

**DOWNTOWN**

**6146**

**HOUSEHOLDS**  
within one mile

**4925**  
Public  
Parking  
Stalls

**70**  
Retail  
Stores

**Months**  
of Farm  
Market

**7500**  
EMPLOYEES

**12**

WORLD-CLASS

**2000**  
PERFORMING

**SEAT**  
ARTS CENTER

**10** Attractions &  
Museums

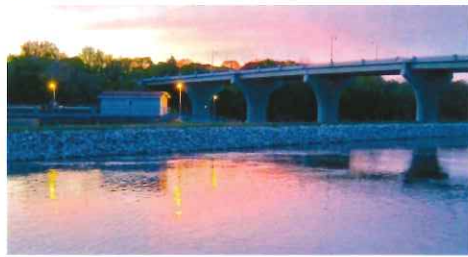
**470** HOTEL  
ROOMS

**65** RESTAURANTS  
COFFEE SHOPS  
PUBS & CLUBS

**18** Live  
Music  
Venues

**110+** Community  
EVENTS

Welcoming **500,000+** Visitors



**1530** LAWRENCE  
UNIVERSITY  
STUDENTS

FROM **43** DIFFERENT  
COUNTRIES

**65,000** SQ. FT. COMING  
EXHIBITION CENTER SOON

*The Perfect Space  
for Your Business!*

**ONE GREAT PLACE**



Appleton  
**DOWNTOWN**  
*incorporated*

& BUSINESS IMPROVEMENT DISTRICT

**2015 ANNUAL REPORT**

# CREATING A VIBRANT & ACCESSIBLE DESTINATION

**2015 was an exciting year for ADI and for downtown Appleton.** Downtown saw major progress in the completion of the city parking study, the initiation of the mobility (traffic) study, significant progress on the exhibition center, continuing work on the library, and the beginning of a revisit to the City of Appleton's long range plan being funded cooperatively by the city and ADI. We have seen both new businesses open and some existing businesses relocate or expand. The vision for downtown continues to develop and more importantly **the realization of that vision is steadily progressing.**

The board of ADI had a retreat several months ago. We re-examined our mission by asking ourselves what it is that we do best. How do we make downtown a vibrant and accessible destination for business, learning, living and leisure? We concluded that most of our efforts and **success revolves around bringing people downtown, and our programs to do that continue to grow.** Our year-round Farm Market, the fabulous Summer Concert Series, Death by Chocolate, Soup Walk, Mini Golf On The Town, and our Holiday Fun Fest drew record numbers of people into downtown. We continue to support the incredibly successful Mile of Music which now draws thousands of people from all over Wisconsin and beyond.

**The early growth and success of Creative Downtown Appleton, Inc. has also been exciting.** From the renovation of the parklet, to the generation of public murals, Creative Downtown has helped our downtown to be an even more

pleasant and artistic destination. We also helped local artists through our support of the new ARTiculture program. Creative Downtown is really having an impact in making our downtown **ONE GREAT PLACE**, the new brand we unveiled at our 2015 Annual Dinner.

Finally, the year has also seen exciting changes in the structure of ADI itself. We have restructured our personnel and job responsibilities to allow us to be more successful in both improving our current programs and expanding our efforts to bring yet more people to our downtown. We have also added new positions to our staff and have developed a very ambitious budget aimed at insuring our continued growth and success. Of course we are always **extremely appreciative of our business partners, our sponsors, and the many volunteers who make our success possible.**

The Fox Cities is in competition with other urban communities, both within Wisconsin and outside. Our vibrant downtown is the hub of what makes our greater community such an attractive destination for both a talented workforce and new businesses. At ADI we take our responsibility seriously to continue to make our downtown ONE GREAT PLACE.



John Peterson  
*President of the Board*

## 2016 GOAL: BUILD AN EVEN GREATER PLACE!

**The addition of an Exhibition Center to our district brings excitement, opportunity and focus to our work to support the growth of the Central Business District.**

### **Support entrepreneurship and promote a vital business climate**

- Participate in Downtown Plan update including a current market study, public art plan, recruitment strategies to enhance the growth of the district
- Administer BID Grant programs: business recruitment, façade and signage improvements and marketing
- Retention and recruitment efforts to support a strong mixed use commercial district

### **Enhance Downtown's urban design, accessibility, inclusiveness and walkability through placemaking initiatives**

- Develop and launch the Downtown CARE Maintenance program
- Participate in community inclusiveness program and support accessibility in the district
- Continue placemaking efforts that include public art, gathering spaces, pop-up exhibits and more

### **Promote Downtown as a tourism attraction and enhance the visitor experience through a strong unified brand**

- Produce a brand video series featuring the businesses and people that make Downtown One Great Place
- Work with the Fox Cities Convention and Visitor's Bureau and the Radisson Paper Valley Hotel to promote the Exhibition Center
- Produce and support more than 100 community events hosted in Downtown

### **Support the attraction and development of residential density and enhance downtown's livability**

- Work with the newly formed Downtown neighborhood district to identify amenities and improvements that will support residential growth
- Engage Downtown residents in the downtown plan update process and new neighborhood initiatives



# 2015 ADI & BID HIGHLIGHTS

## ECONOMIC DEVELOPMENT SUPPORT

- 24 new businesses
- 11 business recruitment grants\*
- 25 façade improvement grants supported \$53,425 in building and signage improvements\*
- 28 marketing grants\*
- 5 businesses relocated and expanded within the district
- Exhibition Center advocacy to support approval
- City parking and mobility study participation

## CLEAN, SAFE AND FRIENDLY

- General sidewalk cleaning\*
- Flowers for the planters on College Ave.\*
- Washington Square neighborhood monitor\*
- Valley Transit partnership to provide the Downtown Trolley

\*BID funding contributed

## COMMUNICATION AND MARKETING BY THE NUMBERS\*

- One Great Place brand development
- New mobile-friendly website
- 25,000 Downtown Guides
- 3,000 Trolley brochures
- 10,000 Holiday guides
- 5,500 Summer pocket guides
- 7,500 Bag stuffers
- 7,500 Coupon books
- 993 Blog posts
- 70,871 Website visits
- 22,109 Facebook likes
- 6,609 Twitter followers
- 468 Instagram followers
- 4,126 Eblast recipients
- 1,700+ Paid image promotional ads

110 COMMUNITY EVENTS WELCOMING MORE THAN 500,000 VISITORS

## CREATIVE DOWNTOWN APPLETON INC. & PLACEMAKING

- Parklet Place renovation
- Public art murals, community paintings and photo contest
- Art on the Town and Holiday Fun Fest
- Houdini Plaza community chairs
- Partnership projects with the City of Appleton, ARTiculture, Mile of Music and Sculpture Valley

## 2015 PLACEMAKERS

Angels Forever/Windows of Light  
 Karen Bruno & Mark Scheffler  
 Jamie Cartwright & Fanny Lau  
 Andrew Dane  
 Joshua Dukelow  
 Fox Valley Chorus of Sweet Adelines, Intl.  
 Janelle Fuhrmann  
 Trevor & Carol Frank  
 Travis & Shannon Full  
 Karen Harkness  
 Tom Hanks  
 John & Barb Hendrickson  
 Joe Martin  
 Alison Mayer  
 Charles Ollila  
 Bonnie & Joe Pankratz  
 Sarah Riley & Joel Christopher  
 Kathryn & Michael Sahli  
 Rich & Joan Schmidt  
 Joseph Simmons  
 Anthony Snyder  
 Spats Food & Spirits  
 Gloria Springer  
 Monica Stage  
 Jennifer & Jay Stephany  
 Renee Torzala  
 Maria Van Laanen  
 Elizabeth Watson  
 Will & Pam Weider  
 Anne & Bruce Wiegman  
 Christine & Todd Williams

# 2015 BID YEAR IN REVIEW

	PROPOSED 2016 BUDGET	2015 BID ACTUAL
Total Assessments	\$ 193,125	\$ 192,683
Carryover	\$7,452	\$2,567
Actual interest earned		\$722
<b>Total</b>	<b>\$200,577</b>	<b>\$ 195,972</b>
<b>EXPENSES</b>		
Wages	\$37,500	\$41,334
Security Services	\$2,700	\$2,402
Administrative	\$7,000	\$7,516
BID Audit	\$2,500	\$2,500
Marketing and Printing	\$87,000	\$84,720
Façade Grants	\$20,000	\$16,500
Sidewalk/Maintenance	\$9,125	\$12,398
Marketing Grants	\$10,000	\$6,910
Business Recruitment	\$7,300	\$3,940
Recruitment Grants	\$10,000	\$10,445
<b>Total Expenses</b>	<b>\$ 193,125</b>	<b>\$ 188,665</b>
<b>Carry Over</b>		<b>\$7,307</b>

### BID Property Data

Total assessed value of BID properties: \$120,855,100

Value comparison to previous year is an .8% reduction in total assessed value

205 BID Properties containing 426 total units

79% Occupancy rate: 337 units

21% Vacancy rate: 89 units

Vacancy rate increased by 1% over previous year

### BID Property Classification





## APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS

### EXECUTIVE COMMITTEE

**John Peterson**, Peterson, Berk & Cross  
PRESIDENT

**John M. Hendrickson**, Bank of Kaukauna  
PAST PRESIDENT

**Will Weider**, Ministry Health  
VICE PRESIDENT

**Angela Rust**, Johnson Bank  
TREASURER

**Pat Murray**, Murray Photo & Video  
SECRETARY

**Lynn Hagee**, Lawrence University  
EXECUTIVE OFFICER

### BOARD MEMBERS

**Joshua Dukelow**, Fox Valley Technical College

**Mary Greiner**, Schenck SC

**Robyn K. Gruner**, AT&T

**Deb Johnson**, CopperLeaf Boutique Hotel & Spa

**Lyssa King**, King Brokerage & OuterEdge Stage

**Joe Kohlbeck**, The Bar on the Avenue

**Steve Lonsway**, Stone Cellar Brewpub

**Elizabeth Ringgold**, Newmark Grubb Pfefferle

**Sarah Schneider**, Thrivent Financial

**Monica Stage**, City of Appleton

**Jill VanderLoop**, Joseph's Shoes

**Kevin Wirth**, Skyline Technologies

## APPLETON DOWNTOWN, INC. STAFF

**Jennifer Stephany**  
EXECUTIVE DIRECTOR

**Anne Wiegman**  
MARKETING DIRECTOR

**Djuanna Hugdahl**  
EVENT DIRECTOR

**Greg Otis**  
PROJECT & AMBASSADOR  
COORDINATOR

**Traci Ebrecht**  
OFFICE MANAGER

**Karie Mindock**  
FARM MARKET STAFF

**Travis Nagle**  
FARM MARKET STAFF

**Meghan Warner**  
FARM MARKET STAFF

**Alex Hugdahl**  
FARM MARKET STAFF

## BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

**Mark Behnke**, Bazil's Pub & Provisions  
SECRETARY

**Paul Heid**, Heid Music Co.

**Monica Stage**, City of Appleton  
TREASURER

**John Reader**, Good Company

**Gary Schmitz**, Universal Insurance/Investments Inc.  
PRESIDENT

**Brad Schwews**, Newmark Grubb Pfefferle

**Pam Ulness**, Ulness Health and Wellness

**Nate Weyenberg**, Angels Forever Windows of Light

**Steve Winter**, Rollie Winter & Associates

**THANK YOU** to our business partners, sponsors, and the many volunteers who make our success possible.



Thank you to the photographers and artists whose work appears in this report and graces the walls, sidewalks, windows and public spaces of our downtown.

One Great Place!  
**DOWNTOWN**

Appleton

#onegreatplace    

[appletondowntown.org](http://appletondowntown.org)

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