AGENDA
February 14, 2023 at 8:30 a.m.
City Hall – Foster Conference Room
222 Lewis Street River Falls, WI 54022

CALL TO ORDER

APPROVAL OF AGENDA/MINUTES
January 10, 2022, BID Meeting Minutes

FINANCIAL REPORT

GRANT APPLICANTS
1. 120 S Main St

OTHER BUSINESS
1. Potato Soup Crawl Request
2. BID Board website – bids discussion
3. Murals and public art grants
4. Board elections

ADJOURN
Next Meeting: March 14, 2023 8:30 a.m.

NOTE: Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials to be in an accessible location or format, may contact City Clerk Amy White at (715) 426-3408 or in person at 222 Lewis Street, for accommodations. Requests for accommodations should be made at least three (3) business days in advance of the meeting. Every effort will be made to arrange accommodations.
MINUTES
January 10, 2023 at 8:30 a.m.
Foster Conference Room – City Hall
222 Lewis Street River Falls, WI 54022

Members present: Terry McKay, Joleen Larson, Mike Miller, Amy Freeman, Kerri Olson

Members Absent: Mike Pepin, Amy Halvorson, Heidi Hanson, Vince Seidling,

Others present: Dan and Sarah Jenkins, Emily Shively

CALL TO ORDER– Larson called the meeting to order at 8:33 a.m.

Agenda/Meeting Minutes
The meeting minutes for the November 2022 meeting were approved. M/S Larson and Miller to approve; unanimous

Financials
Olson provided an update on the financials. Olson noted that they had given out approximately $9,400 in grants the previous year.

Grant Applications

311 N 2nd St
Dan and Sarah Jenkins provided some background on their project to convert an existing single-family home into a commercial space. The home is in a current state of disrepair. The applicants are seeking $7,000 in grant funds. M/S Miller and McKay to approve; unanimous

BID Board Website

Terry McKay reported that they are working with a vendor to get a bid for the website maintenance. Larson noted that they will get one other vendor bid.

Murals and Public Art
A discussion was had on the inclusion of murals as eligible for grant money. Members reviewed a draft of the new grant program which offered 35% of a mural cost up to $1,000. Members felt that the grant was too low to actually incentivize building owners to include murals. The Board voted to increase the grant amount to 35% of costs up to $6,000. This is in addition to the amount of offered for façade and signage. M/S Miller and Larson to approve; unanimous
**Vibrant Spaces Grant**
Planner Shively provided an update on the city’s effort to apply for vibrant spaces grant to activate the vacant space on the NE corner of Division and Main. Shively requested that the BID Board provide a letter of support for the grant application.

**Board Elections**
As there wasn’t full attendance the Board opted to table the discussion.

**ADJOURNMENT**
M/S Larson/Miller to adjourn; unanimous vote at 8:56 a.m.
2023 BID Receipts & Disbursements

Checking Account balance forward as of December 31, 2022: $ 63,840.46

<table>
<thead>
<tr>
<th>Date</th>
<th>Type</th>
<th>Check #</th>
<th>Project or Charge/Use</th>
<th>Amount</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/23/2023</td>
<td>Debit</td>
<td>2965</td>
<td>West Bend Ins Co / liability ins</td>
<td>$ 565.00</td>
<td>$ 63,275.46</td>
</tr>
</tbody>
</table>


Pending BID Obligations

Grants approved by BID

<table>
<thead>
<tr>
<th>Date approved</th>
<th>Entity receiving grant</th>
<th>Use of grant money</th>
<th>Amount granted</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/12/2022</td>
<td>Tarnation Tavern</td>
<td>sign grant</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>4/12/2022</td>
<td>Tarnation Tavern</td>
<td>façade grant</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>6/14/2022</td>
<td>Edward Jones</td>
<td>façade grant</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>6/14/2022</td>
<td>Hub70</td>
<td>façade grant</td>
<td>$ 1,160.25</td>
</tr>
<tr>
<td>6/14/2022</td>
<td>Junior’s</td>
<td>sign grant</td>
<td>$ 1,000.00</td>
</tr>
</tbody>
</table>

Total to date: $ 15,160.25

Operating Expenses as outlined in “BID Board 2023 Budget”

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PO Box service fee</td>
<td>$ 74.00</td>
</tr>
<tr>
<td>Liability insurance</td>
<td>$ 600.00</td>
</tr>
<tr>
<td>Misc. printing, postage &amp; supplies</td>
<td>$ 500.00</td>
</tr>
<tr>
<td>Website maintenance</td>
<td>$ 1,000.00</td>
</tr>
</tbody>
</table>

Total to date: $ 2,174.00

Special Projects as outlined in “BID Board 2023 Budget”

<table>
<thead>
<tr>
<th>Explanation of special project</th>
<th>Estimated amount BID will contribute to project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Music in the Park sponsorship</td>
<td>$ 1,000.00</td>
</tr>
<tr>
<td>Main Street flowers / hanging baskets</td>
<td>$ 7,700.00</td>
</tr>
<tr>
<td>Second Street gardens</td>
<td>$ 1,500.00</td>
</tr>
<tr>
<td>Main Street benches/trash bins</td>
<td>$ 2,400.00</td>
</tr>
<tr>
<td>River Dazzle sponsorship</td>
<td>$ 6,000.00</td>
</tr>
<tr>
<td>Building mural projects/Heritage Park sign (continuing maintenance)</td>
<td>$ 1,000.00</td>
</tr>
</tbody>
</table>

Total to date: $ 19,600.00

Projects – funds set aside for Main Street projects

<table>
<thead>
<tr>
<th>Explanation of one-time budgeted item</th>
<th>Date approved</th>
<th>Amount approved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large Main Street projects</td>
<td>08/14/2018</td>
<td>$ 15,000.00</td>
</tr>
<tr>
<td>($2,500 in 2018; $2,500 in 2019; $2,500 in 2020; $2,500 in 2021; $2,500 in 2022; $2,500 in 2023)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building mural project (partner with RFHS)</td>
<td>09/10/2019</td>
<td>$ 2,500.00</td>
</tr>
<tr>
<td>($2,500 in 2022)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total to date: $ 17,500.00

Summary of BID Obligations

Pending Grants approved by BID: $ 15,160.25
Operating Expenses: $ 2,174.00
Pending Special Projects: $ 19,600.00
Pending One-Time Budgeted items: $ 17,500.00
Total pending BID obligations: $ 54,434.25

Balance in checking account as of 1/31/2023: $ 63,275.46
2023 pending obligations: $ 54,434.25
Funds available for grant requests: $ 8,841.21
Applicant Name: Swinging Bridge Brewing

Address: 120/122S Main Street River Falls WI 54022

Daytime Phone: 715-209-7456 Fax: NA

E-Mail: dustin@nswaste.com

1. Description of Project

Replace upper windows of store front add new double doors, remove old stone planters and restore concrete on the front of the building.

2. Goal of the project:
To make the front of the 120 building more visually appealing

3. Project time frame:
Windows will be done the second week in March, planters and stonework on the front will be completed as soon as weather permits.

4. Complete project estimate:
Total Project will total around $150,000-$200,000 for inside, patio and storefront.
Façade will total. $18,000
Glass Express $14,503.40
Turk Stone and Tile $4,800

5. How much money are you applying for?
$6000

6) Have you contacted the City of River Falls and received applicable permits?
a. No Permit required per Dave Hovel

7) Have you obtained financing for your portion of the project? We are self-funding entire project

8) Name of your Architect/Designer: None
9) Name of General Contractor: None

10) Company that will be completing the project: Glass Express and Turk Tile and Stone

11) Certificates of Insurance must be obtained **before** the project is started with a minimum, liability limit of $300,000. Please attach the certificates.

**Required if different than applicant:**
Property/Building Owner Name: Shore House LLC

Address: 700 Southfork Drive River Falls, WI 54022

I understand and agree to the project as detailed in this agreement.

**Required if different than applicant:**
Signature of Property/Building Owner: [Signature]

Date: 01/26/22

12) Attach detailed drawings/plans that describe and illustrate your project.
Simple Photo Attached

13) Please include any other information that will help us understand your project.
This is part of the project to expand Swinging Bridge into building next door to expand service area

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Drop off application to:
**River Falls Main Street BID Board**
c/o River Falls Community Development and Planning Department
222 Lewis Street
River Falls, WI 54022
8:00 a.m. – 4:00 p.m. Mon. - Fri.
CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFRS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Leitch Insurance Agency Inc
174 E Pine St, P O Box 85
River Falls, WI 54022

INSURED
SJ Olson Glass Inc
DBA Glass Express
202 N Main St
River Falls, WI 54022-2318

CONTACT NAME: Tracie Lee
PHONE: (715) 425-0159
FAX: (715) 425-6439
E-MAIL: tracie@leitchinsurance.com

INurers: West Bend Mutual
NAIC # 15350

COVERAGEs CERTIFICATE NUMBER: 00004572-0 REVISION NUMBER: 19

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

<table>
<thead>
<tr>
<th>INSURANCE</th>
<th>TYPE OF INSURANCE</th>
<th>POLICY NUMBER</th>
<th>POLICY EFF (MM/DD/YYYY)</th>
<th>POLICY EXP (MM/DD/YYYY)</th>
<th>LIMITS</th>
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</thead>
<tbody>
<tr>
<td>A X</td>
<td>COMMERCIAL GENERAL LIABILITY CLAIMS-MADE</td>
<td>A865426</td>
<td>12/31/2022</td>
<td>12/31/2023</td>
<td>EACH OCCURRENCE $1,000,000</td>
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<tr>
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<td>DAMAGE TO RENTED PREMISES (Ex. occurrence) $300,000</td>
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<td>MED EXP (Any one person) $10,000</td>
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<td>PERSONAL &amp; ADV INJURY $1,000,000</td>
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<td>GENERAL AGGREGATE $2,000,000</td>
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<td>PRODUCTS - COMM/OP AGG $2,000,000</td>
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<td>COMBINED SINGLE LIMIT (Ex. accident) $</td>
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<td>BODILY INJURY (Per person) $</td>
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<td>BODILY INJURY (Per accident) $</td>
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<td>PROPERTY DAMAGE (Per accident) $</td>
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<td>EACH OCCURRENCE $</td>
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<td>AGGREGATE $</td>
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<td>UMBRELLA LIABILITY OCCUR</td>
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<td></td>
<td>EXCESS LIABILITY CLAIMS-MADE</td>
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</tbody>
</table>

WORKERS COMPENSATION AND EMPLOYERS' LIABILITY
ANY PROPRIETOR/OWNER/EXECUTIVE OFFICER/OWNER EXCLUDED? No
(Mandatory in NH)
If yes, describe under DESCRIPTION OF OPERATIONS below

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
All policy provisions apply.

CERTIFICATE HOLDER CANCELLATION

FOR PROPOSALS ONLY

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2015 ACORD CORPORATION. All rights reserved.
## Estimate

**202 N. Main Street**  
**River Falls, WI 54022**  
P: 715-425-8712  
F: 715-425-8738  
www.glassexpressinc.com

<table>
<thead>
<tr>
<th>Name / Address</th>
<th>Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dustin Hanson</td>
<td>Butt Pair Of Doors &amp; Frame</td>
</tr>
<tr>
<td>120 S. Main Street</td>
<td>Front Upper Window Replacement</td>
</tr>
<tr>
<td>River Falls, WI 54022</td>
<td></td>
</tr>
<tr>
<td>C: 715-209-7456</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Parts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Butt Pair of Doors and Frame</td>
<td>1</td>
<td>8,453.50</td>
<td>8,453.50</td>
</tr>
<tr>
<td>76&quot; x 86&quot; Frame Size</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>36&quot; Doors</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze Color Frame</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Butt Hinges per Door</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Stile Frame</td>
<td></td>
<td></td>
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<tr>
<td>4040 XP Hold Open Closer per Door</td>
<td></td>
<td></td>
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<tr>
<td>1690 NLOP CVR Panic with Cylinder - Active Door</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1690 EO CVR Panic - Other Door</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1&quot; OA Clear Low-E Tempered Glass</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Pull Handles per Door</td>
<td></td>
<td></td>
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<tr>
<td>Sweep per Door</td>
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<tr>
<td>Threshold</td>
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<tr>
<td>Caulk</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Fasteners</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Labor for Installation into New Clean Opening</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Parts</td>
<td>1</td>
<td>5,293.80</td>
<td>5,293.80</td>
</tr>
<tr>
<td>Commercial Non Operating Window for Above the Store Front</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Approximately 240&quot; x 40&quot;</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Notch out the frame in 2 places because of the rods that come down from</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the roof to support the header</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Split Into 4 Windows</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bronze Color Frame</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1&quot; OA Clear Low-E Annealed Glass</td>
<td></td>
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<tr>
<td>Caulk</td>
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<tr>
<td>Fasteners</td>
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<tr>
<td>Scaffolding</td>
<td></td>
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<tr>
<td>Labor for Installation</td>
<td></td>
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</tbody>
</table>

### Subtotal

<table>
<thead>
<tr>
<th>Sales Tax (5.5%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Signature

<table>
<thead>
<tr>
<th>Contractor</th>
<th>Glass Express</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signature</td>
<td></td>
</tr>
</tbody>
</table>
## Estimate

**202 N. Main Street**  
**River Falls, WI 54022**  
**P: 715-425-8712**  
**F: 715-425-8738**  
[www.glassexpressinc.com](http://www.glassexpressinc.com)

### Name / Address

| Dustin Hanson  
| 120 S. Main Street  
| River Falls, WI 54022  
| C: 715-209-7456 |

### Job

| Butt Pair Of Doors & Frame  
| Front Upper Window Replacement |

### Description

***Does NOT Include any Cleaning of Glass or Aluminum***

***Does NOT Include any replacement of glass broken by others***

***Does NOT Include any other materials then listed above***

***Quote Valid for 30 Days***

<table>
<thead>
<tr>
<th>Description</th>
<th>Qty</th>
<th>Rate</th>
<th>Total</th>
</tr>
</thead>
</table>

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### Subtotal

$13,747.30

### Sales Tax (5.5%)

$756.10

### Total

$14,503.40

---

**Signature**

Contractor: Glass Express

---

**Signature**

Glass Express
Turk Stone and Tile
Safely storing the world’s data

150 6th Ave
Baldwin, WI 54002

To:
Dustin Hanson
Swinging Bridge Brewing
PO Box 237
River Falls, WI 54022
Customer ID No. 0549

<table>
<thead>
<tr>
<th>Salesperson</th>
<th>Job</th>
<th>Payment terms</th>
<th>Due date</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Swinging Bridge Brewing</td>
<td>Due on receipt</td>
<td>TBD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qty</th>
<th>Description</th>
<th>Unit price</th>
<th>Line total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Removal of Brick Pavers and platers, Pour new entryway</td>
<td>4800.0</td>
<td>4800.0</td>
</tr>
<tr>
<td></td>
<td>Restore brick on lower level of windows</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Subtotal 4800.0
Sales Tax 0.00
Total 4800.0

Quotation prepared by: Andrew Turk

This is a quotation on the goods named, subject to the conditions noted below: All sales final, payment due upon receipt.

To accept this quotation, sign here and return:

Thank you for your business!
Hello Amy,

Thank you for contacting us for help with the Business Improvement District Website.

Jim has informed me of the details. We understand you are looking for a 2-4 page site to provide details of the program and provide the ability for the community to obtain documents to apply for the grants.

With all of our sites, we complete the following:

- Modern and clean look that is easy to navigate
- We aren't completed until you love it
- Utilize current web standards and tools to allow for growth
- Optimized for viewing on all screens, phones to desktops
- Fast and reliable assurance that if something breaks we fix it (when utilizing our Hosting services)

A website of this nature typically takes between 4-6 weeks to complete from start to finish. That’s highly dependent on how quickly we receive feedback from you each week during the process. We could have a first draft of the Home Page ready for you to review one week from commitment to move forward, and a new draft each week after for your feedback.

The cost would be $3800 to build this new website. We do require 50% payment upfront of any design work, and 50% is due at the completion and launch of the new website. *We typically have a $5k min on new sites, however, we understand your current budget does not allow for this, and we also know that we enjoy working with you. We are hopeful to keep your business with this lower price, and work within your given budget.

Hosting Services:

Once these new websites are live, they will require hosting services. If you are happy with your current hosting provider and would like to keep these sites hosted elsewhere, we are happy to assist in setting that up for an additional $150 per site. We would prefer to host them for you, however, and keep them both in tip-top shape for years to come! We offer the following managed hosting services:

$24.95 per month (per website) Managed Hosting includes:
- Fast and secure ongoing hosting
- Annual SSL Certificate for each site
- Ongoing Backups of each site
- Ongoing Security Updates for each site
- If something breaks, we just fix it (typically before you or anyone else even knows it's broken!) free of charge.

* Content updates and changes to the website's look or functionality can be done at our hourly rate of $80.

If you'd like consistent updates to either site ongoing (events, promotions, etc) * We can create a custom plan based on your needs. Typically, we offer up to 3 content updates per month, along with our managed hosting for a total of $95/month in this case. Major changes to functionality would not be included in this and would still be at our hourly rate of $80.

Whew, I know this is a lot of information, so please don't hesitate to give me or Jim a holler with any questions or concerns. We are ready to start on the project right away if you are!
River Falls Main Street Business Improvement District

Established in 1989 The River Falls Main Street Business Improvement District (BID) is charged with helping the River Falls Main Street business community with façade improvements, signage and beautification projects. The objective of the BID is to encourage business improvement and development by offering façade and sign grants to businesses and property owners in the River Falls downtown BID District. We invite you to review these pages and see how it is we can help you and your business.

View our Interactive Historic City Maps
RFMainStreet.com - improving grant application access

We are excited to work again with the River Falls Main Street BID to improve on the original site we built back in 2012!

Our proposal includes online grant applications and easier management of applicants through the website backend.

We also can include an online portal for local businesses to manage their own listings on rfmainstreet.com

Our Modern Website Platform is Designed for Mobile

We use the latest in modern website design tools with the WordPress content management system.

This platform allows us to create a site that can be updated to reflect new projects, grant application updates and any other news that would benefit downtown members.

We’ve also included a member portal that would list downtown businesses included in the BID, and allow them to manage their own business information and BID information that only they can access.
Improving Access for Downtown Business in River Falls

This investment will help improve access to BID grants, and give you an easy way to manage the grants received.

Investment Price for Website and Hosting

**Mobile-ready and easy to edit WordPress website**

- Layout and Design ... 5hrs
- Custom Site Development ... 8hrs
- Mobile Device testing ... 4 hrs
- Site Content from old site & new images ... 6 hrs
- Online Grant Application Form ... 4 hrs
- Member Portal to list information ... 4 hrs
- Blog/News Section ... 4 hrs
- Homepage Banner Video background ... 3 hrs

38 hrs Total @ $95/hr = $3,610

*Optional Features*

**Secure Cloud Hosting**
Includes SSL Certificate, Daily Backups and Staging

- **Basic $25/mo** - yearly updates:
- **Deluxe $35/mo** - quarterly updates
- **Premium $95/mo** - monthly updates and content updates
  1 hr/month of site content updates on website (news/blog)
Objective:
To encourage business improvement and community placemaking by offering façade, sign and mural grants to businesses and property owners in the River Falls Downtown Business Improvement District (BID). More information is available at rfmainstreet.com

Program Description:
This fund is intended to help business and property owners make critical investments to improve the exteriors of their buildings including, but not limited to, awnings, signs, windows, facades and murals.

Annual grant limits are as follows;
- Signs and awnings – 35% of the cost up to a maximum grant of $1,000 per business
- Building facades and exteriors – 35% of the cost up to a maximum grant of $6,000 per building
- Building or wall murals – 35% of the cost up to a maximum grant of $6,000 per building
- This is a reimbursable grant program, whereby the project is coordinated and paid for by the business/owner. The BID Board then reimburses the business/owner for approved grant expenses.

The participants agree to follow all River Falls City Ordinances and BID Board’s Program Criteria. When applicable, the River Falls Downtown Design Review Committee (DRC) will have full control of the design process and make recommendations to the BID Board, which will vote for approval or denial of the grant.

Program Criteria:
1. Grant must be for exterior renovations by business and/or property owner currently located in the BID or by those who intend to locate in the BID. Examples of qualifying expenditures include but are not limited to exterior (front or rear façade) renovations (including store signage, awnings, windows, patios, entries, built-in planters, and wall murals) and other expenditures as defined by the applicant and approved by the BID Board. (No mechanical, HVAC, roofs, or electric systems.) All improvements must be of a permanent nature.
2. Grants may not be used for refinancing existing loans, working capital, or for purchase of inventory or interior renovations.
3. Grants under this program are offered on a first come first serve basis, subject to fund availability and must be used within 12 months of approval.
4. The BID will start reviewing grant applications on February 1st of each year, and applications will be accepted year round. A request is considered received when all required documentation has been submitted. If money runs out, applications received will be held until February of the following year when applications will again be reviewed and considered.
5. Preference will be given to businesses/entities that have not had prior funding through the BID program, if two applications are received at the same time.
6. A complete application must be submitted, and BID Board decision will be rendered prior to work commencing. Projects in process or completed, prior to a complete application being submitted to the BID, may be awarded 50% less of the grant limits noted above upon review of the BID Board.

7. The BID Board is not responsible for the maintenance of grant funded improvements including exterior façade improvements and murals.

8. **It is recommended but not required that the applicant be present at the BID Board meeting to answer any questions the Board may have.**

**Application Process:**

1. The Community Development Department and possibly the DRC will review the application for compliance with the Downtown Overlay District Ordinance.

2. The BID Board will review the proposed request to determine if the project falls within the program guidelines and verify compliance. All financial information will be held confidential.

3. The BID Board will notify the applicant of their decision.

4. The approved grant monies will be paid at the completion of the project and upon the BID’s receipt of the paid invoice and a photo of the completed project.

5. The BID Board assumes no liability for workmanship, design and is not responsible for payment of the final project costs.

6. A building permit or sign permit must be obtained from the City of River Falls prior to the commencement of all projects.

**Required Submission Items:**

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**Example Grant Scenario:**
Building owner A is planning to complete façade upgrades. The owner meets with City staff to discuss the project and staff completes the Design Review process, providing a few recommendations to the owner. The owner is amenable to the recommendations and staff provides approval of the project. The owner has also submitted a completed BID application for the façade improvements as well as a new sign. Estimates come in as follows:

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**Questions:**

Joleen Larson, BID Board President 715-426-7776
Sam Burns, City of River Falls Staff Contact 715-426-3466; sburns@rfcity.org

**Submit Application To:**

City of River Falls – Community Development Department
Attention: River Falls Main Street BID Board
222 Lewis Street
River Falls, WI 54022

**Hours:** Monday – Friday, 8:00 am to 5:00 pm
River Falls Main Street BID Board
Façade & Sign Grant Application

Owner’s Name: ___________________________ Phone #: __________________
Applicant Agent’s Name: ___________________________ 
Business/Building: ___________________________
Address of Project: ___________________________
Daytime Phone: __________________ Fax: __________________
Email: __________________

1. Project Description:

2. Goal of Project:

3. Project Time Frame:

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7. Name of your Architect, Designer, and Contractor: (if applicable)

8. Certificate of Insurance (with the City of River Falls as a notified party) must be obtained and submitted **before** the project is started, with a minimum liability limit of $300,000.

The application must be completed and signed. ALL related documentation must be submitted prior to consideration.

I understand and agree to comply with all applicable codes, conditions of the Grant Agreement and conditions of approval. I certify that the above and attached information is accurate.

Applicant Signature_________________________ Date: ________________

Print Name ________________________________

For City and BID use:
   Date complete application received: ________________
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River Falls Main Street BID Board

Façade, Sign and Mural Grant Agreement and Application

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