



See a Social Security Number? Say Something!  
Report Privacy Problems to <https://public.resource.org/privacy>  
Or call the IRS Identity Theft Hotline at 1-800-908-4490



# Short Form Return of Organization Exempt From Income Tax

2012

Open to Public Inspection

Department of the Treasury  
Internal Revenue Service

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.

**A** For the 2012 calendar year, or tax year beginning January, 2012, and ending December, 2012

<p><b>B</b> Check if applicable:</p> <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	<p><b>C</b> Name of organization <b>DOWNTOWN EAU CLAIRE INC.</b></p> <p>Number and street (or P.O. box, if mail is not delivered to street address) Room/suite <b>203 S FARWELL ST</b></p> <p>City or town, state or country, and ZIP + 4 <b>EAU CLAIRE WI 54701</b></p>	<p><b>D</b> Employer identification number <b>03-0376253</b></p> <p><b>E</b> Telephone number <b>715-839-6047</b></p> <p><b>F</b> Group Exemption Number ▶</p>
<p><b>G</b> Accounting Method: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual Other (specify) ▶</p>		<p><b>H</b> Check <input type="checkbox"/> if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).</p>
<p><b>I</b> Website: ▶ <u>www.downtowneauclaire.org</u></p>		
<p><b>J</b> Tax-exempt status (check only one) – <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) ( <u>6</u> ) ◀ (insert no) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527</p>		

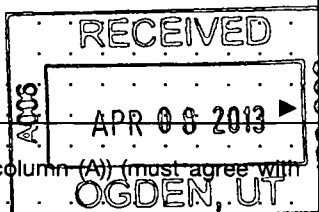
**K** Check  if the organization is not a section 509(a)(3) supporting organization or a section 527 organization and its gross receipts are normally not more than \$50,000. A Form 990-EZ or Form 990 return is not required though Form 990-N (e-postcard) may be required (see instructions). But if the 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. ▶ \$ **153,382**

**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

SCANNED APR 15 2013

	Description	Code	Amount
<b>Revenue</b>	<b>1</b> Contributions, gifts, grants, and similar amounts received	<b>1</b>	<b>72,290</b>
	<b>2</b> Program service revenue including government fees and contracts	<b>2</b>	<b>66,315</b>
	<b>3</b> Membership dues and assessments	<b>3</b>	<b>13,550</b>
	<b>4</b> Investment income	<b>4</b>	<b>69</b>
	<b>5a</b> Gross amount from sale of assets other than inventory	<b>5a</b>	
	<b>b</b> Less: cost or other basis and sales expenses	<b>5b</b>	
	<b>c</b> Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a)	<b>5c</b>	
	<b>6</b> Gaming and fundraising events		
	<b>a</b> Gross income from gaming (attach Schedule G if greater than \$15,000)	<b>6a</b>	
	<b>b</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)	<b>6b</b>	
<b>c</b> Less: direct expenses from gaming and fundraising events	<b>6c</b>		
<b>d</b> Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	<b>6d</b>		
<b>7a</b> Gross sales of inventory, less returns and allowances	<b>7a</b>		
<b>b</b> Less: cost of goods sold	<b>7b</b>		
<b>c</b> Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a)	<b>7c</b>		
<b>8</b> Other revenue (describe in Schedule O)	<b>8</b>	<b>1,158</b>	
<b>9</b> <b>Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8	<b>9</b>	<b>153,382</b>	
<b>Expenses</b>	<b>10</b> Grants and similar amounts paid (list in Schedule O)	<b>10</b>	<b>24,700</b>
	<b>11</b> Benefits paid to or for members	<b>11</b>	
	<b>12</b> Salaries, other compensation, and employee benefits	<b>12</b>	
	<b>13</b> Professional fees and other payments to independent contractors	<b>13</b>	<b>76,603</b>
	<b>14</b> Occupancy, rent, utilities, and maintenance	<b>14</b>	<b>5,098</b>
	<b>15</b> Printing, publications, postage, and shipping	<b>15</b>	<b>5,859</b>
	<b>16</b> Other expenses (describe in Schedule O)	<b>16</b>	<b>497</b>
<b>17</b> <b>Total expenses.</b> Add lines 10 through 16	<b>17</b>	<b>112,757</b>	
<b>Net Assets</b>	<b>18</b> Excess or (deficit) for the year (Subtract line 17 from line 9)	<b>18</b>	
	<b>19</b> 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)	<b>19</b>	
	<b>20</b> Other changes in net assets or fund balances (explain in Schedule O)	<b>20</b>	
	<b>21</b> Net assets or fund balances at end of year. Combine lines 18 through 20	<b>21</b>	



P 3

**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>132,278</b>	<b>22 172,903</b>
<b>23</b> Land and buildings . . . . .		<b>23</b>
<b>24</b> Other assets (describe in Schedule O) . . . . .		<b>24</b>
<b>25</b> <b>Total assets</b> . . . . .	<b>132,278</b>	<b>25 172,903</b>
<b>26</b> <b>Total liabilities</b> (describe in Schedule O) . . . . .		<b>26</b>
<b>27</b> <b>Net assets or fund balances</b> (line 27 of column (B) must agree with line 21) . . . . .	<b>132,278</b>	<b>27 172,903</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? Development of Downtown Eau Claire

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. 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> <u>Coordinated festivals/programs to promote DECI &amp; the downtown area. These include: Our City, Summer Fest, Int Fall Festival, Jump-Start Bus. Plan Competition, Downtown Trick or Treating &amp; Christmastime in the City. DECI assisted w/ the holiday Season Opener, Sculpture Tour, &amp; First Friday Events. Attendance exceeded 50k.</u> (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>28a 94,103</b>
<b>29</b> <u>United downtown business owners, stakeholders, &amp; the general public by holding meetings, discussion forums &amp; events that encourage public input and individual opinion on various subjects relating to downtown revitalization. Approximately 500 active participants.</u> (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>29a 18,654</b>
<b>30</b> <u>Fostered various redevelopment projects by working with the Redevelopment Authority &amp; private developers to reach agreements &amp; move forward w/ new projects. No cash outlay.</u> (Grants \$ ) If this amount includes foreign grants, check here <input type="checkbox"/>	<b>30a</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> <b>Total program service expenses</b> (add lines 28a through 31a) . . . . .	<b>32 112,757</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 title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
Gerald Bauer - 404 South Barstow St, Suite 4 Eau Claire, WI 54701	Board Member 3Hrs/Mo	0	0	0
Mike Carlson - 701 S Farwell Street Eau Claire, WI 54701	Board Member 3Hrs/Mo	0	0	0
MaryBeth Siakpere - 301 Water Street, Ste 2 Eau Claire, WI 54703	Board Member 3Hrs/Mo	0	0	0
Marty Fisher-Blakeley - 115 W Grand Ave Eau Claire, WI 54703	Board Member 3Hrs/Mo	0	0	0
Brad Groseth - PO Box 1510 Eau Claire, WI 54702	Board Member 3Hrs/Mo	0	0	0
Paula Kimblin - PO Box 8 Eau Claire, WI 54702	Board Member 3Hrs/Mo	0	0	0
Kerry Kincaid - 4441 S Lowes Creek Rd Eau Claire, WI 54701	Board Member 3Hrs/Mo	0	0	0
Robert Krause - 3610 Mall Drive Eau Claire, WI 54701	Board Member 3Hrs/Mo	0	0	0
Jason Manz - 1608 Spooner Ave Altoona, WI 54720	Board Member 3Hrs/Mo	0	0	0
Jeff Mares - 112 E Grand Ave Eau Claire, WI 54701	Board Member 3Hrs/Mo	0	0	0
Nick Meyer - 205 N Dewey Eau Claire, WI 54703	Board Member 3Hrs/Mo	0	0	0
Geoff Moeding - PO B0x 865 Eau Claire, WI 54702	Board Member 3Hrs/Mo	0	0	0

Part V Other Information (Note the Schedule A and personal benefit contract 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 significant 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)
35a Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?
35b If "Yes," to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O
35c Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III
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
37b 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?
38b If "Yes," complete Schedule L, Part II and enter the total amount involved
39 Section 501(c)(7) organizations. Enter:
39a Initiation fees and capital contributions included on line 9
39b 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:
40b 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.
40c 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
40d Section 501(c)(3) and 501(c)(4) organizations. Enter amount of tax on line 40c reimbursed by the organization
40e 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
42a The organization's books are in care of Mike Schatz Telephone no. 715-839-6047
Located at 203 South Farwell Street ZIP + 4 54701
42b 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.
42c At any time during the calendar year, did the organization maintain an office outside 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
44a Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44b Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ
44c Did the organization receive any payments for indoor tanning services during the year?
44d If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O
45a Did the organization have a controlled entity within the meaning of section 512(b)(13)?
45b 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)

	Yes	No
<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 . . . . .	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Part VI Section 501(c)(3) organizations only**

All section 501(c)(3) organizations 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 or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
<b>48</b> Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
<b>49a</b> Did the organization make any transfers to an exempt non-charitable related organization? . . . . .	<input type="checkbox"/>	<input type="checkbox"/>
<b>b</b> If "Yes," was the related organization a section 527 organization? . . . . .	<input type="checkbox"/>	<input type="checkbox"/>

**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 title of each employee paid more than \$100,000	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation

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

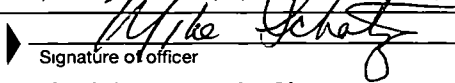
**51** Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

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

**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>		4-1-2013
	Signature of officer	Date
	Mike Schatz, Executive Director	
	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)**

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

OMB No 1545-0047

**2012**

**Open to Public Inspection**

Department of the Treasury  
Internal Revenue Service

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.

Name of the organization

**DOWNTOWN EAU CLAIRE INC.**

Employer identification number

**03-0376253**

-----  
**PART I LINE 8 - Advertising Revenue \$1,088 + Misc Revenue \$70 = \$1,158**  
-----

-----  
**PART I LINE 10 - Donation to the Eau Claire Community Foundation \$1,500 + City of Eau Claire \$23,200 = \$24,700**  
-----

-----  
**PART III LINE 16 - Bank Charges \$65 + Supplies \$328 + Misc Costs \$104 = \$497**  
-----

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

<b>Dale Peters - City Hall 203 S. Farwell St, Eau Claire, WI 54702</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Shawn Rauckman - 3410 Mall Drive, Eau Claire, WI 54701</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Ben Richgruber - 316 Eau Claire St, Eau Claire, WI 54701</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Mike Rindo - UWEC/Schofield/204B Eau Claire, WI 54701</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Caroline Roback - 129 N. Barstow, Eau Claire, WI</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>John Stoneberg - 400 Eau Claire Street, Eau Claire, WI 54701</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Ken Van Es - 700 Graham Ave, Eau Claire, WI 54701</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Mark Willer - 200 Riverfront Terrace, Eau Claire, WI 54703</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Cindy Wing-Reed - 313 S Barstow St, Eau Claire, WI 54703</b>	<b>Board Member 3Hrs/Month</b>	<b>0</b>	<b>0</b>	<b>0</b>