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Form **990-EZ**Department of the Treasury  
Internal Revenue Service**Short Form**  
**Return of Organization Exempt From Income Tax**Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
(except black lung benefit trust or private foundation)

- Sponsoring organizations of donor advised funds, organizations that operate one or more hospital facilities, and certain controlling organizations as defined in section 512(b)(13) must file Form 990 (see instructions). All other organizations with gross receipts less than \$200,000 and total assets less than \$500,000 at the end of the year may use this form.
- The organization may have to use a copy of this return to satisfy state reporting requirements.

OMB No 1545-1150

**2010****Open to Public Inspection**

**A For the 2010 calendar year, or tax year beginning** January 1, 2010, and ending December 31, 2010

**B** Check if applicable:  
☐ Address change  
☐ Name change  
☐ Initial return  
☐ Terminated  
☐ Amended return  
☐ Application pending

**C Name of organization**  
**Downtown Eau Claire Inc.**

**D Employer identification number**  
**03-0376253**

**E Telephone number**  
**715-839-6047**

**F Group Exemption Number** ►

**G Accounting Method** ☒ Cash ☐ Accrual Other (specify) ►

**I Website:** ► **www.downtown-eauclaire.com**

**J Tax-exempt status** (check only one) — ☐ 501(c)(3) ☒ 501(c) ( 6 ) ◀ (insert no) ☐ 4947(a)(1) or ☐ 527

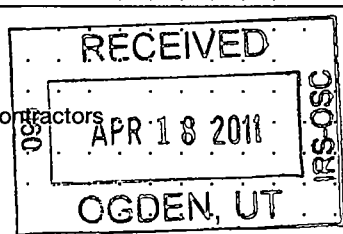
**H Check** ► ☒ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)

**K Check** ► ☐ if the organization is not a section 509(a)(3) supporting organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the organization chooses to file a return, be sure to file a complete return.

**L Add lines 5b, 6c, and 7b, to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, line 25, column (B) below) are \$500,000 or more, file Form 990 instead of Form 990-EZ.** **92,487**

**Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I.)Check if the organization used Schedule O to respond to any question in this Part I ☒

Revenue		Expenses		Net Assets	
1	Contributions, gifts, grants, and similar amounts received . . . . .	1	Grants and similar amounts paid (list in Schedule O) . . . . .	18	Excess or (deficit) for the year (Subtract line 17 from line 9) . . . . .
2	Program service revenue including government fees and contracts . . . . .	2	Benefits paid to or for members . . . . .	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return) . . . . .
3	Membership dues and assessments . . . . .	3	Salaries, other compensation, and employee benefits . . . . .	20	Other changes in net assets or fund balances (explain in Schedule O) . . . . .
4	Investment income . . . . .	4	Professional fees and other payments to independent contractors . . . . .	21	Net assets or fund balances at end of year. Combine lines 18 through 20 . . . . .
5a	Gross amount from sale of assets other than inventory . . . . .	5a	Occupancy, rent, utilities, and maintenance . . . . .		
5b	Less: cost or other basis and sales expenses . . . . .	5b	Printing, publications, postage, and shipping . . . . .		
5c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) . . . . .	5c	Other expenses (describe in Schedule O) . . . . .		
6	Gaming and fundraising events . . . . .	6a			
a	Gross income from gaming (attach Schedule G if greater than \$15,000) . . . . .	6a			
b	Gross income from fundraising events (not including \$ 0 of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) . . . . .	6b			
c	Less: direct expenses from gaming and fundraising events . . . . .	6c			
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c) . . . . .	6d			
7a	Gross sales of inventory, less returns and allowances . . . . .	7a			
b	Less: cost of goods sold . . . . .	7b			
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) . . . . .	7c			
8	Other revenue (describe in Schedule O) . . . . .	8			
9	<b>Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 . . . . .	9			
10		10			
11		11			
12		12			
13		13			
14		14			
15		15			
16		16			
17		17			
18		18			
19		19			
20		20			
21		21			



SCANNED MAY 11 2011

For Paperwork Reduction Act Notice, see the separate instructions.

Cat No 106421

Form **990-EZ** (2010)

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**Part II Balance Sheets.** (see the instructions for Part II.)Check if the organization used Schedule O to respond to any question in this Part II ☐

	(A) Beginning of year	(B) End of year
<b>22</b> Cash, savings, and investments	<b>68,842</b>	<b>22 93,477</b>
<b>23</b> Land and buildings	<b>0</b>	<b>23 0</b>
<b>24</b> Other assets (describe in Schedule O)	<b>0</b>	<b>24 0</b>
<b>25</b> Total assets	<b>68,842</b>	<b>25 93,477</b>
<b>26</b> Total liabilities (describe in Schedule O)	<b>0</b>	<b>26 0</b>
<b>27</b> Net assets or fund balances (line 27 of column (B) must agree with line 21)	<b>68,842</b>	<b>27 93,477</b>

**Part III Statement of Program Service Accomplishments** (see the instructions for Part III.)Check if the organization used Schedule O to respond to any question in this Part III ☐What is the organization's primary exempt purpose? **Redevelopment of Downtown Area**

Describe what was achieved in carrying out the organization's exempt purposes. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

**Expenses**  
 (Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others)

<b>28</b> Coordinated festivals/programs to promote DECI and the downtown area. These include: Our City, The Urban Living Tour, Summerfest, Int'l Fall Festival, Downtown Trick or Treating, and Christmas in the City. DECI also assisted with the Pink Event, Red Event and the Holiday Season Opener. Attendance exceeded 50,000 total. (Grants \$ <b>5,150</b> ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>28a</b>	<b>56,478</b>
<b>29</b> Fostered various redevelopment projects by working with the Redevelopment Authority and private developers to reach agreements and move forward with the new projects. (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>29a</b>	<b>0</b>
<b>30</b> United downtown business owners, stakeholders and the general public by holding meetings, discussion forums, and events that encourage public input and individual opinions on various subjects relating to downtown revitalization. Approximately 500 active participants. (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>30a</b>	<b>11,374</b>
<b>31</b> Other program services (describe in Schedule O) (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>31a</b>	
<b>32</b> Total program service expenses (add lines 28a through 31a)	<b>32</b>	<b>67,852</b>

**Part IV List of Officers, Directors, Trustees, and Key Employees.** List each one even if not compensated (see the instructions for Part IV.)Check if the organization used Schedule O to respond to any question in this Part IV ☒

(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
Marlene Arntson - 607 W Grand Avenue, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Lisa Aspenson, 301 Water Street #3, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Stan Carpenter, 409 Summit Avenue, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
John Dickey, PO Box 1510 Eau Claire, WI 54702	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Jennifer Dooley, 3628 Alf Avenue, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Marty Fisher-Blakeley, 115 W Grand Avenue, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Stella Pagonis, 1019 Tenth Street, Eau Claire, WI 54702	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Paul Gross, 404 S Barstow Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Paula Kimbllin, PO Box 8 Eau Claire, WI 54702	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Kerry Kincaid, 4441 S Lowes Creek Road Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Robert Krause, 6 S Barstow Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Nick Meyer, 17 S. Barstow Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Bob Von Haden, 908 Park Ridge Drive, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -

**Part V Other Information** (Note the statement requirements in the instructions for Part V.)Check if the organization used Schedule O to respond to any question in this Part V. ☐

	Yes	No
<b>33</b> Did the organization engage in any activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>34</b> Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O (see instructions)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>35</b> If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but not reported on Form 990-T, explain in Schedule O why the organization did not report the income on Form 990-T	<input type="checkbox"/>	<input type="checkbox"/>
<b>a</b> Did the organization have unrelated business gross income of \$1,000 or more or was it a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>b</b> If "Yes," has it filed a tax return on <b>Form 990-T</b> for this year (see instructions)?	<input type="checkbox"/>	<input type="checkbox"/>
<b>36</b> Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>37a</b> Enter amount of political expenditures, direct or indirect, as described in the instructions <b>▶</b> <b>37a</b> 0	<input type="checkbox"/>	<input type="checkbox"/>
<b>b</b> Did the organization file <b>Form 1120-POL</b> for this year?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>38a</b> Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>b</b> If "Yes," complete Schedule L, Part II and enter the total amount involved <b>38b</b> 0	<input type="checkbox"/>	<input type="checkbox"/>
<b>39</b> Section 501(c)(7) organizations. Enter.	<input type="checkbox"/>	<input type="checkbox"/>
<b>a</b> Initiation fees and capital contributions included on line 9 <b>39a</b> N/A	<input type="checkbox"/>	<input type="checkbox"/>
<b>b</b> Gross receipts, included on line 9, for public use of club facilities <b>39b</b> N/A	<input type="checkbox"/>	<input type="checkbox"/>
<b>40a</b> Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 <b>▶</b> N/A ; section 4912 <b>▶</b> N/A ; section 4955 <b>▶</b> N/A	<input type="checkbox"/>	<input type="checkbox"/>
<b>b</b> Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I	<input type="checkbox"/>	<input type="checkbox"/>
<b>c</b> Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 <b>▶</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>d</b> Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization <b>▶</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>e</b> All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>41</b> List the states with which a copy of this return is filed. <b>▶</b> NONE	<input type="checkbox"/>	<input type="checkbox"/>
<b>42a</b> The organization's books are in care of <b>▶</b> Michael Schatz, Executive Director Telephone no. <b>▶</b> 715-839-6047 Located at <b>▶</b> 203 S Farwell Street, Eau Claire, WI ZIP + 4 <b>▶</b> 54701	<input type="checkbox"/>	<input type="checkbox"/>
<b>b</b> At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If "Yes," enter the name of the foreign country: <b>▶</b>	<input type="checkbox"/>	<input type="checkbox"/>
See the instructions for exceptions and filing requirements for <b>Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts</b> .	<input type="checkbox"/>	<input type="checkbox"/>
<b>c</b> At any time during the calendar year, did the organization maintain an office outside of the U.S.?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
If "Yes," enter the name of the foreign country: <b>▶</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>43</b> Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of <b>Form 1041</b> — Check here <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year <b>▶</b> <b>43</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>44a</b> Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>b</b> Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>c</b> Did the organization receive any payments for indoor tanning services during the year?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>d</b> If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O	<input type="checkbox"/>	<input type="checkbox"/>

	Yes	No
<b>45</b> Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)?	<b>45</b>	<input checked="" type="checkbox"/>
<b>a</b> Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ (see instructions)	<b>45a</b>	<input checked="" type="checkbox"/>
<b>46</b> Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	<b>46</b>	<input checked="" type="checkbox"/>

**Part VI Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.** All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI ☐

	Yes	No
<b>47</b> Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II	<b>47</b>	
<b>48</b> Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	<b>48</b>	
<b>49a</b> Did the organization make any transfers to an exempt non-charitable related organization?	<b>49a</b>	
<b>b</b> If "Yes," was the related organization a section 527 organization?	<b>49b</b>	

**50** Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances
N/A				

**f** Total number of other employees paid over \$100,000

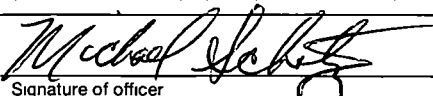
**51** Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation
N/A		

**d** Total number of other independent contractors each receiving over \$100,000

**52** Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A ☐ Yes ☐ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>		<b>4-11-11</b>
	Signature of officer	Date
	<b>Michael Schatz, Executive Director</b>	
	Type or print name and title	

<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name	Firm's EIN			
	Firm's address	Phone no			

May the IRS discuss this return with the preparer shown above? See instructions ☐ Yes ☐ No

**SCHEDULE O**  
**(Form 990 or 990-EZ)**

Department of the Treasury  
Internal Revenue Service

**Supplemental Information to Form 990 or 990-EZ**

Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

OMB No 1545-0047

**2010**

**Open to Public  
Inspection**

Name of the organization

**Downtown Eau Claire Inc.**

Employer identification number

**03-0376253**

**PART I LINE 8 - ADVERTISING REVENUE \$11,085 + MISC. REVENUE \$7 = 11,092**

**PART I LINE 10 - JUMP START GRANT \$5,000 + \$150 Award to Cadeaux = \$5,150**

**PART I LINE 16 - Bank Service Charges \$87.91, Supplies \$419.85, Misc. Costs \$27.50**

**PART IV - LIST OF OFFICERS AND DIRECTORS (CONTINUED FROM 990 EZ FORM)**

Dale Peters, 203 S Farwell Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Shawn Rauckman, PO Box 187, Eau Claire, WI 54702	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Ben Richgruber, 316 Eau Claire Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Mike Rindo, UWEC Schofield #204B, Eau Claire, WI	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Linda Soltis-Schroeder, 216 William Street, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Ken Van Es, 700 Graham Avenue, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Janine Wildenberg, 131 S Barstow Street, Eau Claire, WI 54701	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -
Mark Willer, 200 Riverfront Terrace, Eau Claire, WI 54703	Board Member 3 Hrs/Month	- 0 -	- 0 -	- 0 -