

CITY OF MENOMONIE **SPECIAL** COUNCIL MEETING  
MONDAY – October 21, 2024 – **6:00 P.M.**  
COUNCIL CHAMBERS

*AGENDA*

**Pledge of Allegiance**

1. Roll Call
2. Public Comments
3. Unfinished Business

A. Review of 2025 agencies receiving other financial assistance - discussion only (no action)

4. Adjourn

“PUBLIC ACCESS”

NOTE: Due to the COVID-19 pandemic, meeting access is via Zoom Teleconference / Video Conference or, over the internet by going to <https://zoom.us/join> (URL for Zoom meeting), or by calling 1 312 626 6799. The Access Code for the meeting is **813 5463 5042**.

NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of individuals with disabilities. For additional information or to request the service, contact the City Clerk or the City Administrator at 232-2221.

Date: 8/7/2024

Rec'd 8-7-24

Menomonie City Hall  
800 Wilson Ave.  
Menomonie, WI 54751

### City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Dunn County Transit-Dunn County, WI  
Contact Person Austin Witt-Transit Manager Telephone 715.231.2681
2. Subsidy amount requested for 2025: \$27,940
3. Subsidy amount received last year 2024: \$27,940
4. Subsidy increase or decrease from last year's request (if applicable): 0% (subtract line 3 from line 2)
5. Is this a first time request? No. If not how many years have you received a subsidy? 12 Years
6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?  
Dunn County Transit provides 5 routes for community members as well as UW Stout students. Between the 5 routes DCT provided 126,536 trips in 2023 being the best ridership year to date with 2018 in second at 126,364 trips. All routes have handicap accessible buses. Our Community Route has seen the highest growth out of all the routes showing the importance of the fixed route system in our community. Our Doorstop service is a Door to Door bus service for taking individuals to appointments, grocery shopping, etc. Dunn County Transit continues to be a vital service for Menomonie and the surrounding county of Dunn.
7. What percentage of your agency's total budget does the City subsidize? 4.6%
8. Explain how this percentage has changed over the past 2 years. This has stayed relatively the same over the past 2 years.
9. List all other sources of revenue received by your agency. Dunn County Transit receives 5311 FTA Operating revenue, WisDot 85.21 revenue, City of Menomonie Subsidy revenue, and UW Stout Subsidy revenue
10. Explain how you have utilized these other funding sources.  
All revenue offsets capital and operating expenses.
11. How has the demand for your agency's services grown during the past two years?  

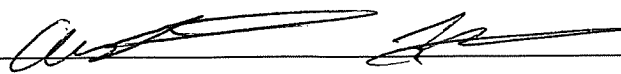
2021 Ridership: 58,521	Community Route: 3676
2022 Ridership: 114,512	Community Route: 8476
2023 Ridership: 126,536	Community Route: 13,750

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.

13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources).

Our community ridership increase as well as implementing \$1 fares in 2023 has brought our ridership revenue line on track with 2024's projected revenue and for years to come.

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

Submitted by  Date 8/7/24

Date: 8/22/2024

## City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Boys & Girls Clubs of the Greater Chippewa Valley

Contact Person Jeff Jaeger, CEO Telephone 715-598-7201

2. Subsidy amount requested for 2025: \$5,000

3. Subsidy amount received last year 2024: \$0-

4. Subsidy increase or decrease from last year's request (if applicable): NA. subtract line 3 from line 2

5. Is this a first time request? No. If not how many years have you received a subsidy? -0-

6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?

Boys & Girls Clubs of the Greater Chippewa Valley addresses the need for safe out-of-school places for youth, including affordable child care, supporting academic success including graduation from high school, career exploration and workforce development, healthy lifestyles including nutrition and exercise, mental health resiliency and drug and alcohol misuse preventions. These outcomes directly support 3 of the 5 top ranked community health needs assessment areas: 1) mental health, 3) alcohol, nicotine & drugs and 4) chronic disease.

Thanks to local community support from the Community Foundation of Dunn County, the River Heights Elementary Boys & Girls Club now has funding for a quiet corner, where youth can learn to self-regulate their emotions and manage their behavior. This contributes to lifelong skill development to support healthy relationships and effective work skills. This also helps the Boys & Girls Club serve a more diverse population of youth who might not otherwise be successful in a group out-of-school setting.

7. What percentage of your agency's total budget does the City subsidize? Less than 5%

8. Explain how this percentage has changed over the past 2 years.

This request size has remained the same. The budget for the Boys & Girls Clubs at River Heights Elementary has grown over the past five years due to sustained demand for services and increased cost of wages to hire and retain high quality employees.

9. List all other sources of revenue received by your agency.

Boys & Girls Clubs of the Greater Chippewa Valley has a well developed and diverse fund development plan to support the Menomonie Club, including donations from individuals and businesses, private foundation grants, public and government grants, events and sponsorships, and



public school partnerships. Program fees from participating families with the ability to support the Club also make up a small portion of the Club's income sources.

10. Explain how you have utilized these other funding sources.

The funding sources listed above support employee wages, program supplies and materials, program activities such as field trips, and meals and snacks. Additional costs of operations include facilities costs and a share of the organizational administrative costs, such as communications, insurance and accounting.

11. How has the demand for your agency's services grown during the past two years?

As the reputation for high quality programming is sustained, children want to attend the Club, and their parents want them to attend. As the cost of child care increases, along with other household living expenses, households find tremendous benefit in using the Club. Even as demand is high, the Board and leadership of the Clubs have made the difficult decision to cap membership at 200 at River Heights and daily attendance at no more than 50, which are 2023 levels. This is in anticipation of the loss of COVID-era funding in September, 2024.

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.

13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources).

Boys & Girls Clubs of the Greater Chippewa Valley, and in particular at River Heights Elementary, are regularly seeking out innovative funding sources, in addition to sustaining renewable funding sources. This past year a new resource is being used to discover new public and private grant sources. The Menomonie Advisory Council discusses relevant ways to raise funds locally.

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

Submitted by 

Date 8/16/2024

Date: 8/16/2024

### City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Main Street of Menomonie Inc., dba Downtown Menomonie  
Contact Person Becca Schoenborn Telephone 715-279-8502
2. Subsidy amount requested for 2025: \$40,000
3. Subsidy amount received last year 2024: \$25,000
4. Subsidy increase or decrease from last year's request (if applicable): \$15,000 (subtract line 3 from line 2)
5. Is this a first time request? No If not how many years have you received a subsidy? Unsure
6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents? Downtown Menomonie supports and promotes the downtown Business Improvement District and Historic District through promotional events, grant programs, and encouraging tourism and commerce. Downtown Menomonie hosts multiple annual large-scale community events such as the Community Cookout and the Winter Daze Parade which build community, support local businesses, and promote the historic downtown district.
7. What percentage of your agency's total budget does the City subsidize? 31%
8. Explain how this percentage has changed over the past 2 years. The percentage has remained roughly the same for the past years. In 2025, we are requesting an additional \$15,000 to cover the cost of bookkeeping services that the City of Menomonie Treasurer's Department will no longer be providing our organization as of 1/1/2025.
9. List all other sources of revenue received by your agency. Special Assessment Taxes, Event Sponsorships, Event Income, and General Fundraising.
10. Explain how you have utilized these other funding sources. Additional funding sources are used to assist with administrative costs, event costs, and grants available to business and property owners within the Business Improvement District.
11. How has the demand for your agency's services grown during the past two years? Downtown Menomonie continues to receive requests for additional community events throughout the year. In 2024, we added a summer music series called Music on Main that will return in 2025. Business owners within the BID would like to see more grants and financial support available for new and existing businesses while expanding on the existing signage and beautification grants.

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.

13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources). In 2025, our subsidy request has increased due to the need to hire bookkeeping servies and meet the minimum salary requirements for WEDC Main Street Directors of \$50,000. Until now, the City of Menomonie has provided bookkeeping services and recommended that our organization include the added cost in our subsidy request for the year. Our fundraising efforts will be expanded in 2025 to assist in offsetting the additional costs of operating in 2025 and beyond. In 2024, the majority of sponsorships levels sold out and I anticipate the same for 2025 which will include the newly added events.

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

Submitted by RSW Date 8/16/2024



Business Improvement District  
B. I. D.  
of the City of Menomonie  
and  
Main Street of Menomonie, Inc.  
d.b.a Downtown Menomonie, Inc.

Operating Plan for 2025



## **PREFACE**

In 1984, the State of Wisconsin created Section 66.1109 (formerly Section 66.608) of the Statutes enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is "to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities." (1983 Wis. Act. 184, Section 1)

Upon petition from property owners within Menomonie's central city area, the City of Menomonie established the Menomonie Business Improvement District in 1989, commencing January 1, 1990, with a sunset date of December 31, 1992. The BID was renewed for a three-year period in 1992, beginning January 1, 1993, through December 31, 1995, upon petition from a property owner. Beginning January 1, 1996, again following a petition from a property owner, the BID was renewed as a permanent fixture within the City of Menomonie, following a unanimous vote from Menomonie City Council. From its inception, the Menomonie BID has served to manage and promote the interests of the entire District in conjunction with Main Street of Menomonie, Inc. Main Street of Menomonie then rebranded itself as Downtown Menomonie to be more representative of all the Downtown Businesses.

Today, Downtown Menomonie is a non-profit organization that works with and promotes the businesses in Downtown Menomonie that are located within the Business Improvement District (BID).

The following 2025 Operating Plan pursuant to Section 66.1109 (formerly Section 66.608) of the Statutes is presented.

**BUSINESS IMPROVEMENT DISTRICT FOR MENOMONIE**  
**2025 OPERATING PLAN**

**DISTRICT BOUNDARIES**  
**(SEE ATTACHED MAP)**

**SPECIAL ASSESSMENT METHOD**

The 2025 assessment method is/was based on the currently assessed value of real property within the BID District. The current assessment base is an estimated \$32,357,200.00. The 2025 assessment rate shall be \$1.80 (one dollar and eighty cents) per \$1,000 (one thousand dollars) of assessed value. Real property used exclusively for residential purposes and real property used exclusively for manufacturing purposes are exempt from this assessment.

**FINANCING METHODS AND TIMEFRAMES**

The Business Improvement District will implement the 2025 Initial Operating Plan with revenues received from:

1. Special (BID) assessments;
2. Direct contributions (subsidy) from the City of Menomonie;
3. Private funds raised through solicitation/event revenue; and
4. Private and public grants.

The fiscal year for this plan begins January 1, 2025. The City of Menomonie will assess BID properties and distribute those assessments with the Dunn County Property Tax statements in December 2024. All assessments and other funds collected for the benefit of the BID District will be maintained in a segregated BID account and will be administered by the City Treasurer.

**2025 OPERATING BUDGET AND EXPENDITURES**

The 2025 operating budget is based on anticipated revenues of \$120,900. Of this amount, \$49,000 is anticipated from the special "BID" assessment; \$40,000 is anticipated as a restricted contribution from the City of Menomonie; and a total of \$37,400 that includes event revenue, grant funding, pass-through funds, and fundraising. The fiscal year is January 1, 2025 to December 31, 2025.

All expenditures will be made to further the goals of the BID District, including expenditures for:

1. Administration and Management;
2. Business Recruitment and Retention;
3. Event Promotions and Marketing;
4. Building Revitalization, Design, and Beautification;
5. BID Organization and Downtown Advocacy.

The 2025 operating budget is attached. For comparison purposes, see the 2024 Operating Budget and the December 31, 2023 city Treasurer's Report (balance sheet with income statement) attached as well.

### **BID BOARD OF DIRECTORS**

Section 66.1109 (formerly Section 66.608) Wisconsin State Statutes requires a board of directors to manage a Business Improvement District. In conformance with Section 66.1109 (formerly Section 66.608) Wis. Stats., a BID Board was re-established upon renewal of the BID in 1995 for the years 1996 and beyond. This board is responsible for the management of the Business Improvement District. Members of the BID Board also are the directors of Main Street of Menomonie, Inc., a non-profit corporation. Furthermore, an executive committee composed of the BID Board President, Vice President, Secretary, Treasurer, and immediate Past President meet on a regular basis to manage the day-to-day activities of the District.

The board will consist of no less than nine (9) members and no more than fifteen (15) whose terms are staggered three (3) year terms. A board member may serve a maximum of two (2) - three (3) year terms and then shall rotate off the board for a minimum of a one (1) year period of time at which time they may be appointed/selected to serve for another two (2) - three (3) year terms.

If a board member resigns, a new board member will complete the resigning board member's current term. If that term has two (2) years or less remaining, the new board member will be eligible for two (2) Additional three (3) year terms. Otherwise, the new board member will only be eligible for one (1) - Three (3) year term.

If board members are added (to increase the number of board members) those new board members will serve staggered terms of three (3) years, two (2) years and one (1) year and will be assigned their term by the board in order of their order of appointment by Common Council and the Mayor.

The director that has served as President in year six (6) of their term shall serve as Past President for the year following their term as President. This director could ultimately serve seven (7) years to fulfill their Past President responsibilities before rotating off as required.

This board is appointed by the Mayor and approved by the Common Council. Board members serve staggered terms as designated by the Common Council. In addition, the Main Street Board of Directors will request a member of the Common Council to be appointed to the Board as an ad-hoc, non-voting member. This position will be appointed by the Common Council and will be reappointed on a yearly basis.

A majority of the board members are to be property or business owners within the District. A list of board members and their affiliation is attached as Exhibit 5.

In addition, board members have been and should be representative of different areas within the District, as well as large and small businesses. The board also conducts its affairs under the open meeting law and keeps minutes for public record.

Costs for accounting and clerical costs involved with the administration of the assessment are provided by the City of Menomonie.

### **RESPONSIBILITIES OF THE BID BOARD OF DIRECTORS**

The BID Board of Directors is the sole policy-making authority for the BID. The Board of Directors is responsible for:

1. Hiring, reviewing, and terminating BID employees and/or contractors;
2. Approving annual goals, work plans, and performance targets;
3. Maintaining fiduciary controls and integrity; and
4. Preparing an Annual Report.

The Board of Directors may enter into contracts, as required to further the goals of the BID.

#### **WORK PLANNING**

The goal of the BID is to maintain and improve the vitality of the Business Improvement District in Downtown Menomonie. BID work plans are based on two premises:

1. That successful revitalization requires comprehensive programming; and
2. Those tasks will be selected on a project-by-project basis.

#### **STATEMENT OF PURPOSE**

Section 66.1109 (formerly Section 66.608) Wis. Stats. Allows a city, upon petition of property owner(s), to create a Business Improvement District (BID) that enables property owners within that district to assess themselves in order to maintain and enhance business viability by providing services to its members by engaging in activities that can protect investments and enhance property values. As a result of this pooled assessment, there is a cost/benefit to individual property owners because the organized District can impact upon those activities that affect parts of, or the whole District. It affords property owners a very real role in directing those affairs within the District, which influence their investment and their environment.

Section 66.1109 (formerly Section 66.608) Wis. Stats. Is a financial tool created by the state legislature that allows a municipality to levy a special assessment on business to pay for the development, management, operation, maintenance, and promotion of a defined Business Improvement District. This is a critical tool for business people in downtown Menomonie in that it allows them to establish a strong organization in order to encourage and promote business development. Just as good schools, good parks and good roads are essential for a balanced community, a prosperous downtown serves the community as the financial center, service center and special events center. It is a feature in which all sectors of the community can take pride and share.

A Business Improvement District is the best source of funds that will allow the business people themselves to coordinate promotion, management, and maintenance programs for the downtown area. An improved Central Business District will create a positive image for not only those businesses within the district, but for the community as a whole.



### **DOWNTOWN MENOMONIE'S RELATIONSHIP TO THE 2016-2036 MENOMONIE COMPREHENSIVE PLAN**

The Business Improvement District as represented by Downtown Menomonie will continue to complement the existing Menomonie Comprehensive Plan. Included in the City of Menomonie Comprehensive Plan 2016-2036 are the following opportunities:

1. Maintain the City as an employment center for residents
2. Retain College graduates
3. **Attract new businesses and industries**
4. Rehabilitation of existing structures (homes and businesses)
5. Lake Menomin cleanup
6. **Downtown redevelopment**
7. Intergovernmental cooperation when planning future traffic routes
8. Planning for a multi-modal transportation network.
9. **Thoughtful management of historic preservation issues**

Of the potential opportunities identified in the Comprehensive Plan, 30 percent involve and/or touch upon the Historic Downtown.

There is a long history of respect and appreciation for the Historic Downtown. One example is from November 2004 when a Citizen Advisory Board (CAB) was formed to kick-off the City of Menomonie's first Comprehensive Plan. The Citizen Board was asked "What should the City look like in 10-20 years?" Their top reply was a "*vibrant historic downtown*". (Plan 2007-2027: p. 2-2)

One of the identified opportunities in the comprehensive plans is "Thoughtful management of historic preservation issues." The goal of historic preservation is to protect, restore, rehabilitate, and reconstruct your cultural resources. Many benefits may be realized through this process. The preservation of historic buildings can influence future development. New buildings may be designed to fit in with their historical surroundings. Historic preservation can lead to higher real estate values and municipal tax revenues. It can increase tourism and make your community a destination for people to visit. *But most importantly, it can reveal our unique past and foster a sense of community pride.* (Plan 2007- 2027: p. 2-2) Downtown Menomonie advances that opportunity through signage and beautification grants that are awarded through Board of Director review and are funded through organizational fundraising efforts.

While Downtown Redevelopment is listed as an opportunity, it is also listed as one of the city's three weaknesses in Chapter 6 Economic Development. Specifically, "**Downtown Historic District's potential is not fully realized.**" It is not incongruent to identify that one of Menomonie's greatest opportunities is also one of its greatest weaknesses. There are many challenges to revitalization of the Downtown and there is not one panacea. However, the work of Downtown Menomonie greatly advances that opportunity.

Consider this – the income from the Business Improvement District tax base is approximately \$50,000 annually. Downtown Menomonie has received \$25,000 in subsidy from the city. An additional \$25,000 (on average) in fundraising, event revenue, and grant writing has subsidized the organization. *The return of investment on those funds is substantial.* Downtown Menomonie leads, assists, or partners with the following events and activities in the City of Menomonie:

- Organizational Annual Meeting of Downtown Business Improvement District (annual)
- Flag Day Celebration – honoring Veterans at the Veteran's Memorial (annual)
- Local Nights Out – 3 each year (annual)

- Red Cedar Film Festival (sponsor and collaborator)
- Beer and Wine Walks (Seasonal)
- Music on Main – 3 each summer (New, Annual)
- Great Community Cookout (annual)
- Downtown Trick or Treating Event (annual)
- Small Business Saturday Promotions (annual)
- Winter Daze Parade (annual)

The benefits for Downtown Menomonie for area businesses include:

- Main Street Bucks (gift certificates) can be redeemed and used like cash in any downtown business.
- The private Facebook group and email communications keep businesses up to date with need-to-know happenings such as important parking information.
- Downtown Menomonie assistance with signage design including grant funding.
- Downtown Menomonie assists with RBF façade loan funding information. Historic Tax Credits that may be available for property owners making improvements to their buildings.
- Promotion of business through web, social media, and print advertising including Downtown Directory, Downtown Menomonie Facebook and Instagram pages, Small Business Saturday promotion, and Press Releases.
- Planning and execution of large community events that draw thousands of people to the district annually.
- Assistance in Historical Building Renovation including no cost architectural renderings.
- Organized Economic Development Workshops through Wisconsin Economic Development and small business workshops through UWEC small business development center.
- Designated Wisconsin Main Street program through the WEDC.

For a small organization, Downtown Menomonie has a lot of impact.

#### **PROGRAM BENEFICIARIES**

The BID program has been designed so that it will provide some benefit to all business interests within the District. There are many diversified interests existing in downtown Menomonie; therefore, a program has been created which will provide an equal amount of benefit to all groups that do business downtown. The BID plan has been developed so that it will provide benefits to the following interests:

**RETAILERS:** Money generated through the BID assessment will be used to sustain programs which will increase business vitality in the downtown area. A Organization & Promotions Committee composed of retailers, service providers and other interested people will continue to generate promotions that bring people into the downtown. Aggressive advertising to bring tourists downtown will be continued. Retailers will benefit from such activities, as they will generate traffic and a feeling of vitality in the downtown.

Money raised through fundraising will be used for projects that will improve the visual image downtown. The Sign Grant Program will directly assist retailers and encourage retailers to keep their signage updated and fresh. The retailer will benefit from these programs because as the downtown becomes more attractive, so shall his or her business.

In 2020, Downtown Menomonie Inc., created a Downtown Relief Grant to help small businesses in the BID District during COVID-19. \$15,000 of the Operating Budget was given to the fund and board members raised an additional \$7,500 to provide 17 relief grants in total. In 2021 Downtown Menomonie awarded five \$1000 grants for Beautification Projects to downtown businesses. In 2022 four grants totaling \$3,000 were awarded to downtown business for various projects. In 2023 and 2024, 10 grants totaling \$10,000 were

awarded to downtown businesses.

**SERVICE PROVIDERS:** Service providers will benefit from the proposed promotional activities as some of these events have been designed to enhance their industry as well. Additional time will be spent in 2025 and beyond to encourage all service providers to participate in promotional activities.

Design improvements will reflect a positive image on the service providers as well as an improved visual image downtown will complement the image of each private interest downtown. As the public feels more confident and comfortable with the environment downtown they will spend more time and more money there. Downtown Menomonie assists with façade renderings through the WEDC and assistance in accessing the Regional Business Fund façade loan and small business grants.

Service providers benefit from the business recruitment program as new compatible retailers and service providers are attracted to the downtown. These new businesses will all be potential new customers and clients for the existing service providers.

**PROPERTY OWNERS:** Property owners also will benefit from the BID activities. As property owners utilize the Main Street Low Interest Loan Programs, and other financial incentives available to them for renovation and repair of the exterior of their buildings, the vitality of the downtown will increase. Eventually, this increased vitality will result in an increase in the value of property located downtown.

#### **PROGRAM GOALS AND OBJECTIVES**

The Main Street Program began in Menomonie in January 1990. The BID will continue to follow the developmental model outlined by the national Main Street "Four Point Approach", as developed by the National Trust for Historic Preservation set forth below in the Mission Statement. The following is a listing of the program's Mission Statement, Vision Statement, Goals and Objectives.

#### **MISSION STATEMENT**

To enhance the vitality of Menomonie by supporting downtown as a community, historic and economic center.

#### **VISION STATEMENT**

Downtown Menomonie will be the destination for commerce, culture, and entertainment.

## Main Street of Menomonie, Inc. Board Committees

**Section 1.** The Program shall have eight (8) standing committees, which shall be entitled Organization & Promotion, Revitalization & Design, Economic Vitality, Salt & Pepper Events, Beer Tour & Wine Walk Events, Great Community Cookout, Winter Daze Parade, and Executive Committees. Each committee shall have a minimum of **three** members, two of which are Directors. Each voting board member shall be a member of at least one standing committee.

**Section 2.** The Board of Directors may establish additional committees as needed.

**Section 3. Organization & Promotions Committee.** Responsible for larger fundraising efforts, scholarships, and building relationships within the community. Ensure that the board operates in compliance with State, Local, and Federal Laws, and that the bylaws and rules of the Corporation are consistent with the same. In addition, the organization committee shall periodically review and make recommendations to the Board for amendment to the Corporation's bylaws.

**Section 4. Revitalization & Design Committee** Responsible for assisting with design in downtown beautification including pedestrian experience, transportation, real estate development, public space improvements, way-finding signage, streetscape elements, and building façade renovations.

**Section 5. Economic Vitality.** Responsible for business outreach and relationships between the community and Downtown Menomonie. Focusing on increasing diversity of businesses, opportunities, and downtown foot traffic.

**Section 6. Salt & Pepper Events Committee.** Responsible for planning and executing smaller events such as Locals' Night Out, Flag Day Ceremony, Small Business Saturday, Trick-or-Treat, and any new events that are of similar scale.

**Section 7. Beer Tour & Wine Walk Events Committee.** Responsible for planning and executing the Historic Beer Tour and Wine Walk events.

**Section 8. Great Community Cookout Committee.** Responsible for planning and executing the Great Community Cookout.

**Section 9. Winter Daze Parade Committee.** Responsible for planning and executing the Winter Daze Parade and event.

**Section 10. Executive Committee.** An Executive Committee shall consist of the organization's President, Vice-President, Secretary, Treasurer and Immediate Past President. Three voting members of the Executive committee shall constitute a quorum. The Executive Director shall be a member of the Executive Committee without the authority to vote.



## **DOWNTOWN MENOMONIE FISCAL OUTLOOK**

The Board of Directors of Downtown Menomonie appreciates the ongoing and continued support of the City of Menomonie citizens, City Administrator Atkinson, and Mayor Knaack. Without that support, our organization would not exist. While many people associate our organization with the Community Cookout and Winter Daze Parade, there is a lot of support and work done behind the scenes to continuously improve the downtown district and provide resources and events the community desires.

The assessments brought in by the BID assessments and the city subsidy are rather static, however the Board of Directors voted in 2024 to remove the current \$3,500 BID Cap to allow for additional income. In addition, we will again apply for various grants to support our programming and events. In 2024, all but two sponsorship levels sold, covering the costs of nearly all of our community events and we anticipate that being the case in 2025 as well.

While our budget has remained static, inflation has not. With multiple rounds of hiring for an Executive Director within the previous two years and guidelines from the WEDC, it was clear that we could not continue paying \$40,000/year for this position. In 2024, the Director is paid \$50,000, the minimum requirement for Main Street Directors according to the WEDC contract.

The Board of Directors of Downtown Menomonie requests an additional \$15,000 be added to our city subsidy to cover the costs of hiring an external bookkeeping company due to the City of Menomonie no longer offering that service in the 2025 fiscal year.

Date: 8/23/2024

Menomonie City Hall  
800 Wilson Ave.  
Menomonie, WI 54751

## City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: **Stepping Stones of Dunn County**

Contact Person: **Padraig Gallagher — Executive Director** Telephone: **715-235-2920 x205**

2. Subsidy amount requested for 2025: **\$30,000**

3. Subsidy amount received last year 2024: **\$20,000**

4. Subsidy increase or decrease from last year's request (if applicable): **\$0**

5. Is this a first time request? **No** If not how many years have you received a subsidy? **17**

6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?

**There are no greater community needs than those that are also basic human needs. Stepping Stones of Dunn County provides food, shelter and volunteer services to meet these basic needs in the city of Menomonie and Dunn County. Menomonie is the location of the only qualified census tract between Eau Claire to the east, The Cities to the west, Rochester to the south and Sawyer County to the north. It is obvious that many of the residents of Menomonie are in need of basic assistance and Stepping Stones is the primary place they find it, when it comes to food and shelter.**

**Our food pantry program provides food assistance to community members who are at risk of hunger. Most people who receive assistance through our pantry program, residents of Menomonie, get the assistance through our main pantry distributions at our Stout Road location. We also provide SAM weekend meals to hundreds of children through Menomonie schools each week. These are children at risk of going hungry over weekends, when school lunch programs are unable to provide food assistance. Additionally, Stepping Stones delivers food to low-income seniors, the majority of recipients living in Menomonie. The community members who receive this assistance often must make difficult choices between having full cupboards and paying for other basic necessities. The impact of the pantry program is that tens-of-thousands of pounds of quality food is distributed each month to this community. On the most basic level nutrition is necessary for success in any endeavor. Whether schoolwork, getting a job, or maintaining basic health, we have a significant impact on the City of Menomonie. In 2023 a stunning 10% of Dunn County residents received food assistance from our pantry program. This includes 11% of residents in the 54751 zip code—one-in-nine community members.**

**Our shelter program is the only provider of general population emergency shelter in Menomonie and Dunn County. The addition of the Cairn House Emergency Shelter, in November 2023, has increased the permanent capacity and services that we provide and bettered the outcomes for guests who are struggling with homelessness. In addition to providing shelter Cairn House (individuals) and our five shelter apartments (focusing on families), the program provides assistance with lease applications, education on money management and basic life skills, and**

provides referrals to other agencies to help get people who are facing homelessness onto a path to stable housing and self-sufficiency. Over the past three years, our shelter program has averaged 10,000 shelter nights to those who were at risk of sleeping in cars, storage units, or in living conditions which threatened their health and safety. More than half of these shelter nights were provided to people who were most-recently established as residents of Menomonie.

Our community connections program provides referrals to services, volunteer coordination, including senior grocery deliveries, and a homelessness prevention program. The program ensures that the front door to Stepping Stones is never the wrong door to walk through, if you are looking for assistance.

7. What percentage of your agency's total budget does the City subsidize?

2.3% in 2024

8. Explain how this percentage has changed over the past 2 years.

In 2024, the City increased its support for Stepping Stones by 50%, returning to the same proportional support of services and budget that had been provided in 2021 and 2022. While this change is due to increased Stepping Stones budgets, these budgets are in direct response to increased need in the basic services that we provide—predominantly to residents of Menomonie (figures 1-4).

9. List all other sources of revenue received by your agency.

Sources of revenue are detailed in the *Income* portions of the attached financials.

10. Explain how you have utilized these other funding sources.

Some of the funding Stepping Stones receives is designated for specific programs and even for specific needs within each program. The federal HUD Emergency Shelter Grant and the State Shelter Subsidy Grant, for instance, must be used for specific shelter expenses per the grant proposals and awards.

All of Stepping Stones services are free because they are provided to people with very limited incomes. We attempt to maintain as diversified an income stream as possible (including grants, fundraising events, and donations from individuals, businesses, churches, and other organizations) but, because of the restrictions placed on some grants and donations, funds from sources such as the City are critical to maintaining general operating expenses.

Going into 2025, Stepping Stones will have no budgeted assistance from Dunn County or the United Way—other sources of funding that traditionally help with general operating expenses. There is hope that the newly-formed United Way of the St. Croix and Red Cedar Rivers will have some opportunities available, though. Additionally, the majority of government grant funding that was available to our programs in 2023 has ended (ESG-CV and CDBG).

11. How has the demand for your agency's services grown during the past two years?

We have seen sustained increase in need for emergency shelter services over recent years. More than 50% of shelter nights provided since 2020 have been households to people whose most recent residency was within the city of Menomonie. The 25 shelter units (20 individual rooms in Cairn House and 5 family-focused apartments) are consistently full and the waitlist is always at capacity. We now provide more than twice the level of service compared to just five years ago—and, with the addition of Cairn House, that increase is now permanent.

Community need for food assistance has also increased. In 2023 we provided food assistance to 1-in-10 Dunn County residents—1-in-9 residents in the 54751 zipcode. Stuningly, halfway through 2024, we saw a 25+% YTD increase in total pantry visits over these already-high numbers. We also had a 60% increase in the number of children receiving weekend kids meals through our SAM (Share-A-Meal) program. More than 500 students receive these meals each week, with more than 400 of these going to students in the Menomonie School District.

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo. **See attachments.**
13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources).

**Stepping Stones is dependent on the support of a broad spectrum of stakeholders and needs support from all sectors of the community.**

**State and federal grant funding amounts are inconsistent from year to year and historically do not keep pace with need. The sizeable support that we saw from 2020-2023 came to an end. The need, however, has increased.**

**Dunn County previously provided funding comparable to the City of Menomonie and withdrew their yearly support to outside agencies due to their budget shortfalls. Though, they provided substantial support in from 2021 to 2023 through the shared CDBG federal block grant.**


**Stepping Stones is continually seeking new grant sources, regularly solicits donations from all sectors, and benefits from community fundraising events. But, as demand for services and costs increase, it's necessary to both maintain current funding levels and gain increased funding in order to meet the community's needs.**

**We are looking to maintain the 2024 level of City support for 2025.**

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

**Please find attached, Stepping Stones':**

- **Projected 2025 Budget (Income and Expense) and Prior Two Years' (2023, 2024) Budgets**
- **2021 – 2022 audits (2023 is pending Board approval and will be submitted)**
- **July 2024 (Year to Date) financial summary**
- **Supporting Documents (Mission statement, Organizational chart, Board Roster)**

Submitted by  Date August 23, 2024



**City of Menomonie—Other Financial Assistance Request for 2025**  
**August 22, 2024**

**1. Agency Name and contact, with phone number:**

Evergreen Cemetery Association

Gary Cowles, President, Evergreen Cemetery Association Board of Directors  
715-505-0033

**2. Subsidy amount requested for 2025:**

\$5,000

**3. Subsidy amount received last year 2024:**

\$5,000

**4. Subsidy increase or decrease from last year's request:**

This is the same as our request for 2024.

**5. Is this a first-time request?**

No, we have been receiving financial assistance since 2015.

**6. What community needs does the requested subsidy provide.**

In any community, there is a **continuing need for the burial services a cemetery provides**. This includes sale of burial spaces, preparation of property deeds, accurate identification of sites for burial, accurate marking for burial excavation, opening and closing of grave sites, and marking for setting of monuments or markers. These activities involve coordination with families, funeral homes, monument companies, and vault companies. Very few burial options other the Evergreen Cemetery are available in the City of Menomonie.

A second, and equally important **community need** is for the **perpetual care** of the Evergreen Cemetery. Cemeteries have an everlasting presence in any community; they do not have an end even if no further burials take place in those cemeteries. Lack of perpetual care dishonors the individuals and veterans who are interred there and is a negative reflection on the community. The responsibility and obligation of any community, government entity, church, or cemetery organization is the continuing care and maintenance of the cemeteries to which they are entrusted. In addition to perpetual care of the property, record keeping of burials, and the perpetual care of those records, is a task that is ongoing as those cemetery records must be preserved in perpetuity.

The Evergreen Cemetery Association maintains and preserves those records and provides updated information periodically to the UW-Stout Area Research Center and the Dunn County Historical Society.

In 2021, the complete burial records of nearly 7000 individuals were, for the first time, made available online at the Evergreen Cemetery website. That data was enhanced in 2024 with links to Find A Grave and locators using Google Maps. These records are accessed frequently by website visitors around the globe. Keeping this online data current

is a recent task added to the traditional record keeping that has been done since the founding of the cemetery association.

A third **community need** is for the **historic preservation and remembrance** of those individuals who have contributed significantly to the development of Menomonie and Dunn County. Historic preservation also refers to the protection of buildings, burial monuments and markers, many well over a century old. Early burials are a living history of the early settlers and pioneers who were instrumental in the development and progress of Menomonie and Dunn County. In addition to early settlers, more than 600 veterans who have served in various branches of the military dating from the Revolutionary War to the present are interred in Evergreen Cemetery.

Evergreen's designation to the *National and Wisconsin Registers of Historic Places* recognizes that the Evergreen Cemetery has special historical significance, both locally and nationally. Because of that special designation, the Evergreen is obligated to observe preservation practices with regard to the property and those significant individuals and groups.

If a time should come that the non-profit entity, the Evergreen Cemetery Association, finds that it has insufficient resources to perform these tasks, state law requires that the appropriate governmental agency, in this case the City of Menomonie, assume the tasks stated above. To date, with the requested assistance from the city, the association has been able to cover the costs of operation and remain financially solvent.

We realize that the city has little interest in assuming control and operation of the cemetery. Therefore, we work diligently to maintain the property as best we are able with the available funds. Through the years, the city has been generous to the cemetery association in many ways, including regular police coverage, periodic drive throughs by the street department after large storms, and the most recent seal coating of the cemetery roads. For all of these we are grateful.

**7. What percentage of your agency's total budget does the city subsidize?**

Of our total 2023 income of \$53,143.40, the city subsidy of \$5,000 comprised 9.4 percent. This compares to the 2022 percentage of 17.5.

**8. Explain how this percentage has changed over the past two years.**

In 2016, the subsidy was 25 percent of our income.

In 2017, the subsidy was 20 percent of our income.

In 2018, the subsidy was 24 percent of our income.

In 2019, the subsidy was 14 percent of our income.

In 2020, the subsidy was 12.8 percent of our income.

In 2021, the subsidy was 15.3 percent of our income.

In 2022, the subsidy was 17.5 percent of our income.

In 2023, the subsidy was 9.4 percent of our income.

**9. List all other sources of revenue received by your agency.**

Apart from the City of Menomonie funding, the Evergreen Cemetery Association receives funding from three other sources.

First, we receive income from the **sale of burial lots, fees for grave openings and closing, and for marking gravesites**. These are normal cemetery services the association provides for individuals, funeral homes and monument companies. 2023 was an anomaly since we sold 50 lots. Lot sales are typically five or less in any given year.

Second, for eleven years we have **mailed letters to all known property owners and other interested parties** telling of the cemetery needs and requesting donations to the association. We have been continually enlarging this list each year so that it now comprises more than 200 names.

Third, periodically, and without foreknowledge, we may receive **unsolicited funds** from people who have an interest in the cemetery because of a family member buried in the Evergreen Cemetery and wish to express their appreciation for the care the cemetery receives. Some of these come in response to visits to our website. We also receive periodic grants from the Talen Trust and the David and Kay Barnard Charitable Foundation.

**10. Explain how you have utilized these other funding sources.**

**The subsidy we are requesting will be used to cover cemetery mowing and tree care**, our most significant costs of the perpetual care described in question 6 above. Each mowing of the cemetery in 2024 costs the association \$1,600. The groundskeeping and mowing cost for 2023 was \$19,600. That same year, tree care and removal was \$7,189, affected greatly by the ash borer infestation. These total \$26,389, or 50% of our expenses. 2023 also saw the major expense of road maintenance. While the City of Menomonie contributed \$10,000 to the road chipseal project, the cemetery paid \$8,988.

A significant expense is the repair of very old monuments and stones, many being up to 150 years old. These are stones for which we cannot identify any surviving family members, so the repair cost falls to the cemetery if any maintenance is to be performed. We had foregone this expense for two years, intending to build financial reserves before resuming restoration work. However, this maintenance can not be deferred indefinitely. With some margin of cash reserve built up, we resumed some of this work in 2023, at a cost of \$6,054.

Additional expenses include cemetery management, such as insurance, post office box rental, minimal insurance, reimbursement of sexton expenses and fundraising.

The cemetery association pays no salaries, nor does it provide financial benefits to any of the members of its board of directors. All services by board members and volunteers are performed without financial reward.



**11. How has the demand for your agency's services grown during the past two years?**

The demand for Evergreen services—lot sales, grave openings and closings, settings for monuments—varies greatly from year to year but is never sufficient to cover all the costs of operation. The two greatest influences affecting demand are the mortality rate and the number of people that choose Evergreen Cemetery, neither of which is in our control.

In 2022, income from lot sales was \$5,450. This compares to lot sales of \$10,800 in 2021. That income increased to an unprecedented \$30,200 in 2023. If the 2023 lots sales were a typical amount of perhaps \$10,000, our end of year financial picture would be entirely different, and we would show a year end loss of about \$18,000 dollars rather than a net profit of \$1,510.

135 spaces remain unsold. The sale of these spaces will yield an income of \$81,000 in the coming years, perhaps as many as twenty years. Once those spaces are sold, we will lose this source of revenue.

In 2023, income from burial services, excluding lot sales, was \$1,105.

**12. Include copies of your previous two years budgets and all other financial information requested.**

Reports attached include:

1. Proposed budget for 2025
2. Balance sheet as of August 22, 2024
3. Profit and loss statement for year to date 2024
4. Profit and loss statements (income and expense) for 2023, 2022 and 2021

**13. Explain how your agency will become less reliant on the city's financial assistance.**

Since the beginning of 2016, we have increased the end of year cash position of the Evergreen Cemetery Association from \$55,742 to \$82,557.50 at the end of 2023. This increase has happened, even as expenses continue to grow, partially because we have forgone restoration work on aging monuments and headstones, and partially because of a large number of lot sales in 2021 and 2023.

We anticipate that we will continue to request assistance from the City of Menomonie in future years. The cost of maintaining a twenty-four acre cemetery is substantial, and will always be increasing. In fact, we foresee a year approaching soon when the cost of operating the cemetery will exceed our resources. As of this date in 2024, we have a cash balance of \$72,219, a decrease of nearly \$10,000 since the year began. One year ago, we had CD reserves of \$55,369.00. Today we have \$20,906 in CD reserves. A full analysis of the present and future resources of the association can be made available apart from this application and in other discussions with the city manager.

We trust that the future of the Evergreen Cemetery is secure with the assurance that the City of Menomonie will not allow the cemetery to fall into disrepair in the years ahead.

We remain grateful for your continuing assistance through the "other agency funding" program.

**14. Attach any annual audit reports or other pertinent information.**

Our year end financial reports are reviewed annually by board members appointed to that task, with a report to the governing board. We do not hire an external auditor.

***The Evergreen Cemetery Mission Statement:*** “The Mission of the Evergreen Cemetery Association is to continue to provide a final resting place for those who have chosen to be interred at a well maintained, historic, and highly respected final resting place”

Submitted August 22, 2024

Date: **8/19/2024**

City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: **Menomonie Area Senior Center dba Shirley Doane Senior Center**

Contact Person **Donna Collins, Director** Telephone **715-235-0954**

2. Subsidy amount requested for 2025 **\$29,000**

3. Subsidy amount received last year 2024: **\$29,000**

4. Subsidy increase or decrease from last year's request (if applicable): **N/A** (subtract line 3 from line 2)

5. Is this a first time request? **No** If not how many years have you received a subsidy? **Since 1977**

6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?

**The requested subsidy for the Menomonie Area Senior Center has a big impact on providing several community needs. The most important need for all our seniors who are in various stages of the aging process is Socialization especially in an environment that provides purposeful activities and opportunities for developing new friendships. Many programs and activities are offered here at the Senior Center. They include crafting, card & board games and health and wellness classes. Also there are many outreach programs offered by the Senior Center. Outreach includes The Foot and Nail Clinic, Adult Day Services, Ongoing Exercise Programs, Day Trips and our Monthly Community Friendship Meal. Additionally, the Menomonie Area Senior Center collaborates with many local organizations including Chippewa Valley Learning in Retirement and the Dunn and Chippewa County Aging and Disability Resource Centers. CVLR has many classes which are held here keeping many seniors mentally active and socially engaged.**

**Volunteer opportunities are most important to the successful operations of the senior center. Volunteering also fosters a sense of purpose with our members. There are many areas needing volunteers so anyone willing to donate their time has several options to choose from.**

**Lastly, the Menomonie Area Senior Center is often referred to as a paradox to what most think of as a Senior Center. The vibrant active programs have negated any "Senior" type connotations that used to be associated with a "Senior Center." This has resulted in increased memberships and a focus on staying active and becoming physically fit. This has a significant impact on the Senior population and Menomonie residents in particular because the activity**

level is increased and the aging process can be slowed down!

The sense of belonging and encouragement to seniors as they gather here has so many positive impacts on the senior center members. This venue keeps seniors mentally and physically active and provides many opportunities for socialization including meeting old acquaintances and developing new friendships. All of our members appreciate having such a wonderful senior center, conveniently located, so that they can pursue activities of personal interest and stay involved in their community

7. What percentage of your agency's total budget does the City subsidize? **15%**

8. Explain how this percentage has changed over the past 2 years.

**There has been only a small change in the percentage of the Senior Center budget that the City subsidizes. This is because of many factors including the pandemic which closed the Senior Center for 1 ½ years. Because the Seniors are a big part of a vulnerable population it took more than a few years to get back to a pre-pandemic activity level. This of course affected income greatly. Finally the Menomonie Senior Center is now at a full operational level and is expected to stay fully operational unless anything unforeseen occurs.**

9. List all other sources of revenue received by your agency.

**Grants are often applied for and received for Designated purposes. No other yearly subsidies are received. Individual Contributions are often received and are either designated for a specific use or are used for the general operational expenses.**

10. Explain how you have utilized these other funding sources.

**As previously stated no other yearly subsidy is received by the Senior Center. Designated Funds and Individual Contributions are utilized as outlined above.**

11. How has the demand for your agency's services grown during the past two years?

**Our agencies services have increased during the past two years for many reasons. The pandemic has definitely made our members more appreciative to have our programs and activities to partake in. Fellowship is also not taken for granted so more of our community members are not accepting isolation as an acceptable way of life. As unfortunate as the pandemic was it has brought a new awareness to the importance of Socialization and Community Involvement.**

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo. **Please see attached**

13. Explain how your agency will become less reliant on the City's financial assistance

**There are no other new funding sources as possibilities for the senior center**

**at this time. It has become much more common for Funding to be for designated purposes which usually have limited financial resources.**

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.) **Please see attached**

Submitted by: Donna Collins, Director Date 8/22/2024



Date: 8/22/24

Menomonie City Hall  
800 Wilson Ave.  
Menomonie, WI 54751

City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Among Friendship Center  
Contact Person Frannta D. Hor Telephone 715-577-4391
2. Subsidy amount requested for 2025: \$ 6000.00
3. Subsidy amount received last year 2024: 0
4. Subsidy increase or decrease from last year's request (if applicable): N/A (subtract line 3 from line 2)
5. Is this a first time request? Yes If not how many years have you received a subsidy? N/A
- ⑥ What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?  
See attachment
7. What percentage of your agency's total budget does the City subsidize? 0
8. Explain how this percentage has changed over the past 2 years. N/A
- ⑨ List all other sources of revenue received by your agency. See attachment
- ⑩ Explain how you have utilized these other funding sources.  
See attachment
- ⑪ How has the demand for your agency's services grown during the past two years?  
See attachment
12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.  
Attached
- ⑬ Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources).  
See attached
- ⑭ Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)  
See attachment

Submitted by Frannta D. Hor Date 8/23/24

Date: 8/20/2024  
City of Menomonie

Menomonie City Hall  
800 Wilson Ave.  
Menomonie, WI 54751

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Dunn County Historical Society

Contact Person Melissa Kneeland Telephone 715-232-8685

2. Subsidy amount requested for 2025: \$10,000 for general operating budget

3. Subsidy amount received last year 2024: \$5,000

4. Subsidy increase or decrease from last year's request (if applicable): \$5,000 (subtract line 3 from line 2)

5. Is this a first time request? no If not how many years have you received a subsidy? 13

6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?

7. What percentage of your agency's total budget does the City subsidize? 2.9 %

8. Explain how this percentage has changed over the past 2 years. It has remained stable as prices for operating have increased

9. List all other sources of revenue received by your agency. See attached


10. Explain how you have used these other funding sources. See attached.

11. How has the demand for your agency's services grown during the past two years? See attached

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.

13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources). See attached.

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

Submitted by  Date 8/20/2024



Date: 8/23/2024

### City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Ludington Guard Band  
Contact Person Anita Keeler, President Telephone 715-505-0069
2. Subsidy amount requested for 2025: \$12,000
3. Subsidy amount received last year 2024: \$12,000 + 8,000 for benches
4. Subsidy increase or decrease from last year's request (if applicable): \$8,000 (subtract line 3 from line 2)
5. Is this a first time request? no If not how many years have you received a subsidy? 75-80
6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents? Provide weekly band concerts at Wilson Park Bandshell
7. What percentage of your agency's total budget does the City subsidize? 90%
8. Explain how this percentage has changed over the past 2 years. no change
9. List all other sources of revenue received by your agency. Donations from individuals and sponsorship of special concerts.
10. Explain how you have utilized these other funding sources. Purchase music, additional equipment and/or repairs, insurance.
11. How has the demand for your agency's services grown during the past two years? 2023 was the comeback year after the COVID pandemic. 2024 continued the band's success, with appreciative audiences.
12. Include copies of your previous two years' budgets and all other financial information requested in the cover memo. Attached are budgets for 2025, 2024 and 2023. Also attached is the income & expense summary for the 2024 season.
13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources). None known
14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.) The purpose of this concert band shall be to provide concert band music for the benefit of the people of the City of Menomonie, the County of Dunn, and surrounding areas, including online live-stream audience, as determined by the Executive Board.

Submitted by Barb Burntvedt, Treasurer Date 8/23/2024

Budget/Subsidy/Subsidy Request Form

Date: 8/21/2024

### City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

1. Agency Name: Dunn County Humane Society  
Contact Person Harvey Weidman Telephone 715-232-9790
2. Subsidy amount requested for 2025: \$50,000
3. Subsidy amount received last year 2024: \$0 Municipal Contract for Stray Animal Services is not a subsidy
4. Subsidy increase or decrease from last year's request (if applicable): \$50,000 (subtract line 3 from line 2)
5. Is this a first time request? yes If not how many years have you received a subsidy? \_\_\_\_\_
6. What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents? see attached
7. What percentage of your agency's total budget does the City subsidize? 0%
8. Explain how this percentage has changed over the past 2 years. see attached
9. List all other sources of revenue received by your agency. see attached
10. Explain how you have utilized these other funding sources. see attached
11. How has the demand for your agency's services grown during the past two years? see attached
12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.
13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources). see attached
14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.) see attached

Submitted by Harvey Weidman, Shelter Manager Date 8/21/2024



Date: 8/20/2024

## City of Menomonie Other Financial Assistance Request for 2025

As a part of the budget process for 2025, the City of Menomonie is requesting specific information from each agency that requests support for next year. This form is an attempt to collect the same data from each agency so every request can be measured and compared in a more consistent manner. Please respond to the following items and if additional space is needed please do so on a separate sheet:

- Agency Name: **Mabel Tainter Literary, Library, & Educational Society**  
Contact Person: Lucas Chase Telephone 715-308-7412
- Subsidy amount requested for 2025: \$60,000.00
- Subsidy amount received last year 2024: \$60,000.00
- Subsidy increase or decrease from last year's request (if applicable): No (subtract line 3 from line 2)
- Is this a first time request? NO If not how many years have you received a subsidy? 30
- What community need(s) does the requested subsidy provide and identify the impacts it has had or will have on Menomonie residents?

The Mabel Tainter is a significant cultural resource to Menomonie and all of Dunn County. Currently, and in prior years, financial investments from the City of Menomonie and other community partnerships have enabled The Mabel Tainter to substantially subsidize tickets to performing arts activities; offer free guided historic tours to a number of in and out-of-town individuals; offer an annual Fine Arts and Crafts Fair, free of charge; offer a free community celebration each May; offer a free Messiah Sing around the holidays; and offer a free performance to all 4<sup>th</sup> graders in the Menomonie area; provide subsidized rehearsal and performance space to the Menomonie Theater Guild and Ghostlight Players; provide free and subsidized rehearsal and performance space to area schools and nonprofit organizations; and provide complimentary tickets to hundreds of low-income families and children through partnerships with area nonprofit organizations. Not to mention, the assistance provided to help with the basic operational costs of this very historic and expensive building.

7. What percentage of your agency's total budget does the City subsidize? 6-9% depending on the year.

8. Explain how this percentage has changed over the past 2 years.

Over the past 4 years during my tenure as Executive Director, The Mabel Tainter Theater staff and Board of Directors have worked tirelessly to become more financially stable, independent, and fiscally responsible. We have built new ways to increase and diversify revenue streams. Over the last three years, The Mabel has increased it's total operating budget by roughly \$250,000.00. 2023 was our most financially successful year at The Mabel bringing in more than \$900,000.00. This shows the effort that has been put in by increasing programming, diversifying revue streams, and becoming more fiscally responsible and cutting unneeded spending. Therefore, this increase of our total operating budget and our city subsidy being unchanged, speaks volumes to the commitment that we have to becoming financially sound.

9. List all other sources of revenue received by your agency.

Year end 2023

Private donations, grants, subsidy, sponsorship, etc: \$500,000.00

Ticket Sales: \$230,000.00

Facility Rentals: \$50,000.00

Bar Sales: \$100,000.00

Gift Shop, Misc Sales: \$30,000.00

10. Explain how you have utilized these other funding sources.

The City of Menomonie funding provides general operating support for The Mabel Tainter.

Area businesses and corporations provide sponsorship support to defray expenses related to presenting and marketing the annual performing arts season. We receive sponsorship support from local corporations and businesses, including but not limited to: ConAgra Brands, Cardinal FG, 3M, , Bremer Bank, Dairy State Bank, Xcel Energy, Cedar Corp, The Oaks, State Farm, Visit Eau Claire, Royal Credit Union, Andersen Corp, Westconsin Credit Union, Bill's Distributing amongst others. Individual giving and special event income also provides general operating support for The Mabel Tainter. We receive general operating support from individual donors through annual giving strategies and targeted fundraising events throughout the year. We send out two main donation asks annually to our patrons, one around the holiday season and the other late Spring/early Summer.

Grants from area foundations, corporations, and government funders, as well as estate gifts have been extremely vital to our operational success in the last few years.

11. How has the demand for your agency's services grown during the past two years?

In 2023, we received record breaking attendance, donations, and participation in events happening here at The Mabel. This has resulted in us growing our organization's operational budget, and therefore growing our offerings to the public. So much so, that we have hired 2 more full time positions to keep up with the needs of The Mabel and our community. We have brought on a full-time Food & Beverage Manager to assist with Spirit Room operations and to expand our free entertainment and music offerings. We host at least 2 free events in the Spirit Room each week, again removing barriers to entry here at The Mabel. We have also hired a full time Fund Development Officer, which will be covered in more detail below. We started our annual Mabel's Community Celebration in May (a free community event) in 2021, we have opened our Spirit Room Lounge in 2022, in the lower level of The Mabel, which provides free entertainment, game nights, and socializing to the community. We have revamped our Holiday Artisan Market, which this year will be celebrating it's 37<sup>th</sup> anniversary. We hosted a free performance in April to all 4<sup>th</sup> grade students in the Menomonie area, ensuring that each student will have the chance to see a live performance at the Mabel; this will become an annual event. In December of 2023 hosted our first annual Messiah Sing around the holiday free to the public. This Fall we are expanding our free guided tours to Thursday - Saturday's from 12-3pm, and of course, we are hosting our 134<sup>th</sup> annual performing arts season.

12. Include copies of your previous two years budgets and all other financial information requested in the cover memo.

We will provide our most up to date financials.

13. Explain how your agency will become less reliant on the City's financial assistance (i.e. new funding sources).

The Mabel Tainter is in a unique position in the community to provide a premiere venue for world class performances, weddings, business and community meetings. While The Mabel Tainter strives to reduce its dependency on the City's generous financial assistance, there is not a near term expectation of reducing the need for the City's financial assistance without greatly reducing services, and the significant economic impact provided by The Mabel Tainter. The Mabel prides itself on economic stability and dependency from the City of Menomonie. If compared to other nearby venues, the Sheldon Theater in Red Wing receives over \$900,000.00 annually from the city and Pablo Center in Eau Claire receives roughly \$1.2 million annually from the city. We believe that commitment to The Mabel Tainter from the City of Menomonie is integral to our working relationship and visualization from the community of this long-standing partnership.

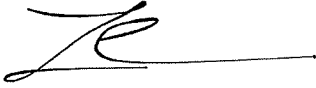
The Mabel Tainter Board of Directors and Executive Director continue strategic planning to adjust to the changing needs of our patrons, have instituted new strategies and plans for fund development, including increasing sponsorship support, individual giving, and foundation support, while constantly exploring fundraising opportunities. We are applying for any and all grants available to us, which has proven to be successful.

We are in the beginning phases of a \$7.2M comprehensive campaign, which consists of a \$5M endowment at the Community Foundation of Dunn County, a \$2.2M capital fund for ongoing restoration of the Mabel Tainter. We are excited to share that a new partnership between The Mabel Tainter and the Community Foundation of Dunn County has been launched. We have hired a Fund Development Officer, which will help raise funds 80% of the time for the Mabel endowment and 20% of the time on other Community Foundation Funds. When The Mabel reaches it's goal of a \$5M endowment at the Community Foundation of Dunn County, The Mabel will receive roughly \$200,000.00 annually from the 5% dividend this investment would pay out, that would go directly help cover the operational costs of The Mabel Tainter.

The Mabel is working tirelessly in diversifying revenue streams. We are increasing rentals of the facility, both new and repeat customers, increasing our show offerings, both onstage and in the Spirit Room Lounge, which has been paramount in new revenues coming into the building, and donations and grant monies are coming in at a record setting rate. However, we are celebrating these wins conservatively. The cost of upkeep of this building continues to rise, and the support we receive from the city is vital to the beautification of this building, downtown, and all the tourism that The Mabel supports in both Menomonie and Western Wisconsin. We thank you for considering our request.

14. Attach any annual audit reports or other pertinent information (strategic plan, mission statement, organizational chart, logic model, etc.)

Respectfully submitted by  
Lucas Chase, Executive Director

A handwritten signature in black ink, appearing to be 'LC', with a long horizontal line extending to the right.

Date: 8/20/2024