

October 12, 2018

Dear Municipal Service Committee,

On behalf of the small businesses that remain a vital component of our thriving downtown, we respectfully submit this request for free ramp and meter parking on Small Business Saturday on November 24, 2018. Please consider removing the paid parking requirement throughout the central business district for Saturday, Nov. 24th in support of Small Business Saturday.

Small Business Saturday was launched in 2010 by American Express to encourage people to Shop Small and bring more holiday shopping to small businesses. In 2011, the Senate unanimously passed a resolution in support of the day. In 2017, an estimated 108 million consumers reported shopping or dining at local independently-owned businesses on Small Business Saturday – generating roughly \$12 billion in reported spending. Today more than 7200 Neighborhood Champions like Appleton Downtown Inc. want to do our part to support Shopping Small!

We are proud to partner with ANBA and the City of Appleton Community Development Department to cooperatively promote Small Business Saturday in the Fox Cities. Additionally, we are grateful for the support of our corporate partners, the Appleton International Airport, Fox Communities Credit Union, Tundraland, and our media partners.

By including the partnership of the City of Appleton Public Works Department through this demonstration of support we are able to provide a more welcoming environment for the Small Business Saturday shopper. We ask for your assistance in support of small businesses Downtown by providing a "Park Free" shopping experience void of the pressure of monitoring expiring time on this one special day of the year.

ADI will work with the business owners to ensure on street parking be reserved for shoppers and not occupied by employees. We greatly appreciate your consideration. Please let us know when this request will be placed on the agenda.

Sincerely,



Jennifer Stephany
Executive Director
Appleton Downtown Inc.