



vibrant

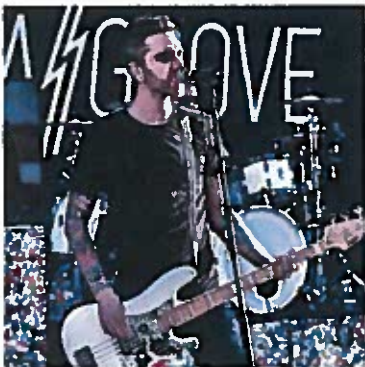


fun!

creative



walkable



livable



economically strong

alive



friendly



APPLETON DOWNTOWN INC. 2019 ANNUAL REPORT

Appleton
DOWNTOWN
incorporated

& BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON

2019 ADI & BID Highlights



Our Mission:
to make Downtown Appleton a vibrant and accessible destination for business, learning, living and leisure.

The Downtown Plan:

Guides our program of work to support **7 Key Initiatives:**

- | | |
|--|--|
| URBAN Form and Design | DOWNTOWN Development & Business Retention |
| TOURISM , Arts, Entertainment and Education | MOBILITY and Parking |
| NEIGHBORHOOD & Residential Development | DOWNTOWN Management |
| | PUBLIC Spaces & Riverfront |

Marketing & Events:

313,980
WEBSITE VISITS



16,078	6,762	4,520	792	
LIKES +10.1%	FOLLOWERS +1.7%	FOLLOWERS +37.2%	BLOG POSTS	
			75,000	
16,724			DOWNTOWN GUIDES, COUPON BOOKS, BAG STUFFERS & COASTERS DISTRIBUTED	
LIKES +2.8%				



#1
Instagram
ENGAGEMENT



"The C.A.R.E. program and partnership with ADI and the City of Appleton continues to offer individuals with all backgrounds an opportunity to build employability skills. This low-barrier entry program provides opportunities for individuals to give back to their community and increase their sense of dignity and self-worth."



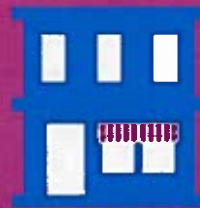
Daniel McGinnis,
Aftercare Coordinator
Riverview Gardens, Inc.

- 520** Hours Worked
- 422** Bags of Trash
- 50** Gum-Busting Hours
- 13** Trainees
- 3** Transitional Employees

Gift Certificates



2,510
Downtown Gift
Certificates sold
\$61,145
Generated in
Downtown spending!



12
NEW BUSINESSES
opened in the District

"AIA is thrilled to join the Appleton community. The combination of Appleton's vibrant Downtown scene with AIA's beautiful new offices at 222 W. College is a dramatic upgrade for our current employees and a compelling positive factor in recruiting new employees and business partners."

Matt Gresge,
CEO, AIA Corporation

Downtown Livability

181 NEW RESIDENTIAL UNITS
making their way to Downtown

Year-Round Events:

- Farm Market • Lunchtime Live
- Death By Chocolate • Soup Walk
- Craft Beer Walk • Mini Golf On The Town
- Heid Music Summer Concerts
- Ladies Day Downtown • Ladies Night Out
- Parades: Memorial Day, Flag Day & Christmas
- Small Business Saturday

2020 will keep us focused on:

- Business Retention and Recruitment
- Sidewalk Cleanliness
- Creative Public Elements
- Downtown Livability
- Riverfront Connectivity
- Events and Activation
- Image Marketing
- Parking and Pedestrian Solutions

2019 Creative Downtown Appleton Highlights



2019 CHALK ON THE TOWN



MUSICAL INSTRUMENTS
5 Placed on the Sidewalks of College Ave.



AVENUE OF ANGELS
New Intersection Added on Morrison St.



MILE OF MUSIC MURAL
by Chad Brady



Partnerships to Celebrate



CREATIVE KIDS
Building for Kids Children's Museum



Rhythms of the World

A celebration of multicultural music and dance!
RHYTHMS OF THE WORLD
at the Downtown Appleton Farm Market



LIGHT UP APPLETON
Trout Museum of Art



BUSINESS WATCH PROGRAM
with Appleton Police Department



MILE 7 BY THE NUMBERS:
225 ORIGINAL ARTISTS
900 LIVE PERFORMANCES
95,000 ATTENDEES = \$4.5M ECONOMIC IMPACT



2019 Bid Year in Review

DOWNTOWN INVESTMENT SUPPORT:
\$310,570 in property façade improvements generated from 11 projects in the district, supported in part through BID Grants and/or City of Appleton TIF 11 and 12 Grant programs.

- 8 Business Recruitment Grants... \$7,500
- 15 Façade Improvement Grants... \$31,911
- 26 Matching Marketing Grants..... \$10,167



2019 FAÇADE GRANT RECEIPT
Gabriel Lofts

BID TOTAL ASSESSABLE VALUE OF 214 UNITS:
\$132,601,200 2.2% increase over previous year
The 2020 BID Budget reflects the BID Board of Directors, City Planning Commission and City Council approved increase of the BID rate by 10% to \$2.75 per \$1000 of assessed value including the minimum to \$275 and maximum to \$5500.

BUSINESS IMPROVEMENT DISTRICT

REVENUE	2019 Actual	2020 Budget
BID Assessments	198,468	225,791
Carry Over from Prior Year	12,411	1,760
	\$210,879	\$227,551
EXPENSES		
Contracted Services		
ADI Staff	50,905	50,000
Security Services	1,595	2,000
Administrative	6,453	6,291
BID Audit	2,782	2,500
Marketing and Printing	71,944	70,000
Economic Development		
Façade Grant	30,911	30,000
Marketing Grant	10,167	10,000
Recruitment Grant	7,500	15,000
Business Employee & Resident Recruitment	7,554	10,000
Maintenance Services		
Maintenance	19,305	30,000
	\$209,117	\$225,791
CARRY OVER TO 2020	\$1,761	

**APPLETON DOWNTOWN, INC. AND
CREATIVE DOWNTOWN APPLETON, INC.**

Board of Directors 2019

PRESIDENT

Deb Johnson, CopperLeaf Boutique Hotel & Spa

PAST PRESIDENT

John Peterson, Peterson, Berk & Cross

VICE PRESIDENT & TREASURER

Laura Vargosko, Thrivent Financial

SECRETARY

Dale Ver Voort, Crazy Sweet

Lyssa King, OuterEdge Stage

Monica Stage, City of Appleton

Jill VanderLoop, Joseph's Shoes

Kevin Wirth, US Venture

Steve Lonsway, Stone Arch Brewpub

Natasha Banks, Cozy Corner and
Val U Beauty Supplies

A. J. Olander, Salelytics

Natalie Klika, Johnson Financial Group

Tom Klister, FORE Development + Investment Group

Lynn Hagee, Downtown Resident

Madera Allen, Lawrence University

Thank You

to all those who sponsor our events and creative projects throughout the year: * Star Supporter

4imprint	First Impressions Dental	Octoberfest
Action Painting & Carpet Cleaning	FORE Development & Investment	Pfefferle Companies, LLC
ADI Board of Directors	Fox Cities Convention & Visitors Bureau	Red Lion Hotel Paper Valley
Appleton International Airport (ATW)	Fox Cities Magazine	Run Away Shoes
Appleton, City of	Fox Cities Sign & Lighting	Salelytics
AT&T Mobile	Fox Communities Credit Union	Sculpture Valley
AZCO, Inc. *	Gateway Chiropractic	Spectrum
Bazil's Pub	General Beer	Stacey Hennessey - Realtor
BConnected, LLC	Habush Habush & Rottier	Stellar Blue Technologies
BioLife Plasma Services	Harrison Printing & Promotions	Steve & Terri Winter
BMO Harris Bank	Heid Music	Sure-Dry Basement Systems
Catalyst Construction	Hoffman Planning, Design & Construction, Inc.	TheaCare
CLA, CliftonLarsonAllen, LLP	Home Builders Association of the Fox Cities	THZ Insurance Group
Community First Credit Union	Horicon Bank	Tundraland*
Consolidated Construction Co.	Jewelers Mutual	Ulness Health & Wellness
Crunch Fitness	Johnson Bank/ Johnson Financial Group	US Bank
Cumulus Media	Kay Beverage	US Venture
Dream Home - Fox Cities	Knuth Financial Life Planning	Valley Transit
Eagle Point Senior Living	Lee Beverage	Vic Ferrarri Band
EatStreet	Maritime Bar	Warning Lites of Appleton
Edible Door Magazine	NAI Pfefferle	We Energies
Engage Orthodontics	Nature's Pathways	Wisconsin Distributors
EPS		WNCY Y100
Faith Technologies		Woodward Radio Group
Festival Foods		

BUSINESS IMPROVEMENT DISTRICT

Board of Directors 2019

PRESIDENT

Gary Schmitz, Universal Insurance

TREASURER

Monica Stage, City of Appleton

SECRETARY

Jason Druxman, Avenue Jewelers

Brad Schwabs, Pfefferle Management

Pam Ulness, Ulness Health & Wellness

Nate Weyenberg, Angels Forever-Windows of Light

Leah Fogle, Appleton Beer Factory

Marcie Hoffman, Triumph Engineering

Bill Wetzel, ACOCA Coffee

2019 Award Winners

Business of the Year Award – Shear Chaos Hair Parlour

Presented to the Business or entity that stands out from the rest and captured the admiration of the Downtown.

The Bernie Pearlman Downtowner Award – Chad Brady, local artist

Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

The Dreamers & Doers Award – Jones Park & the Fox Cities Exhibition Center

A new award last year – Presented to the business, group or individual who has significantly enhanced, for years to come, the physical and/or economic landscape of the Downtown.

The President's Award – BConnected, LLC

Presented to an individual, group or business who, within their working relationship with ADI and the Downtown, went above and beyond that usual relationship to contribute to the success of Downtown.

The Outstanding Volunteer Award – Steve Demcak and Kathy Dreyer

Presented to an individual whose time and commitment to the effort of building a strong Downtown highlights him or her as an outstanding volunteer and community advocate.

Downtown Renovation Award – Mondo! Wine Bar & Retail

Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

New Business of the Year Award – Casting On

Presented to a business new to Downtown in the last year that shows longevity and fulfills a need in the Downtown.

Walter Kalata Landmark Award – Dr. Jekyll's Bar

Presented to a business that has withstood the test of time and operates with passion and a strong commitment to Downtown. A place where people can remember the past and converse about the future.

Thank you to the photographers and artists whose work graces the walls, sidewalks, windows and public spaces of our Downtown.

Appleton Downtown, Inc.
Creative Downtown Appleton, Inc.
Business Improvement District
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920-954-9112 • Fax 920-954-0219
info@appletondowntown.org

#onegreatplace    
appletondowntown.org



APPLETON DOWNTOWN, INC.

Staff 2019

EXECUTIVE DIRECTOR

Jennifer Stephany

MARKETING DIRECTOR

Lynn Schemm

COMMUNITY PARTNERSHIP DIRECTOR

Djuanna Hugdahl

EVENT COORDINATOR

Meghan Warner

EVENT SPECIALIST

Greg Otis

OFFICE MANAGER

Sandy Storch