

Appleton Downtown Inc. Business Improvement District 2013 ANNUAL REPORT



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Appleton Downtown Inc.

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Bank of Kaukauna

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Short Elliott Hendrickson

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A T & T

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Lyssa King, *OuterEdge Stage*

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Pat Murray, *Murray Photo & Video*

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Jill Vanderloop, *Joseph's Shoes*

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Elizabeth Ringgold, *NewMark Grubb Pfefferle*

Business Improvement District

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Universal Insurance

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Bazil's Pub & Provisions

Treasurer: Monica Klaeser
City of Appleton

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Brad Schwebs, *Newmark Grubb Pfefferle*

Paul Heid, *Heid Music*

Pam Ulness, *Ulness Health and Wellness*

John Reader, *Good Company & Pullmans Restaurant*

Nate Weyenberg, *Angels Forever Windows of Light*



To our Success...

2013 was an outstanding year for growth and opportunity for Downtown Appleton. We welcomed more than two dozen new businesses to the district, celebrated the success of a new signature event, Mile of Music and the entire community cheered to experience the newly renovated Houdini Plaza. Our Thursday night concerts also allowed us to rediscover a somewhat forgotten treasure in Jones Park. As in past years, we continued to focus our attention on business recruitment and retention through our many programs and initiatives.

We embarked on a journey with over 100 stakeholders and partners as we worked on crafting a unified vision and strategy for our future. While the final plan is yet to be completed, we emerged with an understanding of how our collective efforts can enhance Downtown's creative economy through placemaking strategies that strengthen our connectivity to the river and shape our Downtown to be ... A more liveable district....A celebrated arts and entertainment destination...and...A vibrant center for business and education.

We continue to provide an extraordinary lineup of events and promotions to market Downtown and strive to adhere to our mission to make Downtown Appleton a vibrant and accessible destination for business, learning, living and leisure. The launch of our new brand image and tagline this spring will further unite our many downtown members and community partners to embrace a brand personality that will support the placemaking strategies. Throughout the year, we will have many opportunities to connect and much more to celebrate and create.

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

John Hendrickson
President of the Board

Connect, Celebrate & Create in 2014...

Be a resource to enhance business vitality in the Downtown

- Continue to promote available properties and entrepreneurial opportunities within the district.
- Increase business retention visits to discuss ideas, identify concerns and work on solutions together.
- Manage the BID funded business recruitment and property improvement grant programs.
- Actively participate in a community-wide economic development strategy in alignment with our community partners.

Establish a strong unified brand for Downtown and the Riverfront that is identifiable as a statewide and regional destination

- Launch a new brand and tagline for Downtown and integrate the brand personality into all facets of our work.
- Continue to host: Mini Golf on the Town, Farm Market, lunch & evening summer concerts, Death by Chocolate, Soup Walk, Octoberfest Arts & Crafts area, City of Appleton parades, Ladies Day Fashion Show and Art on the Town.

Improve access for all people experiencing Downtown

- Establish a Walkability Task Force and conduct an annual evaluation that measures our outdoor placemaking success.
- Continue Washington Square Improvement and security initiatives.
- Meet quarterly with downtown residents to identify concerns and work on solutions.
- Enhance downtown access for recreation.
- Establish a Riverfront task force to identify opportunities for connectivity and work to propose and adopt a riverfront BID district.

- Introduce a new mid-week Farm Market in Washington Square
- Create strong partnerships to support events, exhibits and activities in our district.
- Creation of a 501c3 Placemaking association focused on shaping the physical and social character of Downtown through arts and culture.

2013 Highlights...

Economic Development

- 26 new businesses opened within the district
- \$9,000* in business recruitment grants distributed to three retail businesses, one hospitality business and three service businesses.
- \$9,810* in marketing grants distributed to 31 businesses.
- \$21,100* distributed in building improvement and signage grants to 18 buildings and businesses within the district.
- \$5000 subsidized towards annual gift certificate sales generating a total of \$64,145 of direct spending in the district.
- \$5000 to Ignite Fox Cities Economic Development initiative to support a regional economic development strategy. (*\$2500)
- \$25,000 to the Houdini Plaza Recapturing the Magic renovation project.

Clean, Safe and Friendly

- Provided weekly sidewalk sweeping throughout the summer months and partnered with the City on two power washings of the sidewalks. *
- Purchased flowers for all the planters on College Ave. *
- Worked together with Washington Square neighbors and the Appleton Police Department to continue the neighborhood monitor. *(\$2250)
- Partnered with Valley Transit to provide the Downtown Cool Trolley.
- Advocated for 3 hour meters after 6pm and credit card acceptance in the parking ramps and paystations



Communication and Marketing

- Emailed weekly High Five updates to members and weekly What's Up Downtown eBlast to 4100 subscribers.
- Social media activity included website upgrades Facebook, Twitter, LinkedIn, Downtown Blog, Tumblr, Pinterest, Google+, and You Tube. See above.
- Hosted a kiosk and display window in the Radisson Paper Valley Hotel.
- Hosted 2 new Hospitality events; Mini Golf On The Town in April and Wine, Cheese, & Chocolate in May.
- Placed downtown image ads with over 27 different outlets including 12 non-local publications from Chicago to the UP.
- Distributed 25,000 downtown guides, 5500 summer pocket schedules, 2500 Trolley brochures, 9500 Employee Appreciation & Convention Coupon Books, and 9,000 seasonal bag stuffers.
- Thanks to our partners at the CVB, two groups of travel writers were treated to shopping, lunch, dinner and a show during their visit to Downtown
- Downtown Guides were distributed at festivals throughout the state through Wisconsin2Go.

Downtown Vitality

ADI together with our partners produced 85 outstanding events for the community. Some of the highlights include:

- Houdini Plaza grand re-opening brought excitement and celebration to the community!
- The Downtown Summer & Winter Farm Markets featured up to 180 local and regional vendors, live music, hands on activities, EBT service and so much more.
- The Heid Music Summer Concert Series featured the top local talent at 11 family friendly shows at Houdini Plaza and Jones Park!
- Art on the Town featured 20+ venues and local artists as well as Chalk on the Town, Paint on the Town, Fiber Rain and Parking Day!
- We partnered with the Chamber of Commerce as they presented Oktoberfest and ADI featured the arts and crafts area and the event celebrated record breaking attendance!
- Death by Chocolate, Wine Cheese and Chocolate Walk, Soup Walk and Downtown for the Holidays produced great foot traffic.
- The Giving Hope promotion and Bring Your Girlfriend Downtown Fashion show resulted in great sales for retailers.
- Memorial Day Parade, Flag Day Parade, The Christmas Parade attracted thousands of visitors.
- Lunchtime Live performances entertained employees and visitors in Houdini Plaza.
- We partnered with the Mile of Music team to co-host outstanding original music in Houdini Plaza during the event. Mile of Music welcomed over 17,000 attendees, 107 original music artists with 180 live performances in 41 downtown venues!

* BID Funded

2013 BID Year in Review

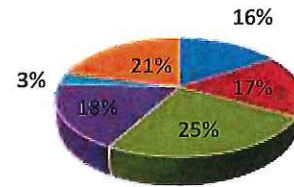
	2014 Budget	2013 BID Actual
Total Assessments	\$193,130	\$ 205,570
Carryover		\$ 652
Actual interest earned		\$
Total	193,131	\$ 206,222
		Expenses
Wages	\$37,000	\$ 53,106
Security Services	\$ 2,500	\$ 2,250
Administrative	\$ 7,000	\$ 8,134
BID Audit	\$ 2,500	\$ 2,424
Marketing and Printing	\$85,000	\$ 88,600
Façade Grants	\$20,000	\$ 21,100
Sidewalk/Maintenance	\$12,130	\$ 6,293
Marketing Grants	\$10,000	\$ 9,810
Business Recruitment	\$ 7,000	\$ 5,505
Recruitment Grants	\$10,000	\$ 9,000
Total Expenses	\$193,130	\$ 206,222

BID Property Data

Total assessed value of properties: \$121,992,200
 Value comparison to previous year: -1.5%

203 BID Properties containing 413 total units
 79% Occupancy rate: 327 units
 21% Vacancy rate: 86 units
 Vacancy rate reduced by 1% over previous year.

BID Property Breakdown



- Retail ■ Hospitality ■ Office
- Service ■ Attraction ■ Vacant

2014 ADI Staff...

Jennifer Stephany
Executive Director

Anne Wiegman
Marketing Director

Djuanna Hugdahl
Office Manager &
Farm Market Director

Greg Otis
Project Manager

Karie Mindock
Farm Market staff

Travis Nagle
Farm Market Staff

Meghan Warner
Farm Market Staff

Alex Hugdahl
Farm Market Staff

Bob Eisch
Ambassador

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