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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

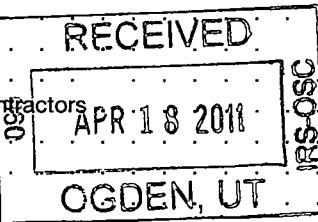
► The organization may have to use a copy of this return to satisfy state reporting requirements

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		C Name of organization Downtown Eau Claire Inc.		D Employer identification number 03-0376253	
<input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending		E Telephone number 715-839-6047			
		F Group Exemption Number ►			
G Accounting Method <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual Other (specify) ► _____				H Check ► <input checked="" type="checkbox"/> if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF)	
I Website: ► www.downtown-eauci.com					
J Tax-exempt status (check only one) — <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ► (insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527					
K Check ► <input type="checkbox"/> 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 <input checked="" type="checkbox"/>					
Revenue	1	Contributions, gifts, grants, and similar amounts received	1	31,038	
	2	Program service revenue including government fees and contracts	2	39,358	
	3	Membership dues and assessments	3	10,913	
	4	Investment income	4	86	
	5a	Gross amount from sale of assets other than inventory	5a	0	
	b	Less: cost or other basis and sales expenses	5b	0	
	c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	5c	0	
	6	Gaming and fundraising events			
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	0	
	b	Gross income from fundraising events (not including \$ _____ 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	0	
	c	Less: direct expenses from gaming and fundraising events	6c	0	
	d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	0	
	7a	Gross sales of inventory, less returns and allowances	7a	0	
	b	Less: cost of goods sold	7b	0	
	c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	7c	0	
	8	Other revenue (describe in Schedule O)	8	11,092	
	9	Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	9	92,487	
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	5,150	
	11	Benefits paid to or for members	11	0	
	12	Salaries, other compensation, and employee benefits	12	0	
	13	Professional fees and other payments to independent contractors	13	35,915	
	14	Occupancy, rent, utilities, and maintenance	14	2,627	
	15	Printing, publications, postage, and shipping	15	23,625	
	16	Other expenses (describe in Schedule O)	16	535	
	17	Total expenses. Add lines 10 through 16	17	67,852	
	18	Excess or (deficit) for the year (Subtract line 17 from line 9)	18	24,635	
	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)	19	68,842	
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	0	
	21	Net assets or fund balances at end of year. Combine lines 18 through 20	21	93,477	



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

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.

28	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 \$ 5,150) If this amount includes foreign grants, check here <input type="checkbox"/>	28a	56,478
29	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"/>	29a	0
30	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"/>	30a	11,374
31	Other program services (describe in Schedule O) (Grants \$) If this amount includes foreign grants, check here <input type="checkbox"/>	31a	
32	Total program service expenses (add lines 28a through 31a) <input type="checkbox"/>	32	67,852

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 -

Expenses

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

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.

33 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

34 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)

35 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

a 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?

b If "Yes," has it filed a tax return on **Form 990-T** for this year (see instructions)?

36 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

37a Enter amount of political expenditures, direct or indirect, as described in the instructions ► **37a** 0

b Did the organization file **Form 1120-POL** for this year?

38a 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?

b If "Yes," complete Schedule L, Part II and enter the total amount involved

39 Section 501(c)(7) organizations. Enter.

a Initiation fees and capital contributions included on line 9

b Gross receipts, included on line 9, for public use of club facilities

40a Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under:

section 4911 ► **N/A** ; section 4912 ► **N/A** ; section 4955 ► **N/A**

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

c 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

d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization

e 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.

41 List the states with which a copy of this return is filed. ► **NONE**

42a The organization's books are in care of ► **Michael Schatz, Executive Director** Telephone no. ► **715-839-6047**
 Located at ► **203 S Farwell Street, Eau Claire, WI** ZIP + 4 ► **54701**

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)?

If "Yes," enter the name of the foreign country: ►

See the instructions for exceptions and filing requirements for **Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts**.

c At any time during the calendar year, did the organization maintain an office outside of the U.S.?

If "Yes," enter the name of the foreign country. ►

43 Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of **Form 1041**—Check here and enter the amount of tax-exempt interest received or accrued during the tax year ► **43**

44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ

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

c Did the organization receive any payments for indoor tanning services during the year?

d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O

	Yes	No
33		✓

34		✓
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35a		✓
35b		

36		✓
37a		

37b		✓
38a		✓

38b		0
39a		N/A

39b		N/A
40a		

40b		
40e		✓

40e		
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42b		✓
42c		✓

42c		✓
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43		
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44a		
44b		✓

44b		✓
44c		✓

44c		
44d		

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 -