



# MEMORANDUM

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TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: June 22, 2017

RE: Fox Cities Regional Partnership Opportunities

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When Council approved the 2017 budget, it included \$72,000 for Marketing, Business Services, Other Contracts and Obligations. Of the \$72,000 approved, \$36,000 was allocated for the Fox Cities Regional Partnership.

On April 19, 2017, the Council approved sponsoring four opportunities that totaled \$18,500. The opportunities approved were:

The Artery - early August - Downtown Riverfront	\$1,000
Bazaar After Dark - September - Wisconsin Avenue	\$5,000
YP Week - April 22-29	\$2,500
Talent Upload - September 2017	<u>\$10,000</u>
<b>TOTAL</b>	<b>\$18,500</b>

Thus, there is a remainder of \$17,500 of the total \$36,000 approved in the 2017 budget. Staff recommends supporting the expansion of the Talent Upload Program to include providing finance, logistics and supply chain management with \$12,500 and the external marketing to reach out to site selectors with \$5,000, for a total of \$17,500.

Please see the attached document for further details and feel free to contact Karen Harkness, Director of Community and Economic Development at 920-832-6408 or email [karen.harkness@appleton.org](mailto:karen.harkness@appleton.org) with any questions.