



One Great Place!

2020

**Downtown Appleton Business
Improvement District Operating Plan**

Downtown Appleton Business Improvement District Operating Plan 2020

I. Preface

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2020 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI).

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for the calendar year of 2020 which shall be the Seventeenth “Plan Year”. However, it is anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2020.

A. Plan of Action

The Plan of Action Work Plan was developed by the BID and ADI Board of Directors and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following initiatives, strategies identified role and tasks are identified in the Work Plan and align with the City of Appleton Comprehensive plan Chapter 14. (**Appendix A**)

B. Goals and Objectives

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the District in downtown Appleton can serve.

C. Benefits

Money collected by the BID under this plan will be spent within the District or for the benefit of the District, and used to help property owners attract and retain tenants, keep downtown clean, safe and attractive, increase the value of property downtown and expand on a strong brand and marketing campaign for downtown. **Appendix A** outlines the initiatives, strategies and tasks for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan.

D. 2018 Annual Report

The 2018 annual report is attached. The total assessed value of properties for the District for 2018 was \$123,151,700 a .08% increase over the previous year. The vacancy rate of 20% was calculated based on a total of 221 total BID properties and condominium units.

Also included as **Appendix B** is the 2019 Midyear BID/ADI/CDA review summary

E. 2020 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated (ADI) and Creative Downtown Appleton Inc. (CDA) including but not limited to sponsorships and donations, ADI memberships, and by revenues of events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI or CDA respectively but shall be applied to programs and services that further goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for this contracted and approved expenditures with ADI, and are expected to pay for about 30 percent of the projected by annual budget to implement a full downtown management program. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

F. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.

6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.
10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

G. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton's Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

H. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

III. District Boundaries - – no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in pink and indicated by property in blue on **Appendix G**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of September 1, 2001. The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties zoned for commercial use by the City of Appleton Assessor on both sides of boundary streets are included in the District. The District includes 221 contributing parcels and units. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix G**.

IV. Organization – no change has been made to this section from the previous year.

A. Operating Board

The BID Board (“Board”) as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board’s primary responsibility shall be to implement the current year’s Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1. Board size maximum of 9
 2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
 3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.
 4. Compensation – None.
 5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
 6. Record keeping – Files and records of the Board’s affairs shall be kept pursuant to public records requirements.
 7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
 8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list
- Appendix D**
9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City's Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the BID Board for review and input.
3. ADI Staff and Board will edit the plan and submit it to the BID Board for approval based on comments by the BID Board.
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval.
5. The Common Council will act on the proposed BID Operational Plan for the following Plan Year.
6. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members' terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

V. **Finance Method**

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as **Appendix C**.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

VI. **Method of Assessment**

A. Parcels Assessed – Appendix E

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and zoned for commercial use as shown on the City of Appleton Assessors records. Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building. Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

The Business Improvement District reassessment was completed by the City of Appleton Assessor's Office. The current property assessment list was generated by the Assessor's office and reviewed by the Finance Department and BID Board. As is stated below, the BID Board of Directors is proposing to increase the BID rate by 10% to \$2.75 per \$1000 of assessed value including the minimum to \$275 and maximum to \$5500. The new rate would generate an additional \$20,527 to the 2020 annual budget.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The BID Board of Directors is proposing to increase the BID rate by 10% to \$2.75 per \$1000 of assessed value including the minimum to \$275 and maximum to \$5500. The new rate would generate an additional \$20,527 to the 2020 annual budget. A letter is included to explain the proposed increase and impact to the 2020 budget. **Appendix F**

The 2020 assessment list **Appendix E** shows the calculation with the above proposed rate with the 10% increase as well as the current rate at \$2.50 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,000 and no parcel assessed less than \$250, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor's Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel's owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ration of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.

For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments

The final form of this 2020 Operating Plan has attached as **Appendix E** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula.

**The 2020 BID assessment total with the proposed 10% increase is anticipated to be \$225,791
Assessment adjustments are attached in Appendix E**

D. Assessment Collection and Dispersal

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15th day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2018 audit are available in the ADI office and a copy was submitted to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services

performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2017 report is attached.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit.

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

VII. City Role

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.
5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before June 1 each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

VIII. Required Statements - no change has been made to this section from the previous year.

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec. 66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

IX. Appleton Downtown Incorporated - no change has been made to this section from the previous year.

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. Shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

X. Severability and Expansion - no change has been made to this section from the previous year.

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.

APPENDIX A

2020 Plan of Action

APPLETON DOWNTOWN INC., BUSINESS IMPROVEMENT DISTRICT and CREATIVE DOWNTOWN APPLETON INC. 2020 Plan of Action

Mission

Our mission to establish a vibrant and accessible destination for business, learning, living and leisure is anchored in our focus to create an environment of success and sustainability for the new exhibition center, a robust employment center and a more livable Downtown. Our strategic initiatives build support for an exceptional visitor experience, a strong business climate and an attractive, accessible and inclusive downtown where more people want to live.

OUR BRIGHT FUTURE

As the City, ADI and its partners continue to plan and invest in downtown Appleton, they will be guided by the following vision and principles: “Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment.”

1. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
2. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
3. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
4. Foster a culture of walking and biking
5. Promote quality development along the Fox River by embracing the region’s industrial and natural heritage
6. Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing
7. Create a safe, welcoming, inclusive and accessible downtown
8. Grow downtown as an employment center for the region
9. Continue to support events and entertainment which draw visitors to downtown Appleton
10. Support a destination Fox Cities Exhibition Center as a unique attraction and community asset
11. Support unique, independent businesses

MARKET FINDINGS

The recently adopted Appleton Downtown Market Analysis identifies the following key assets and subsequent development and community priorities that reflect the public input and discussion throughout the plan development.

Key Assets

1. Large daytime workforce
2. A thriving arts/entertainment/culture/educational scene
3. The Fox River, an extensive parks system, and growing trail network

4. Diverse events and programs draw thousands of visitors
5. Strong diverse business mix
6. College Avenue, which is walkable and economically vibrant

Development Opportunities Priorities

- Residential and commercial Mixed use Development - A mix of multifamily, townhouse, and condo housing. Commercial and office space of a variety of sizes and amenities.
- Hospitality – fill vacant restaurant space and recruit an urban grocery store
- Retail/Commercial – A focus on a strong retail environment and pop up store opportunities in vacant spaces
- City Center Plaza/Public Market - Explore public market concept and recruit an urban grocery store
- The addition of accessible parking options for downtown employees and guests

Community Priorities

- Successful Operation of the Fox Cities Exhibition Center
- Improve connectivity to the Riverfront
- New or remodeled Appleton Public Library
- Develop Ellen Kort Peace Park with a strong connection through Jones Park to Lawrence St.
- A more walkable Downtown
- Strong livable Downtown neighborhoods
- Traffic flow Improvements
- Accessible and affordable parking solutions
- Enhanced streetscapes throughout Downtown
- Expand Public Art & Creative Culture
- Continued Partnership with Lawrence University and Appleton Area School District

Key Accomplishments from the Past Year

Over the last 12 months our organization has experienced significant progress through several key initiatives and projects including:

- Economic Development support in 2019 included \$30,000 in BID funded Façade Improvement grants supporting \$290,737 in exterior renovations on 14 properties downtown. Many projects will invest significantly more in their full renovation.
- Business Recruitment grant support to 4 businesses in 2019 with available funds to invest before the end of the year.
- Marketing support to 25 businesses totaling \$9965 in BID funded marketing grants helped support a total of \$30,855 in marketing investment by businesses within the BID.
- A new Downtown resident and employee packet is in design for distribution this fall.
- A new office for ADI established a visitor information area with support and partnership from the Convention and Visitors Bureau.

- Continuation of the Downtown CARE (Clean.Assess.Refresh.Enhance) Program in cooperation with Riverview Gardens and the City of Appleton provides daily contracted cleaning from the Service Works program. The CARE program is designed to provide employability skills to those experiencing homelessness or other barriers to employment while providing general cleaning service to the public areas of the Downtown district.
- Contributions to the Creative Environment included the addition of five play me musical instruments along College Ave. Support from Principal through a grant to Creative Downtown Appleton Inc. made a new playground possible in Jones Park. Coordination for a Mile of Music focused mural on a private property through a private donor. Our partnership with Mile of Music and Octoberfest brought hundreds of thousands of people to the district. Art on the Town activities like Creative Kids program, live music and sidewalk performers keep our downtown vibrant, colorful and beautiful.
- Our partnership with the City of Appleton Dignity and Respect campaign and Lawrence University presented the first of four Inclusive Business training sessions for Downtown businesses. The session provided an opportunity to learn about how implicit bias can affect our understanding, actions and decisions in the work place. Our collective goal is a more welcome and inclusive Downtown where everyone feels a safe sense of belonging and opportunities for success are supported equally. To further support this goal we partnered with Pillars Inc. to present the first session in a series on Crisis Intervention. The first session focused on understanding mental illness and strain and the daily struggles that may be experienced.
- Reestablishing the Business Watch program in partnership with the Appleton Police Department will work hand in hand with bringing the block captain program back. Our goal to increase communication and engagement with our members will be further supported along with the Neighbors Ring text service.

The State of Downtown Appleton

The state of Downtown Appleton is strong. Across the nation there is a trend toward urban living amidst vibrant cultural districts. People, especially those without children, are desiring convenient, car-optional neighborhoods where residents can walk to work, shop and access entertainment. Downtown Appleton has benefited from this trend and the ADI and BID boards are optimistic that we are emerging as a destination for urban living.

Downtown Appleton has become the central social district in the area. ADI sponsored programs such as the Saturday Farm Market and Thursday concerts continue to grow in popularity. Special events we partner on such as the Mile of Music and Octoberfest are attended by hundreds of thousands of people. The Exhibition Center now open and attracting new events and conventions continues to grow the visitor impact on downtown.

The employer base in Downtown Appleton is thriving and demand for office space is on the rise. The market study indicates leakage in grocery and more opportunity for experiential and specialty retail. As big box retailers are struggling and closing around the country, Downtown is positioned to welcome independent retailers and smaller scale national retail service centers in our active walkable urban corridor.

Downtown Appleton is experiencing a level of development sparked by the announcement of US Venture building their world headquarters in the district. The development movement includes a heavy focus on residential units and mix of new commercial office and event space. Such projects including Gabriel Lofts, Willow, 320 E. College, Crescent Lofts, 823-827 W. College Ave., 513 W. College, the Zuelke Building, the potential Library mixed use development and several others are elevating our inventory and variety of living options. A focus on providing the needed amenities to support residents such as grocery or public market, car or bike share, a dog park and others will need to be a priority with downtown partners.

As the arts and cultural district of the Fox Cities, we continue to draw performance, visual and musical experiences that are enhanced by our vibrant hospitality sector. Downtown Appleton enjoys many assets, and the opportunity to better leverage these assets is exciting: a riverfront district that is growing in popularity; Lawrence University brings world-class entertainment to Downtown Appleton; and historic buildings that are the core of good urban design. The music movement continues to highlight original artists and influence live entertainment options throughout the district.

With the demolition of the blue parking ramp and damage to the yellow ramp elevators parking capacity and accessibility issues are compromising on street turnover and could ultimately impact our ability to retain critical retail businesses and the Building for Kids Children's Museum. As future developments offer new parking solutions, accessibility and increased capacity will need to be part of the formula for a successful system.

Statistics indicate that Appleton is one of the safest cities in the country. However, as more people come downtown there are more security incidents and a concern about the safety of downtown. More crowds also make it challenging to keep our downtown clean. Downtown cleanliness is of utmost importance. Increasing the accountability of the CARE program is expected to improve downtown cleanliness.

The City of Appleton Dignity and Respect campaign continues to foster strong collaboration in our community's efforts to become more inclusive and welcome. ADI has much to learn and our goal continues to include a better understanding of how we can make positive improvements. We look forward to our partnership to share the Inclusive Business Training sessions with our Downtown members.

Our work to create One Great Place is also about talent attraction. As the premier arts and entertainment district of the Fox Cities, downtown is a quality of life benefit highlighted by employers throughout the region to attract and retain a talented workforce. Employees are more often making a decision on job selection based on community and quality of life. By adopting a creative placemaking approach to activating public spaces, recruiting a healthy business mix and integrating public art, we position downtown for employment growth and increased residential capacity.

Forward

For the next year, the ADI and BID boards will continue to advance the four imperatives for advancing ADI's Mission:

1. Promote Downtown living options and amenities to attract residents.
2. Play a more integrated role in business recruitment and retention efforts in partnership with Downtown property owners with a focus on sustaining a strong retail environment.
3. Curate walkability and livability enhancements throughout the district.

4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

The Chapter 14 Downtown Plan will be implemented through seven initiatives and their associated strategies. The BID/ADI/CDA Plan aligns its work plan within the following initiatives and strategies.

2020 WORK PLAN

The following plan integrates Appleton Downtown Inc., Creative Downtown Appleton Inc. and the Business Improvement District. This work plan is aligned with the Initiatives and Strategies from Chapter 14 of the City of Appleton 2017 Comprehensive Plan – the Downtown chapter.

- **Major Partner** – ADI/BID/CDA is a primary partner, organizer, and contributor.
- **Contributor** – Another stakeholder owns this initiative, but ADI/BID/CDA will have significant execution responsibilities.
- **Support and Promote** – Another stakeholder owns this initiative and there is no apparent ADI/BID/CDA work effort, but ADI/BID/CDA leadership will help promote the effort and be present at key times to help explain how the initiative impacts or benefits downtown and ADI/BID/CDA.

	Strategies	ADI/BID/CDA Role	DRAFT: 2020 Work Plan	BID Funded
#1 Urban Form & Design	1.1 Continue development of entry features on major routes into the downtown	Major Partner	Entry Signage for Downtown <ul style="list-style-type: none"> • Maintain and program the Message Center on the Red Ramp • Replace damaged street banners 	x
	1.2 Continue to enhance the civic campus south of Lawrence Street	Support and Promote		
	1.3 Implement appropriate streetscaping projects throughout the downtown	Contributor	<ul style="list-style-type: none"> • Continue to fund the flowers in the planters along College Ave. Work with Riverview Gardens to grow them • Partner with DPW on sidewalk kiosk updates • Propose additional flexible seating options for seasonal use 	X
	1.4 Install sculpture, murals, and other art in public locations throughout the downtown	Major Partner	<ul style="list-style-type: none"> • Be a partner on the Acre of Art program to support annual temporary sculptures. • Promote and curate additional interactive public art • Meet annually with City Public Art Committee 	
	1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures	Contributor	<ul style="list-style-type: none"> • Continue to offer the Façade Grant program for exterior building and access improvements. 	X
	1.6 Add flexible outdoor space throughout the downtown area	Major Partner	<ul style="list-style-type: none"> • Focus on adding seating options on the West end and riverfront • Propose additional flexible seating options for seasonal use 	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
#2 Tourism, Arts, Entertainment & Education	2.1 Maintain and strengthen the vitality of the arts and entertainment niche	Major Partner	<ul style="list-style-type: none"> Continue to host 100+ events annually. Facilitate an events committee with our collaborative partners. Continue to partner with Mile of Music and Octoberfest on event coordination. Evolve AOTT into a sidewalk version of a Night Market 	
	2.2 Pursue opportunities to attract more artists and arts related businesses to the downtown	Contributor	<ul style="list-style-type: none"> Provide exhibit and sales opportunities for local artisans. Promote and support pop up galleries and events 	
	2.3 Create new venues for arts and entertainment activities in the downtown	Contributor	<ul style="list-style-type: none"> Partner with Rotary to relaunch the effort for a cover in Houdini Plaza Apply for a grant for a cultural performer series hosted at the sidewalk Night Market events 	
	2.4 Continue to support the Fox Cities Exhibition Center as a vital component of the downtown	Contributor	<ul style="list-style-type: none"> Assist the Convention and Visitors Bureau and Red Lion Hotel with convention and event attraction. Extend our office hours with volunteer help when convention groups are arriving 	X
	2.5 Foster an arts education focus downtown	Support and Promote	<ul style="list-style-type: none"> Continue to offer Creative Kids program a Night Market events Promote art offerings within our district 	
	2.6 Create more Fox River to Downtown tourism opportunities and connections	Contributor	<ul style="list-style-type: none"> Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Create a new promo video: Explore Downtown's backyard -The Fox Riverfront 	
#2 Tourism, Arts, Entertainment & Education	2.7 Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton	Support and Promote	<ul style="list-style-type: none"> Continue to be an advocate for a new library in Downtown Appleton Provide communication to our members about library developments 	
	2.8 Establish an Arts and Culture Plan for the City	Contributor	<ul style="list-style-type: none"> Submit project opportunities to the City Public Art Committee Actively seek multicultural inclusion in events and public art projects 	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
#3 Neighborhood & Residential Development	3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized sites on the edge of downtown	Contributor	<ul style="list-style-type: none"> Continue to offer Façade Grant program for exterior building and access improvements Host an Annual Downtown Summit Partner with developers, HBA and Downtown residential spaces to feature a virtual Downtown Living Tour 	X X
	3.2 Preserve and enhance historic neighborhoods adjacent to downtown	Support and Promote		
	3.3 Promote development of neighborhood serving businesses to meet the basic shopping and service needs of downtown and nearby residents	Major Partner	<ul style="list-style-type: none"> Host quarterly outreach or social event for Downtown Residents to also discuss needs and services Distribute the Welcome to Downtown packet to new residents Continue efforts to make downtown pet-friendly 	
	3.4 Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed-use areas bordering the downtown CBD	Support and Promote		
	3.5 As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD)	Support and Promote		
	3.6 Enhance the image of downtown north of College Avenue	Contributor	<ul style="list-style-type: none"> Host monthly Washington Square committee meetings Work on improvement recommendations identified in the transitional areas walk audit 	
	3.7 Support green energy and sustainable infrastructure development	Support and Promote	<ul style="list-style-type: none"> Add a solar powered charging station downtown 	
	3.8 Promote a broad spectrum of housing types within the downtown study area	Contributor	<ul style="list-style-type: none"> Partner with developers, HBA and Downtown residential spaces to feature a virtual Downtown Living Tour to promote options 	
	#3 Neighborhood	3.9 Fund and implement a “Quiet Zone”	Support and Promote	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
& Residential Development	3.10 Promote well-designed transitional areas between higher density development downtown and adjacent, largely single family neighborhoods	Support and Promote	<ul style="list-style-type: none"> Work on improvement recommendations identified in the transitional areas walk audit and conduct another audit of additional side streets 	
#4 Downtown Development & Business Retention	4.1 Sustain and grow the retail niches which have formed downtown	Major Partner	<ul style="list-style-type: none"> Manage the block captain program and conduct Weekly business visits by ADI staff to improve communication Continue to offer business Recruitment grant program Continue to offer marketing grant program Increase brand and image marketing to highlight our retail nodes Shop & Retain Recruit and promote retail pop up shops in vacant store fronts Evolve AOTT into a sidewalk night market featuring a sidewalk sale, vendors and performers Manage and promote the Gift Certificate Program 	X X X X
	4.2 Identify and aggressively recruit target industries	Major Partner	<ul style="list-style-type: none"> Invite vacant property owners to monthly Econ Dev meetings to assist in recruitment Business recruitment focus on retail and residential needs 	X X
	4.3 Protect the existing retail blocks on College Avenue	Major Partner	See 4.1	
	4.4 Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square	Major Partner	<ul style="list-style-type: none"> Manage vacant property tracking and outreach to offer recruitment assistance and grant support for improvements and tenant attraction 	X
	4.5 Facilitate and pursue entrepreneurial business development in the downtown	Contributor	See 4.1 <ul style="list-style-type: none"> Supply ESeed program and Gbeta with Downtown resources for available space and grant programs 	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
#4 Downtown Development & Business Retention	4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue	Major Partner	<ul style="list-style-type: none"> Continue to host an annual State of the Downtown event Continue façade and recruitment grant programs Create an internal system for tracking available properties 	X
	4.7 Maintain an environment favorable to larger employers in the downtown	Major Partner	<ul style="list-style-type: none"> Expand our message about the role downtown and ADI's work plays in talent attraction for the region Promote and distribute Downtown Welcome packet for new employees Continue to encourage additional parking solutions and affordable permit rates Connect into New North and encourage inclusion in regional messaging 	X X
	4.8 Support private sector efforts to redevelop and invest in downtown	Contributor	<ul style="list-style-type: none"> Continue to host an annual State of the Downtown event and actively distribute recruitment and market analysis materials to brokers and developers Continue grant programs: business recruitment and façade improvement, Cooperatively market the City TIF grant program 	X X X
	4.9 Implement the block level conceptual ideas contained in Section 4 of the full chapter	Support and Promote		
#5 Mobility and Parking	5.1 Support Access Appleton initiatives through the City & BID	Contributor	<ul style="list-style-type: none"> Continue to include accessibility improvements in façade grant criteria. Conduct another Walk Audit of side streets and transitional areas 	X
	5.2 Continue to proactively address real and perceived parking needs as they arise	Support and Promote	<ul style="list-style-type: none"> Lobby for temporary surface parking on previous blue ramp location. Work with DPW on loading zone and handicap parking needs Continue to encourage additional parking solutions and affordable permit rates 	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
	5.3 Improve pedestrian and bicycle connections to and through the downtown	Contributor	<ul style="list-style-type: none"> Promote walking and biking routes and NO bikes on sidewalks Conduct another walk audit and implement recommendations Work with city on adding bike friendly amenities: ie racks, fix stations, lockers etc.. 	
	5.4 Implement the recommendations contained in the 2016 Downtown Mobility Plan	Support and Promote	<ul style="list-style-type: none"> Share communication on intersection work in 2020 and other street improvement projects on Lawrence St. 	
	5.5 Endorse a system of public transportation centered on downtown	Support and Promote	<ul style="list-style-type: none"> Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Recruit an additional funding partner to continue the trolley service 	
	5.6 Plan, design, and implement bike and pedestrian wayfinding signage	Contributor	<ul style="list-style-type: none"> With partners identify locations for riverfront pedestrian wayfinding signage to include in the Riverfront BID plan 	
	5.7 Promote downtown development best practices which encourage walkability	Contributor	<ul style="list-style-type: none"> Walkability projects: walk audit, west end seating, riverfront pedestrian wayfinding signage Continue support for CARE program to keep Downtown clean (see #6) 	X
#6 Downtown Management	6.1 Update the Downtown Plan as initiatives are completed or new opportunities arise	Support and Promote	<ul style="list-style-type: none"> Participate in annual plan reviews 	X

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
#6 Downtown Management	6.2 Uphold support for Appleton Downtown, Inc. and the Business Improvement District	Major Partner	<ul style="list-style-type: none"> • Manage cooperative agreement between the BID and ADI • ADI management of: <ul style="list-style-type: none"> • Image and event marketing • Weekly public Eblast • Block captain / Business Watch program • Marketing committee • Hospitality committee • Washington Square committee • Economic Development committee • Creative Downtown committee • ADI Board of Directors • BID Board of Directors • Sponsors recruitment and engagement • Volunteers • ADI organizational projects <ul style="list-style-type: none"> • Update employee handbook • Restructure investment / membership support 	X
	6.3 Ensure the cleanliness and safety of the downtown and surrounding neighborhoods	Major Partner	<ul style="list-style-type: none"> • Support and funding for the CARE program, in partnership with Riverview Gardens and the City of Appleton, to ensure daily clean up of all downtown areas. • Start CARE team & block captain block walkability evaluations for cleanliness, weeds, graffiti, storefronts, • Downtown Business Watch program with Block Captains • Provide Business Inclusion training sessions to encourage ALL businesses to adopt a culture of Dignity and Respect and be certified by the City as an Inclusive Business 	X
	6.4 Continue to explore potential for formation of a Riverfront Business Improvement District (BID)	Major Partner	<ul style="list-style-type: none"> • Reconvene quarterly riverfront committee meetings • Adoption of riverfront BID in 2020 for budget year 2021 	

	Strategies	ADI/BID/C DA Role	DRAFT: 2020 Work Plan	BID Funded
#7 Public Spaces & Riverfront	7.1 Complete proposed trail segments along the Fox River	Support and Promote	<ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park Support City efforts for trail development 	
	7.2 Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river	Support and Promote		
	7.3 Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down	Support and Promote	<ul style="list-style-type: none"> Continue to participate on the library planning team 	
	7.4 Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park	Contributor	<ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park 	
	7.5 Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue	Major Partner	<ul style="list-style-type: none"> Propose, fundraise for and implement a parklet or sidewalk seating on the west end of College Ave. Encourage more sidewalk café seating on the west end of College Ave. Approach the Red Lion Hotel about alley improvement options 	
	7.6 Promote the identity of the riverfront through creative use of lighting	Support and Promote	<ul style="list-style-type: none"> 	
	7.7 Support creation of a new or remodeled library downtown providing space for contemplation, creation & collaboration.	Support and Promote	<ul style="list-style-type: none"> Participate in APL planning process and assist with communication with neighboring businesses 	
	7.8 Continue both public and private redevelopment along the Fox River Corridor	Major Partner	<ul style="list-style-type: none"> Reconvene quarterly riverfront committee meetings Adoption of riverfront BID in 2020 for budget year 2021 Facilitate a riverfront project to launch the BID plan 	

Appendix B

2019 Midyear Review

2019 Business Improvement District Work Plan

The following plan integrates Appleton Downtown Inc., Creative Downtown Appleton Inc. and the Business Improvement District. This work plan is aligned with the Initiatives and Strategies from Chapter 14 of the City of Appleton Comprehensive Plan.

- **Major Partner** – ADI/BID/CDA is a primary partner, organizer, and contributor.
- **Contributor** – Another stakeholder owns this initiative, but ADI/BID/CDA will have significant execution responsibilities.
- **Support and Promote** – Another stakeholder owns this initiative and there is no apparent ADI/BID/CDA work effort, but ADI/BID/CDA leadership will help promote the effort and be present at key times to help explain how the initiative impacts or benefits downtown and ADI/BID/CDA.



	Strategies	ADI/BID/CDA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#1 Urban Form & Design	1.1 Continue development of entry features on major routes into the downtown	Major Partner	Entry Signage for Downtown <ul style="list-style-type: none"> • Maintain and program the Message Center on the Red Ramp • Continue to work on entry signage plan for main routes into downtown. 		LED Message center – The quote for the electrical work is \$1980 The cell modem expense is \$1920+shipping with no annual fees. Appleton signs being proposed for downtown entry points – redesigned and being installed at entry points and one in Jones Park. Street banners in need of replacing. Evaluating how many we need to replace.
	1.2 Continue to enhance the civic campus south of Lawrence Street	Support and Promote			
	1.3 Implement appropriate streetscaping projects throughout the downtown	Contributor	<ul style="list-style-type: none"> • Develop a vision plan for streetscape enhancements for the next three years. • Continue to fund the flowers in the planters along College Ave. • Partner with DPW on sidewalk kiosk updates - 2020 	X	Offer by US Venture to purchase the flowers for 2020 if Riverview can grow them. Will discuss with City and Cindy to get the ball rolling on this arrangement Kiosk updates happen in 2020

	Strategies	ADI/BID/CDA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#1 Urban Form & Design	1.4 Install sculpture, murals, and other art in public locations throughout the downtown	Major Partner	<ul style="list-style-type: none"> • Be a partner on the Acre of Art program to support annual temporary sculptures. • Promote and curate additional interactive public art in the district. • Establish an annual City Public Art Committee meeting with Creative Downtown Appleton (CDA) 		<p>Working with Sculpture Valley on support for Acre of Art and inclusion of interactive pieces. Lack of support for new Acre pieces may result in a delay or gap in the program.</p> <p>AARP grant submitted to create an alley way selfie station that incorporates the music theme. Denied.</p> <p>Jennifer spoke at the Public Art committee in June and gave an update on CDA’s work and possible future projects. Proposal being submitted to DPW for a trial table and chairs</p> <p>Approached by Boys and Girls club for mural project – connected them to Appleton Bike Shop</p> <p>Approached by Tony Conrad to create a new mural – approached building owner – working on possible partnership for funding.</p>
	1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures	Contributor	<ul style="list-style-type: none"> • Continue to offer the Façade Grant program for exterior building and access improvements. • Identify opportunities to enhance the grant program through matching support from vendors or other local partners. • Create a set of façade standards to include with the grant and share with all buildings within the CBD. 	X	<p>100% of our \$30,000 is committed for this year.</p> <p>Sustainable sources of funding needed to grow the façade grant program. Opportunities to increase BID funding in the future with new development and potential levy increase.</p> <p>August meeting agenda: for Econ Dev. committee to create an outline of Façade best practices</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	1.6 Add flexible outdoor space throughout the downtown area	Major Partner	<ul style="list-style-type: none"> Focus on adding seating options on the West end and riverfront Draft a proposal and budget for a seasonal parklet option for the west end. 		<p>Working with the City to establish a Parklet Policy. Department heads have submitted their initial concerns. Main concern is on liability</p> <p>Partial funding in house for a future seating project \$5000 from a principal grant</p>
#2 Tourism, Arts, Entertainment & Education	2.1 Maintain and strengthen the vitality of the arts and entertainment niche	Major Partner	<ul style="list-style-type: none"> W/partners: Conduct an inventory of public art downtown and riverfront and identify gaps and potential future public art locations. Continue to host 100+ events annually. Continue to partner with Mile of Music and Oktoberfest on event coordination. Recruit and support an organization to own and manage a monthly night market on College Ave – preferably on the West end Host monthly hospitality committee and creative committee meetings 	X	<p>Presenting this project to Sculpture Valley and City Public Art Committee to partner with us to update our art map and identify opportunities.</p> <p>Annual events list attached Mile partnership agreement Oktoberfest agreement multi year</p> <p>West end added a special feature during Art on the Town – West End Sideshow includes roaming performers and increased participation from businesses in Art on the Town.</p> <p>Exploring an evolution of AOTT into a sidewalk (inverted) night market: performers, sidewalk sale, food trucks, outdoor café’s up lighting the storefronts. Showcase the businesses and let them be the star.</p> <p>Working with Irish Fest on moving to Jones Park as an option for 2020.</p> <p>Partnering with Trout Museum of Art on Light up Appleton. Expanding the event!</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#2 Tourism, Arts, Entertainment & Education	2.2 Pursue opportunities to attract more artists and arts related businesses to the downtown	Contributor	<ul style="list-style-type: none"> • Provide exhibit and sales opportunities for local artisans. • Music movement partner with Mile of Music to become a more musician friendly city • 		<p>Farm Market continues to offer artisan booths every Saturday.</p> <p>Art on the Town has added additional performers and artist as well.</p>
	2.3 Create new venues for arts and entertainment activities in the downtown	Contributor	<ul style="list-style-type: none"> • Pop up gallery support and promote the “how to” guide available soon on our website • Explore underutilized space on the west end and riverfront for arts related activities or events: ie Thompson Center parking lot • Music Movement support to venues – more collaborative promotion for live music, create a secret shopper type program with musicians to provide free venue audits 		<p>Connected interested entrepreneur in launching a creative event space with new owners of 513 W. College.</p> <p>Connected David Jackson photographer with potential spaces for his pop up gallery during Mile of Music</p> <p>Sharing ANNEW link in our Eblast for artist events and updates</p>
	2.4 Continue to support the Fox Cities Exhibition Center as a vital component of the downtown	Contributor	<ul style="list-style-type: none"> • Assist the Convention and Visitors Bureau (CVB) and Red Lion with convention and event attraction. • One Great Place for your convention promotion video. • Grow the Ambassador program focused on connecting convention visitors to the downtown businesses & attractions. 	<p>X</p> <p>X</p>	<p>Continue to meet with the Red Lion team. Exploring a move to FCEC for Feb and March – one Sat a month for Farm Market – evolving into a community Winter Market/Festival</p> <p>No progress on the video – would like to partner with the CVB</p> <p>With the new office we now have an onsite visitor center and are training volunteers to help expand out hours of operation when visitor traffic is heavy.</p>

	Strategies	ADI/BID/CDA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#2 Tourism, Arts, Entertainment & Education	2.5 Foster an arts education focus downtown	Support and Promote	<ul style="list-style-type: none"> W/partners grow Creative Kids program with Art on the Town Fund free to the public arts workshops with local artists during Art on The Town - CDA 		<p>Creative Kids program will continue this year.</p> <p>No funding for the public art workshops this year.</p>
	2.6 Create more Fox River to Downtown tourism opportunities and connections	Contributor	<ul style="list-style-type: none"> Include riverfront messaging and wayfinding in marketing and promotions. Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Create a new promo video: Explore Downtown's backyard -The Fox Riverfront! Highlight: outdoor dining, tour boat, kayak and bike rentals, live music, bird watching, 		<p>Potential to work with Refuge Arts and City on Song walk from Jones Park through the riverfront trail with signs that include lyrics to the song Cory wrote with kids in Appleton and partnered with interactive musical instruments.</p> <p>Trolley service partnership will continue with Valley Transit for another year. 40% funding provided by ADI</p> <p>No progress on the video – potential partnership with river boat</p>
	2.7 Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton	Support and Promote	<ul style="list-style-type: none"> Continue to be an advocate for a new library in Downtown Appleton Provide communication to our members about library developments 		No new information

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	2.8 Establish an Arts and Culture Plan for the City	Contributor	<ul style="list-style-type: none"> Collaborate with City Public Art Committee Establish a public art inventory database and map Submit public art project ideas to the committee annually for consideration Provide opportunities for multicultural inclusion in events and public art projects 		<p>Working with Sculpture Valley on Acre of Art pieces for this year. Asking for an interactive category.</p> <p>Presented to the Public Art Committee. Shared our public art map. They currently have no projects they are working on.</p> <p>Rhythms of the World event will again take place at the Farm Market September 14.</p>
#3 Neighborhood & Residential Development	3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized sites on the edge of downtown	Contributor	<ul style="list-style-type: none"> Continue to support second floor façade building improvements in our façade program Host an Annual Downtown Summit Partner with the Home Builders Association, and Downtown residential spaces to feature a Downtown Living Tour 	X	<p>100% of our \$30,000 Façade grant pot is awarded</p> <p>Spoke to Home Builders Association in May shared updates on development projects and the mixed use message!</p> <p>No new progress on a downtown living tour – Will discuss with FORE Development, Milwaukee View and others about creating a virtual downtown living tour “The Future of Downtown Living”</p>
	3.2 Preserve and enhance historic neighborhoods adjacent to downtown	Support and Promote			The former Post Crescent building is pursuing the Historical Registry

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#3 Neighborhood & Residential Development	3.3 Promote development of neighborhood serving businesses to meet the basic shopping and service needs of downtown and nearby residents	Major Partner	<ul style="list-style-type: none"> • Annual Downtown resident survey • Host a Downtown resident night at a concert series and offer free wristband and drink ticket to all Downtown Residents for completing a survey • Create a Welcome to Downtown residential packet – Guide, welcome message, discount coupons from businesses, survey to provide feedback to us. • Continue efforts to make downtown pet-friendly: waste stations, leash hooks, and a downtown dog park. • Assemble a bike share program proposal with smart bikes as Lime Bikes 		<p>Welcome packet is in design process. It will include a discount program – residents and employees</p> <p>Nothing new on Pet Friendly initiative – still need to get a waste station placed on the west end.</p> <p>Nothing new on bike share since last quarter.</p> <p>A resolution was brought forward to City Council for golf carts on city streets. I will be following this topic.</p> <p>August 8 will be the Downtowner night at the Concert in Houdini. Collect email and share a questionnaire. Lime bikes no longer does free bike share programs.</p>
	3.4 Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed-use areas bordering the downtown CBD	Support and Promote			Continue to cross promote the TIF grant programs and share Opportunity zone information

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	3.5 As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD)	Support and Promote			
	3.6 Enhance the image of downtown north of College Avenue	Contributor	<ul style="list-style-type: none"> • Host monthly Washington Square committee monitor and track daily reports, manage security contract • Microtarget spaces that are not safe, comfortable, or interesting for improvement. Partner with area residents, business and churches for quick, inexpensive improvements. 		<p>Washington Square security changes seem to be working well. Star security is very professional and has a strong visual presence at Valley Transit.</p> <p>Pfefferle has expanded their team to be able to keep the skywalk open until 8:30pm.</p> <p>City recently removed the curb around the trees in the parking lot across from Valley Transit to deter people from sitting on the curb and blocking the sidewalk.</p>
	3.7 Support green energy and sustainable infrastructure development	Support and Promote	<ul style="list-style-type: none"> • Research solar powered charging stations for Houdini Plaza and the parklet 		The pole charger is most streamline option and would be an easier fit for our district. Quote from Sun Charging Systems \$2640 per unit
	3.8 Promote a broad spectrum of housing types within the downtown study area	Contributor	<ul style="list-style-type: none"> • Partner with the Home Builders Association and Downtown residential spaces to feature a Downtown Living Tour night as part of Art on the Town or other event 		Need help collect data for the Downtown housing summary. Range and average: size, rent rates, amenities, styles, vacancy rate. Query from assessor’s office reports 421 downtown living units – that includes all non commercial as well. We will build from this data
	3.9 Fund and implement a “Quiet Zone”	Support and Promote			

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	3.10 Promote well-designed transitional areas between higher density development downtown and adjacent, largely single family neighborhoods	Support and Promote			Scheduling to host a Sept. walkability workshop focused on transitional areas between new developments like Crescent Lofts or 823-827 W. College with other downtown areas utilizing the AARP Walk audit workbooks
#4 Downtown Development & Business Retention	4.1 Sustain and grow the retail niches which have formed downtown	Major Partner	<ul style="list-style-type: none"> Continue to offer business Recruitment grant program Administer a business retention survey Continue to offer marketing grant program Increase brand and image marketing to highlight our retail nodes Support a new Shop Appleton Campaign and Retail promotion and events in cooperation with ANBA Recruit and promote retail pop up shops in vacant store fronts 	X X X X	Recruitment Grants: \$2500 committed <ul style="list-style-type: none"> - Casting On: \$1000 - FRESS: \$1000 - Russel Sprouts \$500 Marketing Grant – new program offers \$500 match. Distributed to date: \$5364 to 14 businesses
	4.2 Identify and aggressively recruit target industries	Major Partner	<ul style="list-style-type: none"> Develop vacant property mini-plans to activate storefronts and assist with business recruitment – econ dev committee Request community input on what businesses and amenities would you like to see Downtown: Post Crescent and online campaign Participate in statewide WDAC second location program 	X	No new progress on plan development. Many discussions with development projects in the works. Current activity looking: Office – 1 Hospitality – 2 Retail – 1 Second location program not launching this year.

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#4 Downtown Development & Business Retention	4.3 Protect the existing retail blocks on College Avenue	Major Partner	<ul style="list-style-type: none"> Continue grant programs: business recruitment, façade improvement, marketing Coordinate a business mentorship program for retail and hospitality businesses 	X X	<p>A Focus on Retail: Exploring a Downtown concierge concept to support retail sales. PopShopLive.com – mobile live streaming marketplace Discount offer for new residents and employees. AOTT evolving into a night market with shared focus on retail</p> <p>Façade Grant Program Garden View: \$1000 FRESS: \$1000 Gabriel Lofts: \$5000 Muncheez Pizza: \$5000 Hoot & Co.: 742.66 Casting On: \$1000 Aunty’s Café: \$982.78 232 E. College: \$2000 213 E. College: \$5000 530 W. College: \$1654.92 Eco Candle: \$4,137.29 620 W. Lawrence: \$827.45 613 W. College: \$827.45 Nice Times: \$827.45 TOTAL: \$30,000</p> <p>Business Ambassador program Gary and Friends One on one visits Requesting a list of to start scheduling visits</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	4.4 Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square	Major Partner	<ul style="list-style-type: none"> Continue Business recruitment strategies Vacant property plans and promotion 	X X	Recruitment grants, marketing grants still available
	4.5 Facilitate and pursue entrepreneurial business development in the downtown	Contributor	<ul style="list-style-type: none"> Approach entrepreneurial support programs and organizations to partner in the downtown message, offer support and grant program opportunities (gBeta, venture center, WWBIC, LU, kinnecter) Pop up shop support 		<p>Approached gBeta about a booth at Farm Market to allow new product market testing.</p> <p>Shared WWBIC fall class schedule with members</p> <p>Met with recent Eseed participant regarding her business launch.</p>
	4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue	Major Partner	<ul style="list-style-type: none"> Continue to host an annual State of the Downtown event Continue façade and recruitment grant programs Create an internal system for tracking available properties 	X X	<p>Will partner with the City to offer a more targeted State of Downtown focused in on development opportunities and updates on resources</p> <p>Available property tracking still a challenge.</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	4.7 Maintain an environment favorable to larger employers in the downtown	Major Partner	<ul style="list-style-type: none"> Expand our message about the role downtown and ADI’s work plays in talent attraction for the region Annual presentation at SHRM to share the Downtown story Create a Downtown Appleton piece for inclusion in the Relocate Fox Cities packets Create and distribute a New Downtown Employee packet: guide, coupons, Connect into the I41 Corridor Strategies initiative with ECWRPC Connect into New North and encourage inclusion in regional messaging 	<p>X</p> <p>X</p>	<p>New welcome packets are in design process for residents and employees.</p> <p>Reconnected with Relocate Fox Cities to be included in their packets.</p> <p>US Venture project still in discussion with the City regarding the ramp and building project. John would like to meet with the ADI Board and share an update. July 30 meeting was proposed. We will add to the end of the agenda and open to the BID Board and Karen Harkness to attend.</p> <p>Salelytics parking situation. Employee handicap permit holders using College Ave meters all day reducing turn over to zero. Approaching the City on a short and long term solution</p>
	4.8 Support private sector efforts to redevelop and invest in downtown	Contributor	<ul style="list-style-type: none"> Continue to host an annual State of the Downtown event and actively distribute recruitment and market analysis materials to brokers and developers Continue grant programs: business recruitment and façade improvement, Cooperatively market the City TIF grant program 		<p>Will partner with the City to offer a more targeted State of Downtown focused in on development opportunities and updates on resources</p> <p>Available property tracking still a challenge.</p> <p>Grant programs continuing</p>
	4.9 Implement the block level conceptual ideas contained in Section 4 of the full chapter	Support and Promote			

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#5 Mobility and Parking	5.1 Support Access Appleton initiatives through the City & BID	Contributor	<ul style="list-style-type: none"> Continue to include accessibility improvements in façade grant criteria. Conduct a Walk Audit of Downtown using the AARP Walk Audit Tool Kit 	X	Scheduling to host a Sept. walkability workshop focused on transitional areas between new developments like Crescent Lofts or 823-827 W. College with other downtown areas utilizing the AARP Walk audit workbooks
	5.2 Continue to proactively address real and perceived parking needs as they arise	Support and Promote	<ul style="list-style-type: none"> Participate in discussing, promoting and lobbying for parking solutions Coordinate a parking promotion to highlight the parking App, ramps, variety of meters, best practices etc.. Social, window clings, ads 	X	Parking discussions at Municipal Services <ul style="list-style-type: none"> - replacing lost parking from Blue ramp - lack of parking on the West end - Building for Kids parking - Increase on permits \$10 – voted down and amended to \$5 increase in 2020. - Red head meters changed to 25 minute - All 2 hour meters on College between Appleton and Oneida will be changed to red head 25 minute meters - Three stalls on College along Houdini Plaza will become yellow head loading zone meters until 3pm
	5.3 Improve pedestrian and bicycle connections to and through the downtown	Contributor	<ul style="list-style-type: none"> Promote walking and biking routes Conduct a Walk Audit and implement enhancement recommendations Work with city on adding bike friendly amenities: ie racks, fix stations, lockers etc.. Assemble a bike share program proposal with smart bikes as Lime Bikes 		Bike lane now open on Appleton St.

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	5.4 Implement the recommendations contained in the 2016 Downtown Mobility Plan	Support and Promote	<ul style="list-style-type: none"> Participation in Appleton Street reconstruction project and help communicate to businesses and public 		<p>Appleton Street now open Lawrence to College.</p> <p>Loading zone on Appleton street is only 7 feet wide – trucks do not fit. Additional loading zone being created on College to accommodate</p> <p>Bridge project on track.</p>
	5.5 Endorse a system of public transportation centered on downtown	Support and Promote	<ul style="list-style-type: none"> Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Propose option to transit commission to add a second trolley to reduce the route to 15-20 minutes and service all needed stops 		<p>Trolley through Transit commission for new contract</p> <p>No second trolley option this year.</p>
	5.6 Plan, design, and implement bike and pedestrian wayfinding signage	Contributor	<ul style="list-style-type: none"> Design a system of riverfront wayfinding signage to propose with the Riverfront BID 		<p>Riverfront project option to build on the song trail concept to include wayfinding signage, instruments and public art.</p>
	5.7 Promote downtown development best practices which encourage walkability	Contributor	<ul style="list-style-type: none"> Implement walkability elements to west end and riverfront Continue support for CARE program to keep Downtown clean (see #6) 	<p>X</p> <p>X</p>	<p>West End Sideshow with Art on the Town features 400-600 W. blocks</p> <p>Exploring parklet policy and additional sidewalk seating,</p>
#6 Downtown Management	6.1 Update the Downtown Plan as initiatives are completed or new opportunities arise	Support and Promote	<ul style="list-style-type: none"> Continued participation in annual plan reviews 		<p>No current review scheduled with the City.</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#6 Downtown Management	6.3 Ensure the cleanliness and safety of the downtown and surrounding neighborhoods	Major Partner	<ul style="list-style-type: none"> Continue support for the CARE program, in partnership with Riverview Gardens and the City of Appleton, to ensure daily clean up of all downtown areas. Work with law enforcement, businesses, and residents to develop a security strategy for side streets and transitional areas between downtown and neighborhoods. Continue to manage the cooperative agreement for a Washington Square security guard Provide diversity training video and group sessions for our members that reflects our aspiration for all cultures and communities of people to feel safe and welcome downtown. 	<p>X</p> <p>X</p> <p>X</p>	<p>CARE team grant runs out this year and will be funded by BID and City support. Daily cleaning will continue.</p> <p>US Venture offered to purchase flowers if grown by Riverview Gardens – great way to expand support and the reach of the program.</p> <p>APD and ADI relaunching Downtown Business Watch program. August 21 3pm at APD.</p> <ul style="list-style-type: none"> Block captain structure will be reinstated – both for watch and general communication to help increase participation. Neighbors by Ring will be introduced and encouraged use by businesses <p>Crisis Intervention training is scheduled for downtown businesses on July 24th with Pillars.</p> <p>Business Inclusion training was hosted on July 16th 7 attendees representing 5 different businesses. Additional sessions will be offered.</p> <p>An additional AED will be placed at Acoca Coffee</p>
	6.4 Continue to explore potential for formation of a Riverfront Business Improvement District (BID)	Major Partner	<ul style="list-style-type: none"> Apply the ECWRPC spaces and places plan findings into a Riverfront BID plan. Adoption of riverfront BID in 2019 for budget year 2020 		<p>We will continue to explore the option for a Riverfront BID as an extension or separate district. Loss of Neenah Paper support for this year.</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
#7 Public Spaces & Riverfront	7.1 Complete proposed trail segments along the Fox River	Support and Promote	<ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park 		No new progress
	7.2 Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river	Support and Promote			
	7.3 Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down	Support and Promote	<ul style="list-style-type: none"> Continue to participate on the library planning team 		No new progress we can report – still in discussion
	7.4 Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park	Contributor	<ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park 		<p>Jones Park to be used for Mile of Music. Concerns regarding the lack of useable hardscape for logistics.</p> <p>ADI to fund two additional power peds in the parking lot for food trucks.</p>
	7.5 Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue	Major Partner	<ul style="list-style-type: none"> Propose, fundraise for and implement a parklet on the west end of College Ave. Encourage more sidewalk café seating on the west end of College Ave. 		<p>Approached Paula about establishing a parklet policy. I shared LaCrosses policy and handbook. She started with the general concept with the department heads and collected their concerns.</p> <p>Met with a City planner for input on sidewalk seating idea on the west end. Positive response. Working on a proposal for a trial</p>

	Strategies	ADI/BID/C DA Role	DRAFT: 2019 Work Plan	BID Funded	Mid Year Report
	7.6 Promote the identity of the riverfront through creative use of lighting	Support and Promote	<ul style="list-style-type: none"> Propose LED lighting options as riverfront enhancement 		No new progress
	7.7 Support creation of a new or remodeled library downtown providing space for contemplation, creation & collaboration.	Support and Promote	<ul style="list-style-type: none"> Participate in APL planning process and assist with communication with neighboring businesses 		No new progress
	7.8 Continue both public and private redevelopment along the Fox River Corridor	Major Partner	<ul style="list-style-type: none"> Adoption of riverfront BID in 2019 for budget year 2020 		We will continue to explore the option for a Riverfront BID as an extension or separate district. Loss of Neenah Paper support for this year.

2019 2nd Quarter BID Marketing Report

EVENT	DATE	SPONSORS	ADVERTISING	ATTENDANCE	NEW NOTES
Mini Golf On The Town	April 6, 2019	Tundraland, AZCO, Warning Lites, General Beer, Kiss FM	KISS FM, WI Party, Posters, website, eblast, social media. Bag stuffers, Appleton Monthly	825 people played. 19 th Hole party at D2 Sports Pub.	27 Participating bars responsible for team registration. Bars keep registration fees. West End low on number of players
Ladies Day Downtown!	May 4, 2019	Tundraland, AZCO, Fox Communities Credit Union, Engage Orthodontics, 12 participating businesses	Posters, website, eblast, social media, WI Party, Bag stuffers, Appleton Monthly, Fox Cities Magazine, KZ Radio	Sold about 200 bought tickets. Approx. 250 in attendance/out shopping	Ticket sales still low. Looking at moving event earlier next year. Added an Avant

					Garde Challenge component: well received with 5 unique entries.
Craft Beer Walk	May 18, 2019	Tundraland, AZCO, WI Distributors, General Beer, Lee Beverage, Kay Distrib., Stacey Hennessey, Warning Lites, Appleton Airport, Red Lion Hotel (in kind)	WI Party, website, posters, coasters, pint glasses, eblast, social media, bag stuffers, Appleton Monthly, Spectrum Digital Ads,	All routes close to sold out. Approximately 900. VIP vs standard tickets about 50/50.	24 different bars participated responsible for ticket sales. Bars keep ticket sales.
Lunchtime Live Concerts	Thursdays: May 30-Aug. 29, 2019	Same as concerts	Same as concerts	Attendance continues to grow. Strong weekly!	Food vendor & Houdini Plaza placement per City guidelines being worked out.
Heid Music Summer Concerts	Thursdays: May 30-Aug. 29, 2019	Heid Music, EPS (in kind), BMO Harris Bank, Miller Lite Beer, Bon & Viv Spiked Seltzer, Saleytics, Festival Foods, Habush Habush & Rottier, Fox Cities Signs (in kind), AZCO Inc., Tundraland, Steve & Teri Winter, Spectrum, US Venture, Octoberfest, Red Lion Hotel (in kind)	Appleton Monthly mag, WI Party, Woodward Radio weekly, Spectrum Digital ads daily, website, posters, eblasts, social media with FB event weekly. Mall Kiosk, Old Car Show, Nature's Pathways, Pocket Guide, Women Magazine, Fox Cities Mag	Great attendance! Good weather	Concerts in Houdini Plaza weekly. Videos created with a different Sponsor introducing each band.
Art On The Town	May 17, June 21, July 19, Aug. 16, Sept. 20, 2019	Appleton Airport, City, Tundraland, AZCO, Horicon Bank, Red Lion (in kind), Jewelers Mutual	Woodward Radio & Talent Produced Recap Videos, Monthly brochures, posters, website, eblast, social media, WI Party, Bag	May and June had great attendance. Switched up the themes – student art showcase was a great hit! Make	24+ venues from LU to Float Light. Added West End Side Show from 400-600 W blocks, definitely helping draw

			stuffers, Appleton Monthly, Mall Kiosk, Old Car Show, Nature's Pathways, Fox Cities Magazine, Pocket Guide	Music Day brought down a good crowd.	attendees that way.
Farm Market	Saturdays: June 15-Oct. 26, 2019	Theda Care, Gateway Chiropractic, Ulness Health, Tundraland, Sure Dry Basements, Crunch Fitness, Consolidated Construction, Eagle Point, AZCO, City, Red Lion, Dream Home Fox Cities, 4imprint, Home Builders Association Fox Cities	Cumulus Digital Ads, Appleton Monthly Edible Door (in kind), Cumulus Radio (in kind), Appleton Monthly, Fox Cities Magazine, website, eblasts, posters, social media with FB event weekly. Nature's Pathways (June 2018-May 2019), Mall Kiosk, Old Car Show, Summer Pocket Guide	June was very well attended.	Hard Barricades in place at each intersection. Produce vendors lighter than normal for this time of year due to products not ready yet due to spring weather. Relocating vendors due to construction around Gabriel Lofts.
Downtown Trolley	Weekends: June 6-Sept. 28, 2019	Valley Transit, City of Appleton, Tundraland, AZCO, Red Lion Hotel	2500 trolley brochures printed & distributed, Summer Pocket Guide	1000 riders for June. Average 250 per week.	Working on a social media promo
Creative Kids	June 21, July 19, Aug 16, 2019	Partnered with Building For Kids	Appleton Monthly, Social Media, Website, posters, & eblast, Mall Kiosk, Old Car Show, Nature's Pathways, Pocket Guide	Approx. 500 children & families in June (record amount!)	Added bag giveaways to hold their art projects. 10 different stations at the event now – grew from the 5 we had when this event started 3 years ago

FREE PUBLICITY	PAID IMAGE ADVERTISING
Local 5 Live: Ladies Day w/Lillians & Hoot & Co. - Lynn	Event Posters and 5500 Pocket Guides

Local 5 Live: Craft Beer Walk @ Fox River House & McGuinness – Lynn	Appleton Car Show Ad
WLUK: Art on the Town @ Float Light & Foxley - Lynn	Greater Valley Guide
NASH FM: Weekly Interviews about What’s Up Downtown	Red Lion Kiosk and guestbook (annual)
Y100: Monthly Interviews w/Shotgun & Charli	Appleton Airport Large Billboard in Luggage Area (annual)
WHBY: Hayley Tenpas – Make Music Day/AOTT	CopperLeaf guestbook (annual)
WHBY News: AOTT, Concerts, Musical Instruments, Make Music Day, Farm Market	Downtown Trolley signs
WLUK: Musical Instruments, Art on the Town, Farm Market, Make Music Day, Chalk on the Town Registration	Fox Cities Convention & Visitors Guide 2 ½ page group ad
NBC26: Farm Market, AOTT, Lunchtime Live	Performing Arts Center Ovation 1/3 pg ad
Post Crescent- multiple stories on Downtown	City Guide Back Cover Full Page (Appleton’s Park & Rec Guide)
Article on: Concerts, Farm Market, Downtown Development Projects, Valley Transit/Firefighter,	Appleton Monthly magazine full page ad quarterly

COMMUNICATION STATISTICS (as of 6/28/19):

15328 Appleton Downtown Facebook Page Likes	4314 Email Active Contacts
16494 Downtown Appleton Farm Market Facebook Page Likes	6767 @Dwtnappleton Twitter Followers
771 Blog Posts	3520 @Appletonfarmmkt Twitter Followers
3203 Instagram Followers	57805 Website Sessions (4/1/-6/28/2019)
90896 Website Page Views (4/1/-6/28/2019) 91,829	By Device: 60.8% Mobile, 29.9% Desktop, and 9.3% Other
Website Visits by Location (4/1/-6/28/2019)	Top Referral Sites (4/1/-6/28/2019)
24020 Fox Cities	68% Search Engines 39212
3189 Chicago	17% Direct 9619
2778 Unknown	12% Websites 6918
1511 Evansville, WI	4% Campaigns 2056
Website Visits from Social Media (4/1/-6/28/2019)	Top Landing Pages (4/1/-6/28/2019)
99% Facebook	Upcoming Events 22658
1% Twitter, Linked In, Instagram and Pinterest	Concerts 13784
	Farm Market 12945
Top Single Date for Visits	Avg. Visit Duration For Returning Visitors
1650 on Thursday, June 20	1 minute, 20 seconds

APPENDIX C

2020

Budget

Business Improvement District Budget 2020

BUSINESS IMPROVEMENT DISTRICT PROPOSED 2020 BUDGET				
REVENUE			2020 Proposed budget with 10% increase included	% of total budget
	BID Assessments		225,791	
	Total		225,791	
EXPENSES				
Contracted Services				
	ADI Staff support		50,000	22%
Administrative	Telephone, postage, office supplies, dues, fees, internet fees, office equipment,		6291	4%
BID Audit/ Accounting Services	Audit fee from the City		2500	
Marketing	Website & Social Media Image Advertising Design services		70,000	31%
Economic Development				29%
	Façade Grants		30,000	
	Marketing Grant		10,000	
	Recruitment Grant		15,000	
	Business Recruitment marketing New employee and resident packets		10,000	
Maintenance				
	Sidewalk maintenance, Flowers and CARE team		30,000	14%
	Security support		2000	
			225,791	

APPENDIX D

2020 BID Board List

Board Member	Business	Category
Monica Stage – Treasurer	City of Appleton	City Government
Pam Ulness	Ulness Health and Downtown Resident	Property owner / Business Owner – service / Downtown Resident
Brad Schweb	Newmark Grubb Pfefferle	Property owner representative
Gary Schmitz – President	Universal Insurance	Business office / service
Marcie Harris	Triumph Engineering	Property and Business Owner – office
Bill Wetzel	Acoca Coffee	Property Owner / Business Owner Hospitality
Jason Druxman– Secretary	Avenue Jewelers	Retail & property/co-owner
Leah Fogle	Appleton Beer Factory	Business Owner : Hospitality
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / Business Owner: Retail

Appendix E

Schedule of Assessments

31-5-1101-22	5-1101-22	400 NORTH LLC	400 N RICHMOND ST	0 PDC2	\$ 14,100.00	\$ 141,900.00	\$ 156,000.00	\$ 14,100.00	\$ 141,900.00	\$ 156,000.00	390.00	390.00	390.00	429.00	429.00	429.00
31-5-1139-00	5-1139	BRAUN DAVID	226 N RICHMOND ST	0 C2	\$ 104,500.00	\$ 8,200.00	\$ 112,700.00	\$ 104,500.00	\$ 8,200.00	\$ 112,700.00	281.75	281.75	281.75	309.93	309.93	309.93
31-5-1147-00	5-1147	JAMIE BOYCE	208 N RICHMOND ST	1 CBD	\$ 34,700.00	\$ 60,300.00	\$ 95,000.00	\$ 34,700.00	\$ 60,300.00	\$ 95,000.00	237.50	250.00	250.00	261.25	275.00	275.00
31-5-1148-00	5-1148	JAMIE BOYCE	200 N RICHMOND ST	3 CBD	\$ 50,500.00	\$ 69,500.00	\$ 120,000.00	\$ 50,500.00	\$ 69,500.00	\$ 120,000.00	300.00	300.00	300.00	330.00	330.00	330.00
31-5-1148-01	5-1148-1	JAMIE BOYCE	204 N RICHMOND ST	1 CBD	\$ 14,700.00	\$ 66,300.00	\$ 81,000.00	\$ 14,700.00	\$ 66,300.00	\$ 81,000.00	202.50	250.00	250.00	222.75	275.00	275.00
31-5-1158-00	5-1158	OLD BRICK PROPERTIES L	110 N RICHMOND ST	0 CBD	\$ 630,900.00	\$ 489,100.00	\$ 1,120,000.00	\$ 630,900.00	\$ 489,100.00	\$ 1,120,000.00	2,800.00	2,800.00	2,800.00	3,080.00	3,080.00	3,080.00
31-5-1159-00	5-1159	JOHN HANSEN TRUST	638 W COLLEGE AVE	0 CBD	\$ 41,700.00	\$ 35,900.00	\$ 77,600.00	\$ 41,700.00	\$ 37,800.00	\$ 79,500.00	198.75	250.00	250.00	218.63	275.00	275.00
31-5-1160-00	5-1160	SPARKY MARK LLC	600 W COLLEGE AVE	2 CBD	\$ 53,500.00	\$ 67,500.00	\$ 121,000.00	\$ 53,500.00	\$ 67,500.00	\$ 121,000.00	302.50	302.50	302.50	332.75	332.75	332.75
31-5-1162-00	5-1162	SHANE KRUEGER	602 W COLLEGE AVE	1 CBD	\$ 32,600.00	\$ 88,300.00	\$ 120,900.00	\$ 32,600.00	\$ 88,300.00	\$ 120,900.00	302.25	302.25	302.25	332.48	332.48	332.48
31-5-1163-00	5-1163	FDS LLC	604 W COLLEGE AVE	0 CBD	\$ 28,500.00	\$ 102,100.00	\$ 130,600.00	\$ 28,500.00	\$ 126,500.00	\$ 155,000.00	387.50	387.50	387.50	426.25	426.25	426.25
31-5-1164-00	5-1164	FREDERICK VANHANDEL	606 W COLLEGE AVE	1 CBD	\$ 24,300.00	\$ 90,800.00	\$ 115,100.00	\$ 24,300.00	\$ 90,800.00	\$ 115,100.00	287.75	287.75	287.75	316.53	316.53	316.53
31-5-1165-00	5-1165	FREDERICK VANHANDEL	610 W COLLEGE AVE	1 CBD	\$ 20,200.00	\$ 98,600.00	\$ 118,800.00	\$ 20,200.00	\$ 98,600.00	\$ 118,800.00	297.00	297.00	297.00	326.70	326.70	326.70
31-5-1166-00	5-1166	INVESTMENT CREATIONS L	612 W COLLEGE AVE	1 CBD	\$ 16,300.00	\$ 103,700.00	\$ 120,000.00	\$ 16,300.00	\$ 103,700.00	\$ 120,000.00	300.00	300.00	300.00	330.00	330.00	330.00
31-5-1167-00	5-1167	JGA INVESTMENTS LLC	614 W COLLEGE AVE	1 CBD	\$ 15,100.00	\$ 86,900.00	\$ 102,000.00	\$ 15,100.00	\$ 86,900.00	\$ 102,000.00	255.00	255.00	255.00	280.50	280.50	280.50
31-5-1168-00	5-1168	JOHN YDE	616 W COLLEGE AVE	1 CBD	\$ 11,000.00	\$ 61,700.00	\$ 72,700.00	\$ 11,000.00	\$ 61,700.00	\$ 72,700.00	181.75	250.00	250.00	199.93	275.00	275.00
31-5-1169-00	5-1169	ANTAR BARQUET-LEYTE ET AL	618 W COLLEGE AVE	0 CBD	\$ 9,700.00	\$ 30,900.00	\$ 40,600.00	\$ 9,700.00	\$ 30,900.00	\$ 40,600.00	101.50	250.00	250.00	111.65	275.00	275.00
31-5-1173-00	5-1173	GRANITE PEAK PROPERTY	700 W COLLEGE AVE	0 CBD	\$ 790,700.00	\$ 1,409,300.00	\$ 2,200,000.00	\$ 790,700.00	\$ 1,409,300.00	\$ 2,200,000.00	5,500.00	5,000.00	5,000.00	6,050.00	5,500.00	5,500.00
31-5-1184-00	5-1184	CHRISTENSEN LAND CO	137 N RICHMOND ST	8 C2	\$ 227,200.00	\$ 414,000.00	\$ 641,200.00	\$ 227,200.00	\$ 433,000.00	\$ 660,200.00	1,650.50	1,650.50	1,650.50	1,815.55	1,815.55	1,815.55
31-5-1197-00	5-1197	MAY REVOCABLE TRUST JOHN	820 W COLLEGE AVE	0 CBD	\$ -	\$ -	\$ -	\$ 504,300.00	\$ 70,000.00	\$ 574,300.00	1,435.75	1,435.75	1,435.75	1,579.33	1,579.33	1,579.33
31-5-1212-00	5-1212	JOHN MAY REVOCABLE TRUST	900 W COLLEGE AVE	0 CBD	\$ 251,500.00	\$ 864,000.00	\$ 1,115,500.00	\$ 251,500.00	\$ 864,000.00	\$ 1,115,500.00	2,788.75	2,788.75	2,788.75	3,067.63	3,067.63	3,067.63
31-5-1216-00	5-1216	CAPITAL CREDIT UNION	926 W COLLEGE AVE	0 CBD	\$ 251,200.00	\$ 387,500.00	\$ 638,700.00	\$ 251,200.00	\$ 387,500.00	\$ 638,700.00	1,596.75	1,596.75	1,596.75	1,756.43	1,756.43	1,756.43
31-5-1918-00	5-1918	FRANKLIN PROPERTIES LL	500 W FRANKLIN ST	0 CBD	\$ 69,900.00	\$ 160,100.00	\$ 230,000.00	\$ 69,900.00	\$ 160,100.00	\$ 230,000.00	575.00	575.00	575.00	632.50	632.50	632.50
31-5-2226-01	5-2226-1	TODD HAHNEMANN	407 W FRANKLIN ST	0 CBD	\$ 39,800.00	\$ 42,200.00	\$ 82,000.00	\$ 39,800.00	\$ 30,200.00	\$ 70,000.00	175.00	250.00	250.00	192.50	275.00	275.00
										<u>\$ 132,601,200.00</u>	<u>205,264.75</u>			<u>225,791.23</u>		

PINLINK	PINDISPLAY	FULLTAXKEY	AGKEY	Owner Last Name	Owner Name	Improvemen	Land Value	Total Value	% Cond	Prop Unit	Prop Address	Living Ur Zoning	Assessmt	Total Assessmt
TO EXEMPT FOR 2019 (REMOVED FROM LIST)														
312027201	2-0272-1	31-2-0272-01	2-0272-1	COUTU LLC	COUTU LLC		280600	57700	338300		124 N APPLETON ST	0 CBD	\$ 845.75	\$ 845.75 \$ 845.75
312027202	2-0272-2	31-2-0272-02	2-0272-2	HIETPAS	DAVID HIETPAS		225200	49800	275000		115 W WASHINGTON	0 CBD	\$ 687.50	\$ 687.50 \$ 687.50
312027310	2-0273-10	31-2-0273-10	2-0273-10	KIDS	THE BUILDING FOR THE BUILDING FOR KIDS INC		19900	0	19900	0.00%	UNIT 100A 100 W COLLEGE AVE	0 CBD	\$ 49.75	\$ 250.00 \$ -

FROM EXEMPT FOR 2019 (ADDED TO LIST)

315119700	5-1197			MAY REVOCABLE TRUST JOHN		504300	70000	574300		CBD	C/O BAY TITL 820 W COLLEGE AVE			
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The 31-0 key numbers in pink were combined with their primary tax key parcel for 2019 due to changes in our assessment software. They are not true parcels, they represented a 2nd building on the primary parcel.

310006900	0-0069	31-0-0044-00	0-0044	BEHNKE PROPERTIES LLC	BEHNKE PROPERTIES LLC	269000	0	269000			119 E COLLEGE AVE	0 CBD	\$ 672.50	\$ 672.50 \$ 672.50
312004400	2-0044	31-2-0044-00	2-0044	BEHNKE PROPERTIES LLC	BEHNKE PROPERTIES LLC	104600	152900	257500			115 E COLLEGE AVE	1 CBD	\$ 643.75	\$ 643.75 \$ 643.75
COMBINED SUM 2018						373600	152900	526500					\$ 1,316.25	\$ 1,316.25 \$ 1,316.25
310006900	0-0069	31-0-0069-00	0-0069	BEHNKE PROPERTIES LLC	BEHNKE PROPERTIES LLC	239900	0	239900			109 W COLLEGE AVE	0 CBD	\$ 599.75	\$ 599.75 \$ 599.75
312006900	2-0069	31-2-0069-00	2-0069	BEHNKE PROPERTIES LLC	BEHNKE PROPERTIES LLC	120000	90100	210100			107 W COLLEGE AVE	0 CBD	\$ 525.25	\$ 525.25 \$ 525.25
COMBINED SUM 2018						359900	90100	450000					\$ 1,125.00	\$ 1,125.00 \$ 1,125.00
310033700	0-0337	31-0-0337-00	0-0337	BGO LLC	BGO LLC	73500	0	73500			304 E COLLEGE AVE	0 CBD	\$ 183.75	\$ 250.00 \$ 250.00
312033700	2-0337	31-2-0337-00	2-0337	BGO LLC	BGO LLC	107500	206600	314100			300 E COLLEGE AVE	0 CBD	\$ 785.25	\$ 785.25 \$ 785.25
COMBINED SUM 2018						181000	206600	387600					\$ 969.00	\$ 1,035.25 \$ 1,035.25 \$ (66.25)
310097602	0-0976-2	31-0-0976-02	0-0976-2	VANG	MAI VANG	37300	0	37300			104 S MEMORIAL DR	0 CBD	\$ 93.25	\$ 250.00 \$ 250.00
313097601	3-0976-1	31-3-0976-01	3-0976-1	VANG	MAI VANG	48100	107500	155600			100 S MEMORIAL DR	0 CBD	\$ 389.00	\$ 389.00 \$ 389.00
COMBINED SUM 2018						85400	107500	192900					\$ 482.25	\$ 639.00 \$ 639.00 \$ (156.75)

Appendix F

Proposed Increase Letter

July 30, 2019

To Planning Commission and City Council Members,

The Business Improvement District (BID) was established in 2001 and continues to work to promote, attract and protect public and private investments within the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan). The BID contracts with ADI to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals.

Since adoption in 2001, the BID operates annually with an assessment rate of \$2.50 per \$1000 of assessed value with a minimum of \$250 and a maximum of \$5000. The annual BID budget support is distributed in the following areas:

- 35% Marketing and promotions
- 25% Economic Development grants and recruitment
- 25% Staff support
- 10.5% Maintenance and security
- 4.5% Administration and BID audit

The BID Board of Directors is proposing to increase the BID rate by 10% to \$2.75 per \$1000 of assessed value including the minimum to \$275 and maximum to \$5500. The new rate would generate an additional \$20,527 to the 2020 annual budget. (Exhibit A)

As the district is attracting many redevelopment and renovation projects, we are currently experiencing a high demand on our Façade Improvement grant program. As new commercial space becomes available, the Business Recruitment grant program will also be in high demand.

Additionally, we have been challenged with limited funding to provide adequate maintenance throughout the district. We currently partner with Riverview Gardens and the City of Appleton to provide daily sidewalk clean up but more time and attention is needed on side streets and gum removal to meet the high standard of cleanliness expected in Downtown Appleton.

With additional dollars, the BID Board would like to increase grant funding available for the Façade Improvements grant program to \$30,000 and Business Recruitment grant program to \$15,000. They would also like to expand the maintenance program to \$30,000 to provide the flowers in the planters, more general clean up on side streets, detailed maintenance such as weed and graffiti removal and more gumbusting to remove gum stains.

The BID Board of Directors will provide an opportunity to hear from the property owners within the district regarding this proposed increase. Board members and Jennifer will be available

during the following two listening session times or by reaching out to one of the Board Members below.

BID listening sessions:

ADI Office 333 W. College Ave. Suite 100

- August 14: 3:30pm – 5:30pm
- August 21: 7:30am – 9:30am

The Planning Commission will consider the increase with approval process of the Operating Plan on August 27th, 4pm City Hall 6th Floor. This meeting is also open to the public.

BID Board Members:

Gary Schmitz, retired Universal Insurance	gs2347@aol.com
Jason Druxman, Avenue Jewelers	jason@avenuejewelers.com
Pam Ulness, Ulness Heath and downtown resident	pam@ulnesshealth.com
Leah Fogle, Appleton Beer Factory	Leahfogle67@gmail.com
Marcie Harris, Triumph Engineering	MHarris@triumphengineeringllc.com
Nate Weyenberg, Angels Forever Windows of Light	newage@execpc.com
Brad Schwebs, NAI Pfefferle	bschwebs@pfefferle.biz
Monica Stage, City of Appleton	Monica.Stage@appleton.org
Bill Wetzel, Acoca Coffee	bkwetzel@gmail.com

Best regards,



Gary Schmitz
BID Board President
Business Improvement District
(920) 585-1947
Gs2347@aol.com



Jennifer Stephany
Executive Director
Appleton Downtown Inc.
(920)954-9112
Jennifer@appletondowntown.org

Exhibit A				
BUSINESS IMPROVEMENT DISTRICT PROPOSED 2020 BUDGET				
REVENUE			2020 Proposed budget with 10% increase included	% of total budget
	BID Assessments		225,791	
		Total	225,791	
EXPENSES				
Contracted Services				
	ADI Staff support		50,000	22%
	Telephone, postage, office supplies, dues, fees, internet fees, office equipment,		6291	4%
Administrative				
BID Audit/ Accounting Services	Audit fee from the City		2500	
Marketing	Website & Social Media Image Advertising Design services		70,000	31%
Economic Development				29%
	Façade Grants		30,000	
	Marketing Grant		10,000	
	Recruitment Grant		15,000	
	Business Recruitment marketing New employee and resident packets		10,000	
Maintenance				
	Sidewalk maintenance, Flowers and CARE team		30,000	14%
	Security support		2000	
			225,791	

Comparison chart BIDs around the state. There are 82 BIDs throughout WI.

City	Population	\$/1000	Min	Max	
Wauwatosa	48,200	1.22	502	3909	
Green Bay Downtown	100,000	2.28*	0	0	*Retail & Hosp.
Oshkosh	56,500	*	400	8000	*Proportional value method
Appleton Current	74,600	2.50	250	5000	
Sheboygan	50,000	2.73	250	8000	
Appleton Proposed	74,600	2.75	275	5500	
Neenah	24,500	2.95	750	7000	
Wisconsin State Average		3.10			
Beloit	36,700	4.27	0	3500	
West Allis	64,000	5.446	0	0	
Eau Claire – West Grand	58,000	5.69	0	0	

Appendix G

Map of District

