

2007 Mid-Year Association of Wisconsin BID's Conference

POSITIONING YOUR BID FOR SUCCESS

Thursday, October 11, 2007
Clark Place
1009 Clark Street
Stevens Point, Wisconsin 54481

AGENDA

**Subject to Change*

- 9:00am** **Registration/Networking**
All participants are encouraged to bring hand outs & collateral pieces to share. There will be an area to place and distribute materials.
- 9:30am** **Welcome**
- 9:35am** **Brief Historical Overview of BID's & Main Street's**
Chuck Law, Distinguished Lecturer & Director, Local Government Center, University of Wisconsin-Extension
- 10:00am** **Wisconsin Main Street Program Today- A look at the current relationship between BID's and Main Street's**
Catherine Dunlap, Downtown Revitalization Specialist
- 11:00am** **Break**
- 11:15am** **Milwaukee Main Street Shares Stories of Successes and Challenges**
Panel Discussion with City and Main Street Representatives
- 12:15pm** **Lunch at Clark Place**
If you require a special diet please note on your registration form.

1:30pm

**Main Street Communities and BID's-
A Real Life Perspective**

Panel Discussion where 3 communities will share their experiences and perspectives on forming a Main Street Program, putting a BID in place and the future. Panelists still being confirmed.

2:30pm

Break

2:45pm

**Every Secret You Ever Wanted to Know About
Additional Funding**

Robert A. Meiksins, McDonald Schaefer Group. Rob will share a process, including a worksheet, to help us design an income development plan for your organization. His belief is every organization should have between 9 and 15 revenue streams.

3:45pm

Closing Remarks