

Greetings  
from

# DOWNTOWN

## Appleton

"It has been a tremendously exciting two years to be president of Appleton Downtown, Inc. We have progressed through the parking study, the mobility study, and now the comprehensive plan. With the construction of the Exhibition Center and the excitement over the potential mixed use development of the bluff site, the future of Downtown is definitely on the move. All of this assures Downtown remains 'one great place'."

— John Peterson, 2014-16 Board President

I am honored to be a part of ADI and to help build upon John Peterson's great work. The newly completed Downtown plan gives us a road map to follow. In particular, I am excited about ADI's role in launching the Fox Cities Exhibition Center; developing the riverfront; and making Downtown an even more trendsetting and fun place to live."

— Will Weider, 2017-19 Board President



One Great Place!

Appleton  
**DOWNTOWN**  
incorporated

& BUSINESS IMPROVEMENT DISTRICT & CREATIVE DOWNTOWN APPLETON  
2016 ANNUAL REPORT



# 2016 ADI & BID HIGHLIGHTS

## DOWNTOWN PLAN REWRITE:

"Downtown Appleton is a great American urban neighborhood & employment center with world class arts & entertainment."

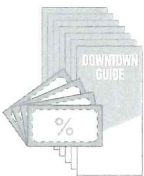


Executive Summary at [appletondowntown.org](http://appletondowntown.org)  
Click on Doing Business

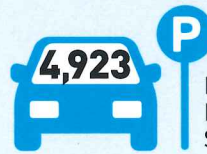
## ECONOMIC DEVELOPMENT SUPPORT



## PRINT & SOCIAL MEDIA ENGAGEMENT



**75,000**  
DOWNTOWN GUIDES, COUPON BOOKS, BAG STUFFERS & COASTERS DISTRIBUTED



**PUBLIC PARKING SPACES**

**Pay As You Exit** ramp parking with credit card capabilities!  
Coming soon: Appleton parking app!



**34 WEEKS**

**340 HOURS OF MAINTENANCE & OUTREACH PROVIDED**

**300 BAGS OF GARBAGE COLLECTED**

**Employability skills training and a community made stronger!**



## DOWNTOWN TROLLEY

**6579 RIDERS**

**2500 BROCHURES**



## BUSINESS

**13 NEW BUSINESSES OPENED IN THE DISTRICT**

**+4 JOINED FROM OUTSIDE THE BID**





# 2016 ADI CREATIVE DOWNTOWN APPLETON HIGHLIGHTS

## MURALS, EVENTS, PROJECTS & MORE!



FIND MORE PUBLIC ART AT: [appletondowntown.org/getting-around-public-art-map/](http://appletondowntown.org/getting-around-public-art-map/)

## 2016 BID YEAR IN REVIEW

### REVENUE

BID Assessments	193,125
Carry Over from Prior Year	7,200
Interest Income	21
	<u>\$200,346</u>

### 2016 Actual

### EXPENSES

Contracted Services	
ADI Staff	57,988
Security	2,607
Administrative	12,748
BID Audit	2,500
Marketing	69,299
Economic Development	
Façade Grants	26,587
Marketing Grants	6,992
Recruitment Grants	9,894
Maintenance CARE Program	5,543
Business Recruitment	4,653
	<u>\$198,812</u>
<b>CARRY OVER TO 2017</b>	<b>\$1,534</b>

### Actual

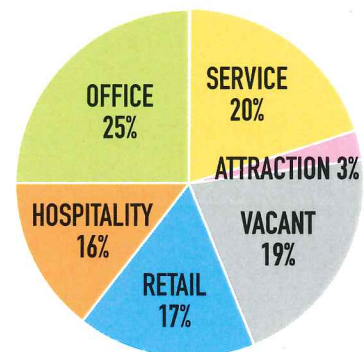
**BID Total Value on  
227 Assessable Units:  
\$121,300,200**

.4% increase over previous year

**81%  
OCCUPANCY**

**19% VACANCY**

### BID Property Classification







Appleton

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

BOARD OF DIRECTORS

PRESIDENT

John Peterson, Peterson, Berk & Cross

TREASURER

Lynn Hagee, Lawrence University

PRESIDENT ELECT

Will Weider, The Weiders, LLC

SECRETARY

Pat Murray, Murray Photo & Video

PAST PRESIDENT

John M. Hendrickson, Bank of Kaukauna

Deb Johnson, CopperLeaf Boutique Hotel & Spa

Lyssa King, OuterEdge Stage

Monica Stage, City of Appleton

Elizabeth Ringgold, Newmark Grubb Pfefferle

Jill VanderLoop, Joseph's Shoes

Kevin Wirth, Skyline Technologies

Steve Lonsway, Stone Arch Brew Pub

Natasha Banks, Cozy Corner and Val U Beauty Supplies

A. J. Olander, West

Laura Vargosko, Schenck SC

BUSINESS IMPROVEMENT DISTRICT

BOARD OF DIRECTORS

PRESIDENT

Gary Schmitz, Universal Insurance

SECRETARY

Mark Behnke, Basil's Pub & Provisions

TREASURER

Monica Stage, City of Appleton

Steve Winter, Rollie Winter & Associates

Brad Schwabs, Pfefferle Management

Pam Ulness, Ulness Health and Wellness

Nate Weyenberg, Angels Forever-Windows of Light

Jason Druxman, Avenue Jewelers

Leah Fogle, Appleton Beer Factory

APPLETON DOWNTOWN, INC.

STAFF

EXECUTIVE DIRECTOR

Jennifer Stephany

MARKETING DIRECTOR

Anne Wiegman

EVENT DIRECTOR

Djuanna Hugdahl

EVENT SPECIALIST

Greg Otis

CREATIVE COORDINATOR

Lynn Schemm

THANK YOU

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

Action Painting
American National Bank
Appleton International Airport
Atlas Group
AT&T
Atrium Health & Senior Living
AZCO Inc.
BMO Harris Bank
Capital Credit Union
City of Appleton
Commercial Horizons
CopperLeaf Boutique Hotel & Spa
Crunch Fitness
Festival Foods
FNB Fox Valley
Fox Communities Credit Union
Fox Cities Signs & Lighting Services

Gateway Chiropractic
General Beer
Habush Habush & Rottier
Heid Music
Hoffman
IPS Testing
Johnson Bank
Mielke Family Foundation
MillCreek
Mile of Music
Miron Construction
Newmark Grubb Pfefferle
Octoberfest
Peterson, Berk & Cross
Pfefferle Companies, Inc.
Principal Financial Group
Seen Stream

Short Elliott Hendrickson
Skyline Technologies
Stellar Blue Technology
St. Elizabeth Hospital/
Affinity Health System
Sure Dry Basements
ThedaCare
Tundraland
Ulness Health
United Healthcare
US Bank
Warning Lites of Appleton
West
Wisconsin Distributors
Xtreme Air

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

One Great Place!



Appleton

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Business Improvement District
Creative Downtown Appleton Inc.
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#onegreatplace

appletondowntown.org

