maximum was raised to $50,000 to better assist the business and property owners.

- Re-wrote the Main Street Grant program documents through the Community Development Authority so that it is easier to use by downtown businesses and property owners. To date thousands of dollars have been awarded.

- In 2006, Main Street, MACCI, and the City conducted an apartment usage survey with property owners and tenants to help recruit tenants to the downtown. We will use before-and-after pictures of a current renovation to help in development of the apartments downtown.

- New Fundraising Events/Promotions have been created in 2004, 2006, 2007, 2009 and 2010 to support the Main Street Program, including Valentine Buggy Rides, Casino Night, Trick or Treating Downtown and Historic Trivia Contest.

- Continue to provide volunteer opportunities for Marshfield’s National Honor Society Students and the Alternative High School students.

- Helped write an application for CDGB funds that solidified the Tower Hall project and allowed building owners access to funds to develop upper floors into housing.

- In 2009, Main Street worked with the Historic Preservation Committee to develop an updated walking tour brochure. We also purchased 2 new Historic District signs for the downtown.

- Supported the efforts of developers for The Angelus Retirement Communities to secure 53 housing units downtown.

- Developed design and sign guidelines to encourage effective design in the BID District. These guidelines were recently updated in 2010.

- Worked with Compass Properties to develop Founder’s Square and assisted them with their needs with this beautiful development.

- During Veterans Parkway construction Main Street developed the theme, “Main Street Digs Progress”, which was also used for the downtown reconstruction in 2009.

- In 2008 Main Street organized a task force of volunteers to begin preparations for the 2009 South Central Avenue project.
Main Street’s Design Committee has assisted property owners with building improvements, from correct signage to chemical cleaning of historic brick buildings.

Economic Restructuring Committee worked with City Zoning Administrator Bonnie Curtiss, Public Works Director Dan Knoeck and State/National Main Street design staff to create Central Business District Sign Ordinance. Also created a Public Right-of-Way Usage Ordinance for downtown Marshfield that went into effect July 2009.

Main Street Economic Restructuring and Design Committees and businesses within the 100 block of S. Central Avenue worked with the city to write a grant to clean up the blighted areas in this block. Created a partnership for rehabilitation and new parking lot and streetscape enhancements to the area.

Assisted the City in obtaining our first Historic Marker, which the City has agreed to maintain.

Staged a successful vision retreat with 50 participants from all aspects of the community that helped write a vision statement for the future of downtown Marshfield.

Worked with many major development projects (Hotel/Conf. Center, New Marshfield Savings Bank, New Pick N’ Save Grocery Store and Strip Center, New Movie Theatre Expansion, Parkin Dairy restoration) and many small renovation projects for the betterment of the downtown and the community.

Worked with Schiller Media to develop the Main Street Website in 2005.

Teamed with Roehl Transport and Main Street Stevens Point on a “Fill the Truck” campaign to benefit the victims of Hurricane Katrina in another Main Street community in Louisiana.

Created and maintain a building inventory to help find appropriate places for new businesses.

In 2006, worked with Arnett Muldrow & Associates to develop a brand for the downtown which we have used continually to enhance our image in the community.

In 2009, worked with the City of Marshfield Planning and Economic Director to create and maintain the 50/50 Matching Façade Grant for the downtown. This program has been continued for 2010.

The Organization Committee worked with the Planning and Economic Director Jason Angell, and Public Works Director Dan Knoeck to a Public Right-of-Way Usage Ordinance for downtown Marshfield that went into effect July 2009.
In 2009, we helped with advertising of the downtown during the reconstruction that consisted of a coupon book, print, television and radio advertising and holding brat fry’s in the downtown.

Once the street was done (July 2009), we had all the windows and doors cleaned for the businesses on Central Avenue.

Our 2009/2010 Imagine Marshfield Fundraising Campaign raised over $96,000 for new amenities for the downtown. This included benches, planters and trash/recycling receptacles.

For year ending May 2010 the following investments were made in downtown Marshfield according to information provided by the State of Wisconsin Department of Commerce Bureau of Downtown Development.

- Building Rehabilitations = 6
- Private Investment = $768,298.03
- New Buildings = 1
- Buildings Sold = 3
- Amount of Purchase = $465,000
- Housing Units = 0
- New Businesses = 9
- Business Expansions = 0
- Total New Jobs = 16.5
- Total Public Investment = $878,318
- Total Public & Private Investment = $1,646,616.03

In the program’s initial application to the Wisconsin Department of Development, the Marshfield community committed to raising approximately $55,000 per year for the program years 1991 through 1993. Local expenses include the salary for a full-time Executive Director and a part-time Administrative Assistant, staff training and travel, office rent, utilities, supplies and equipment and advertising and promotional costs.

In 1990, the Common Council voted to finance one-third of the initial projected Main Street program costs, or $18,150, for a three-year period (1991, 1992, and 1993). We asked the Council to continue to support the program from 1994 through 2000 at the same amount, which they did. We extended the request to the Common Council for $25,000 for 2001, and received $22,000 for that year. We requested and received from the Common Council $25,000 for 2002, 2003, 2004 & 2005. We requested the amount of $30,000 from the city for 2006 and received $27,300. This is the same amount received in 2007. In 2008 we requested $30,000 and received $25,000. In 2009 and 2010, we requested $30,000 and received $27,300.

Corporate groups and private individuals, and non-property owners in the downtown, contribute an estimated $37,000 annually. Many thousands of dollars of in-kind contributions are also made annually to our program from hundreds of
volunteers and businesses. This does not include the thousands of hours donated by volunteers.

The property owners in the Downtown Business Improvement District were asked to provide approximately $65,000 for 2010.

2011 OPERATING PLAN FOR DOWNTOWN MARSHFIELD BID

INTRODUCTION

The Downtown Marshfield businesses are a unique community asset. Downtown merchants, businesses and professionals provide goods and services to a Marshfield trade area (35 miles) encompassing approximately 275,000 people.

In order to maintain the vitality of Downtown Marshfield, downtown property owners in 1990 proposed the creation of a Business Improvement District (BID). The creation of the BID enables the downtown business community to organize and implement improvement plans and promotional activities through the Main Street organization that will benefit the central commercial district and ultimately the entire Marshfield community.

This 2011 operating plan, submitted pursuant to Wis. State. Sec. 66.608, is designed to help assure the continued economic vitality of downtown Marshfield as a better place to live, work, recreate and invest.

PURPOSE

The purpose of the Downtown Marshfield BID is to provide a method by which property owners in the Marshfield Main Street area can pay their fair share of the Main Street Program costs.

BOUNDARIES

The boundaries of the downtown Marshfield BID are identical to those for the Main Street Program area. See the attached map and legal description of this area. All properties within the BID boundaries shall be subject to a BID assessment except for:

1. All IRS tax-exempt property, such as religious institutions.
2. Real property used exclusively for residential.

OBJECTIVES

The objectives of the Downtown Marshfield BID are to:

1. Retain a full-time Main Street Marshfield Executive Director and part-time Staff Assistant to coordinate the Main Street Marshfield programs and its 4-point approach to revitalization, and to run the projects designated in the annual work plan approved by our Board of Directors.
2. Maintain an office in downtown Marshfield that will serve as the operating base for the Main Street Marshfield program and as an information resource center for business and professional people, architects, building contractors, consumers and others.

3. Fund advertising, promotions and other activities to enhance the economic, social and cultural vitality of Downtown Marshfield.

**MANAGEMENT**
A Business Improvement District Board of Directors manages the BID. Responsibilities of the Board include the implementation of the operating plans and preparation of annual reports. The Board also considers, on an annual basis, changes to the operating plan for consideration by the Common Council. The board consists of seven (7) members appointed by the Mayor and confirmed by the Common Council. A majority of the members of the Board either own or occupy commercial or service-oriented real estate in the district; and one (1) member is a member of the Common Council. Citizen members of the Board serve staggered three (3) year terms; Common Council members appointed annually. The Board conducts its affairs consistent with the requirements of the Wisconsin Open Meetings and Open Records Statues.

**REVENUE AND FINANCE**
The activities of the BID are funded by special assessment of properties and parcels within the BID area. Based on the funding needs for the Main Street Program ($64,500.00), and the current assessed valuation for the BID area (estimated $44,020,400), the anticipated 2011 BID assessment will be $1.47 per $1,000 valuation. This special assessment will be levied and collected by the City along with annual real estate taxes. BID assessments are deductible for state and federal income tax purposes.

The assessment rate for 2011, to finance the 21st year of the Main Street Marshfield program, is recommended by the BID Board of Directors and submitted for approval of the Common Council. The rate is dependent upon the BID budget and the value of the property within the BID area. The 2011 BID Program Budget, based on the Main Street Program Budget, is attached along with previous Main Street P & L Budgets for Comparison.
PAST YEARS MAIN STREET PROGRAM AND DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BUDGET

YEAR 18: 2008 PROGRAM BUDGETED REVENUES

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
<th>% of Total Revenue</th>
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<tbody>
<tr>
<td>City of Marshfield Donation</td>
<td>$25,000</td>
<td>20%</td>
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<tr>
<td>Sponsorships &amp; Fundraising Receipts</td>
<td>$36,350</td>
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<tr>
<td>BID Assessment Receipts</td>
<td>$65,000</td>
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<tr>
<td>Total Main Street Budgeted Revenues</td>
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YEAR 19: 2009 PROGRAM BUDGETED REVENUES

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<th>Source</th>
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<td>City of Marshfield Donation</td>
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<td>Sponsorships &amp; Fundraising Receipts</td>
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<td>BID Assessment Receipts</td>
<td>$64,598</td>
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<tr>
<td>Total Main Street Budgeted Revenues</td>
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YEAR 20: 2010 PROGRAM BUDGETED REVENUES

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<tbody>
<tr>
<td>City of Marshfield Donation</td>
<td>$27,300</td>
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<tr>
<td>Sponsorships &amp; Fundraising Receipts</td>
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<td>BID Assessment Receipts</td>
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<td>Total Main Street Budgeted Revenues</td>
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YEAR 21: 2011 PROGRAM BUDGETED REVENUES

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<th>Source</th>
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<tbody>
<tr>
<td>City of Marshfield Donation</td>
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<td>BID Assessment Receipts</td>
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</tr>
<tr>
<td>Total Main Street Budgeted Revenues</td>
<td>$129,555</td>
<td>100%</td>
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</tbody>
</table>
MARSHFIELD BUSINESS IMPROVEMENT DISTRICT
BOUNDARY DESCRIPTION

Located in parts of Section 7 and Section 8, Town 25 North, Range 3 East, City of Marshfield, Wood County, Wisconsin, Bound by the following described line:

Beginning at the centerline intersection of Arnold Street and Walnut Avenue; then southeasterly to the centerline intersection of Arnold Street and Maple Avenue; then southeasterly to the intersection of the centerline of Maple Avenue and the southerly right-of-way extended to the centerline of Cedar Avenue; then southwesterly to the centerline intersection of cedar Avenue and Second Street; then northwesterly to the centerline intersection with the alley between Maple Avenue and Cedar Avenue; then southwesterly along said alley centerline to the centerline intersection of Sixth Street; then southeasterly to the centerline intersection of Cedar Avenue; then southwesterly along the centerline of Cedar Avenue 232.4 feet; then southwest parallel with the former railroad right-of-way to the centerline extended of the alley between Central Avenue and Maple Avenue; then southwesterly along the said alley centerline to the centerline intersection with Ninth Street; then northwesterly and then southwesterly on the centerline of Ninth Street to the intersection with the centerline (extended from the north) of Spruce Avenue; then northwesterly along the centerline (extended from the north) of Spruce Avenue 230 feet to the north line of the former railroad right-of-way; then northeasterly along said north line 450 feet; then northwesterly parallel with Spruce Avenue 130 feet; then northeasterly parallel with former railroad right-of-way 75 feet; then northwesterly parallel with Spruce Avenue 210 feet to the center line of Park Street; then southwesterly along the centerline of Park Street to the west boundary line (extended) of Veteran’s Memorial Park; then northwesterly along the west boundary of said park to the intersection with the centerline of Walnut Avenue; then northeasterly along the said centerline of Walnut Avenue to the centerline intersection with Arnold Street, and that being the point of beginning.