



## Appleton Downtown Inc. and Business Improvement District 2014 ANNUAL REPORT

**Our collaborative mission:  
To make Downtown Appleton a vibrant  
and accessible destination for business,  
learning, living and leisure.**



### *2014 Board of Directors...*

#### **Appleton Downtown Inc.**

President: John Hendrickson  
*Bank of Kaukauna*

Past President: Trevor Frank  
*Short Elliott Hendrickson*

President Elect: John Peterson  
*Peterson Berk & Cross*

Secretary: Robyn Gruner  
*A T & T*

Treasurer: Angela Rust  
*Johnson Bank*

Tim Duchow, *Radisson Paper Valley Hotel*

Lynn Hagee, *Lawrence University*

Lyssa King, *OuterEdge Stage*

Monica Klaeser, *City of Appleton*

Mary Greiner, *Schenck SC*

Joe Kohlbeck, *The Bar On The Avenue*

Pat Murray, *Murray Photo & Video*

Joe Pankratz, *Avenue Jewelers*

Jill Vanderloop, *Joseph's Shoes*

Chris Winter, *Rollie Winter & Associates*

Sarah Schneider, *Thrivent Financial*

Will Weider, *Ministry Health Care*

Elizabeth Ringgold, *Newmark Grubb  
Pfefferle*

#### **Business Improvement District**

President: Gary Schmitz,  
*Universal Insurance*

Secretary: Mark Behnke  
*Bazil's Pub & Provisions*

Treasurer: Monica Klaeser  
*City of Appleton*

Steve Winter, *Rollie Winter & Associates*

Brad Schwebs, *Newmark Grubb  
Pfefferle*

Paul Heid, *Heid Music*

Pam Ulness, *Ulness Health and  
Wellness*

John Reader, *Good Company &  
Pullmans Restaurant*

Nate Weyenberg, *Angels Forever  
Windows of Light*

# Another Great Year...

## President's Message:

2014 was an energizing year as we established new infrastructure and strong partnerships to move critical initiatives forward. The district welcomed more than two dozen new businesses with the support of our business attraction and retention programs.

Our partnership with the City of Appleton brought approval for an updated vision and strategic downtown plan, scheduled for 2015. Together with our community partners, we continued to support the development of an Exhibition Center, new Library and diverse residential stock within the district.

From the vision work in 2013 emerged Creative Downtown Appleton, Inc., a 501(c)(3) entity established to increase access to arts and culture through creative placemaking activities. An enthusiastic advisory committee has already engaged in proactively encouraging the inclusion of painted signs in the City sign ordinance, placed Adirondack chairs in Houdini Plaza and embarked on a public art plan process. As we launch our Placemakers campaign, we look to mobilize not only our business members but also each Downtowner as a contributing co-creator and brand Ambassador!

The Downtown lineup of events welcomed a new Midweek Farm Market and the addition of Holiday Fun Fest, featuring the Thrivent Avenue of Ice, sure to be a holiday tradition for years to come. We proudly partnered with Mile of Music 2 to grow the momentum of celebrated artisanship and growth of our creative economy. Work continued on our brand development, yielding us a comprehensive campaign with a strong unifying message and identity as One Great Place!

A healthy Downtown helps our community attract new businesses to the Fox Cities, recruit top employees, attract convention business and visitors and provide a high quality of life for all residents. Because of the commitment of our business members, community partners and the hundreds of volunteers that give freely of their time and talents, Downtown Appleton is viewed as the economic, cultural, and social heart of our thriving community.

Thank you for continuing your support!



John Hendrickson  
President of the Board 2013—2014



## MAKING DOWNTOWN... One Great Place in 2015!

### Support entrepreneurship and enhance business VITALITY in the Downtown

- Partner with the City of Appleton to update the Downtown vision plan
- Business recruitment, marketing and property improvements grants
- Continue to advocate and support the development of an Exhibition Center and new Library

### Enhance Downtown's urban design, public spaces, accessibility and WALKABILITY

- Continue our walkability annual review and share recommendations
- A surprise renovation of an unsuspecting parklet
- Work with the City to successfully implement new parking study strategies

### Promote Downtown as a strong DESTINATION through a new unified brand

- Launch the One Great Place brand campaign on a local and regional level

### Engage the arts and culture in all aspects of creative PLACEMAKING

- Continue to develop a Downtown public art plan
- Create and support pop up events and exhibits
- Support Downtown creative economy placemaking initiatives

### Create a Downtown that is more LIVEABLE, DIVERSE and INCLUSIVE

- Launch a Placemakers campaign to engage individuals to connect with Downtown
- Incorporate creative class attraction strategies in the new downtown vision plan
- Continue to support LGBT initiatives, the Dementia friendly campaign and ADA accessibility programs





# 2014 Highlights...

## Appleton Downtown Inc. and the Business Improvement District \*



### Economic Development

- 23 new businesses opened!
- Supported 7 new business with a recruitment grant\*
- Our marketing grant program benefitted 28 businesses\*
- Façade improvement and signage grants impacted 19 buildings and businesses within the district\*
- The City agreed to partner with us on a new Downtown vision plan in 2015
- Participation in the Fox Cities Regional Partnership supported a regional economic development strategy\*
- We offered continued support for the Library and Exhibition Center development projects

### Clean, Safe and Friendly

- General sidewalk cleaning\*
- Flowers for the planters on College Ave.\*
- Washington Square neighborhood monitor \*
- Partner with Valley Transit to provide the Trolley
- ADI and BID members were active participants in the new Downtown parking study

### Communication and Marketing\*

- Weekly High Five updates to our 425 members
- Weekly What's Up Downtown eBlast to 4371 subscribers.
- Active social media campaigns to 20,000+ Fans
- Hosted a kiosk and display window in the Radisson Paper Valley Hotel
- Placed downtown image ads with over 27 different outlets including 12 non-local publications from Chicago to the UP
- Distributed 25,000 downtown guides, 5500 summer pocket schedules, 3000 Trolley brochures, 12,000 Employee Appreciation & Convention Coupon Books, 3,000 seasonal bag stuffers and 6500 Holiday Guides
- Thanks to our partners at the CVB and downtown businesses, two groups of travel writers were treated to shopping, lunch, hands on activities, dinner and a show during their stay in Downtown
- Downtown Guides were distributed at 5 festivals throughout the state through Wisconsin2Go

\* Initiatives funded with BID support

### Placemaking!

- ADI together with our partners produced 100 outstanding community events including two new events: The Wednesday midweek Farm Market and Holiday Fun Fest featuring Thrivent's Avenue of Ice
- Over half a million guests attended the 100 downtown events during the year
- We launched a 501(c)(3) dedicated to enhancing art and culture throughout the district
- A Creative Downtown Team emerged to help guide exciting placemaking activity
- Work began on a Downtown public art plan
- A walkability audit was created and we calculated our base score of 79/100
- 3 Placemaking mini grants supported the Downtown Bike corral, Houdini Plaza chairs and a funky mobile mural designed to support a public art initiative – coming soon!



As a proud partner with the Mile of Music team we co-hosted outstanding original music in Houdini Plaza and Jones Park during Mile 2! Mile of Music 2014 welcomed over 35,000 local and out of state attendees, more than 200 original music artists with 620 live performances and a nearly \$2 million dollar impact.



# 2014 BID Year in Review...

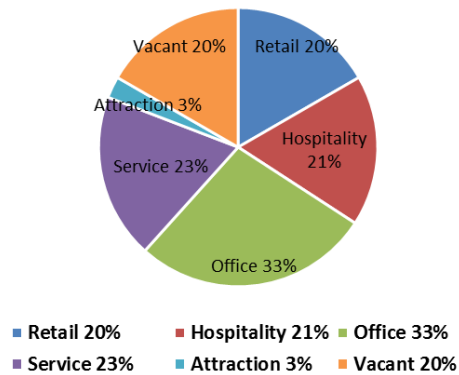
	2015 Budget	2014 BID Actual
Total Assessments	\$192,211	\$ 193,131
Carryover	\$2,567.72	\$ 39
Actual interest earned		\$ 1,873
<b>Total</b>	<b>194,778.72</b>	<b>\$ 195,043</b>
		<b>Expenses</b>
Wages	\$37,000	\$ 42,913
Security Services	\$ 2,500	\$ 2,500
Administrative	\$ 7,000	\$ 6,894
BID Audit	\$ 2,500	\$ 2,500
Marketing and Printing	\$88,000	\$ 87,082
Façade Grants	\$21,000	\$ 20,050
Sidewalk/Maintenance	\$9,000	\$ 7,042
Marketing Grants	\$10,000	\$ 7,959
Business Recruitment	\$ 6,500	\$ 6,204
Recruitment Grants	\$11,000	\$ 8,975
<b>Total Expenses</b>	<b>\$194,500</b>	<b>\$ 192,475</b>
<b>Carryover to 2015</b>		\$2,567.72

## BID Property Data

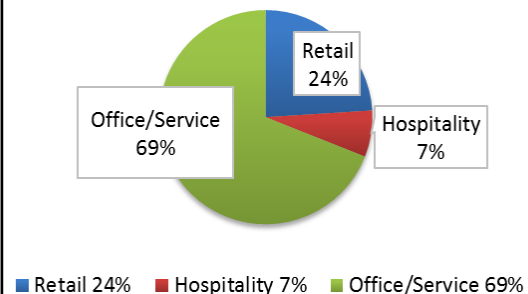
Total assessed value of properties: \$121,863,600  
Value comparison to previous year is within 1%

- 202 BID Properties containing 431 total units
- 79.5% Occupancy rate: 343 units
- 20% Vacancy rate: 88 units
- Vacancy rate reduced by 1% over previous year

## BID Property Classifications



## Vacancy Summary: (88 vacant units)



# 2015 ADI Staff...

Jennifer Stephany  
Executive Director

Anne Wiegman  
Marketing Director

Djuanna Hugdahl  
Farm Market Director  
and Event Coordinator

Greg Otis  
Project & Ambassador  
Coordinator

Traci Ebrecht  
Office & Event  
Assistant

Karie Mindock  
Farm Market Staff

Travis Nagle  
Farm Market Staff

Meghan Warner  
Farm Market Staff

Alex Hugdahl  
Farm Market Staff

Bob Eisch  
Ambassador

Appleton Downtown Inc and the Business Improvement District  
116 N. Appleton St. | Appleton WI 54911 | Phone (920) 954-9112 | Fax (920) 954-0219  
appletondowntown.org