

**APPLETON DOWNTOWN, INC. AND
CREATIVE DOWNTOWN APPLETON, INC.
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**APPLETON DOWNTOWN, INC.
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EVENTS COORDINATOR
Sandy Storch

COMMUNITY PARTNERSHIP DIRECTOR
Meghan Warner

ADMINISTRATIVE & EVENTS ASSISTANT
Meghan Petters

THANK YOU

Thank you for sponsoring our events and creative projects in 2022!

2 Buck Bar	Festival Foods	Network Health
4Imprint	First Weber Realty	Nicolet National Bank
Abby Bank	Fleet Farm	Oh Snap Pickles
Action Painting	Fore Development & Investments	Orange Theory Fitness
Appleton International Airport (ATW)	Fox Cities CVB	Peterson Berk & Cross, S.C.
AT&T	Fox Cities Magazine	Presto Products
Bayland Builders	Fox Communities Credit Union	Run Away Shoes
Bazil's Pub & Provisions	Gateway Chiropractic	Sabre Lanes
Benefit Insurance	General Beer	State Farm
BioLife Plasma Services	Heid Music & Heid Music Foundation	Steve & Teri Winter
Boldt Co.	Hilton Appleton Paper Valley Hotel	Sure-Dry Basement Systems
Brian Hodgkiss Injury Lawyers	Hoffman Planning, Design & Construction Inc.	TDS
City of Appleton	J. Geiger Consulting	Telmark Sales
Clarity Care	Johnson Financial Group	The 513
Community First Credit Union	Kay Distributing	ThedaCare
Community Foundation Bright Idea Fund - Grant	Kimberly-Clark Cares Foundation	Ulness Health
Consolidated Construction Co.	Knuth Financial Life Planning	Unison CU
CopperLeaf Boutique Hotel	Lee Beverage	U.S. Venture
CoVantage Credit Union	Maritime Tavern	Warning Lites of Appleton, Inc
Crunch Fitness	McClone	Willems Marketing
Cumulus Media Radio Group	Mile of Music Festival	Wisconsin Distributors
Event Production Systems (EPS)	Mortgage Nerds	Woodward Communications
FC Retrofoam	NAI Pfefferle/Pfefferle Management	Radio Group

Thank you to our Star Supporters!



2022 AWARD WINNERS

Business of the Year Award – Heid Music
Presented to the Business or entity that stands out from the rest and captured the admiration of the Downtown.

Bernie Pearlman Downtowner Award – Monica Stage
Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

The Mike Pfefferle Dreamers & Doers Award – Jason Tadych, Tadych Investment Partners
A new award last year - Presented to the business, group or individual who has significantly enhanced, for years to come, the physical and/or economic landscape of the Downtown.

President's Award – Karen Harkness
Presented to an individual, group or business who, within their working relationship with ADI and the Downtown, went above and beyond that usual relationship to contribute to the success of Downtown.

Harvey Samson Outstanding Volunteer Award – Peg Otis
Presented to an individual whose time and commitment to the effort of building a strong Downtown highlights him or her as an outstanding volunteer and community advocate.

New Face of Downtown Façade Award – Crazy Sweet
Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

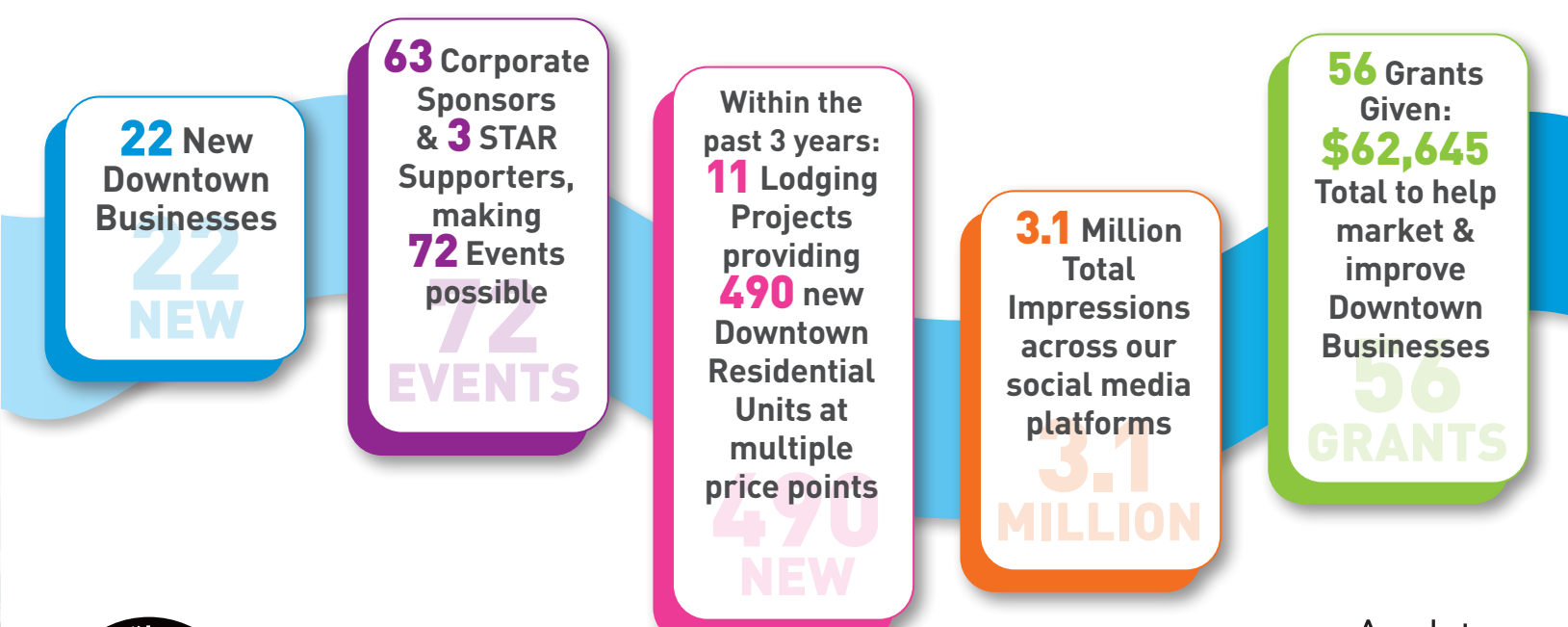
Rising Star Award – Uni Uni Bubble Tea
Presented to a business new to Downtown in the last year that shows longevity and fulfills a need in the Downtown.

Walter Kalata Landmark Award – Copper Rock Coffee Company
Presented to a business that has withstood the test of time and operates with passion and a strong commitment to Downtown. A place where people can remember the past and converse about the future.

Appleton Downtown, Inc.
Creative Downtown Appleton, Inc.
Business Improvement District
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appletondowntown.org #onegreatplace



Appleton Downtown, Inc.,
Business Improvement District & Creative Downtown Appleton, Inc.
2022 ANNUAL REPORT



BUSINESS IMPROVEMENT DISTRICT & CREATIVE DOWNTOWN APPLETON

2022 ADI & CDA HIGHLIGHTS

A YEAR IN REVIEW

IT IS DEFINITELY DOWNTOWN'S TIME TO GROW!

2022 was a substantial year for development and new business neighbors. With assistance from both the Bounce Back Grant and the Business Improvement District grant programs, we welcomed 22 new businesses within Downtown. Most recently, we celebrated the AZCO headquarters relocation to City Center East, and additional U.S. Venture employees in the 222 Building – with both providing a needed boost to Downtown's employee base. As Downtown's growing residential inventory contributes to the vibrancy of the district, it brings to light the balance we must achieve as a neighborhood, a commercial business corridor and an arts and cultural district.

Discussion has surfaced around how the built environment supports the walkability and livability of the district. The City of Appleton focused attention to the area north of College Avenue as a growth corridor for additional residential units, a renovated transit center and expanded renovated library. Our collaborative efforts with the BID, ADI and CDA will have a greater focus on cleanliness, business retention and recruitment, boosting Downtown as a tourism destination, and curating livability enhancements to support the following Downtown community priorities:

- A strong local economy that supports businesses of all sizes in all sectors
- An inclusive and welcoming Downtown that encourages belonging
- Build Downtown as a destination for leisure and business travel
- Strong livable Downtown neighborhoods with a variety of housing stock
- Improved traffic safety and walkability
- Improved connectivity to the Riverfront
- Accessible and affordable parking solutions
- Enhanced and expanded streetscape throughout Downtown and College North neighborhood
- Expanded public art and creative culture
- Strengthened partnership with Lawrence University and Appleton Area School District

DOWNTOWN LIVABILITY

On College Avenue —

Welcome: **320 East**
Opening Soon: **Park Central** and **The Residences at Zuelke**

On the Horizon:
Chase Bank Redevelopment – 24 units
Rise Apartments – 43 units (36 low to moderate)

Within the past 3 years, 11 housing projects have been delivered or approved Downtown, totaling nearly \$70M in investment and providing 490 new residential units at multiple price points.

GIFT CERTIFICATES

2,612 Downtown Gift Certificates sold



\$67,935 Generated in additional Downtown spending!

MARKETING AND EVENTS

Web: Engaged User Sessions —

125,494 **73.7%** **23.9%** **2.4%**
MOBILE DESKTOP OTHER

Social Media —



19,888 LIKES

7,160 FOLLOWERS

182,215 TOTAL ENGAGEMENTS

11,956 TOTAL ENGAGEMENTS



20,143 LIKES

36,697 TOTAL ENGAGEMENTS



MISSION
To create and enhance the cultural environment of Downtown Appleton by providing opportunities for community access to arts, music and cultural activities.



LIGHT UP APPLETON



AVENUE OF ICE



LUNCHTIME LIVE ON THE ROAD



DOWNTOWN CREATES: PAINT OUT



PARTNERSHIP WITH MILE OF MUSIC

2022 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

Business Improvement District total assessed value of the 206 BID properties: \$139,643,700

An increase of 1.45% or \$1,990,000 over the previous year

The 2022 BID Budget reflects the BID Board of Directors, City Planning Commission and City Council approved BID rate of \$2.75 per \$1000 of assessed value, with a minimum of \$275 and maximum of \$5500.

BID GRANT INVESTMENTS

Grant Support —



TIF Grants —

City of Appleton TIFs #11 & #12 Business Enhancement Grants were awarded to 7 properties, totaling \$48,500 and leveraging just over \$100,000 in private investment in these districts.

Business Recruitment Grants supported 18 businesses for a total of \$17,100.

Welcome to Downtown —

- Murphy's Family Barbershop and Salon
- All Tied Up Floral Café
- Franklin Street Salon Studios
- YOGA3 Appleton
- 3 Tall Pines-Kush Kafe
- Eroding Winds LLC
- League of Women Voters of Appleton – Fox Cities
- Tiffani's Bridal
- Mr. Frogs
- Eclectic Candle Company
- HGM Apparel LLC
- Diverse and Resilient
- The Book Store
- Wild Theory Studios
- Lawlss Coffee
- Uni Uni Bubble Tea
- Reach Counseling Services, Inc.
- Helios Recovery Services

18 BUSINESSES SUPPORTED



to access the 2023 Collaborative BID/ADI/CDA Operating Plan

KEEPING DOWNTOWN CLEAN & SAFE



The C.A.R.E. Team, in partnership with Riverview Gardens and the City of Appleton, in 2022 completed 999.5 hours of cleaning and collected 163.5 bags of garbage. The program helped 656 Service Works participants acquire employability training while contributing to the cleanliness of the district.

999.5 HOURS

New in 2022, the Pfefferle Management Team



was contracted by the BID to help keep Downtown clean and beautiful for the community. They completed 268 hours of service helping clean up garbage, remove graffiti and repair miscellaneous damage throughout the district.

268 HOURS

BUSINESS IMPROVEMENT DISTRICT

REVENUE	2022 Actual	2023 Budget
BID Assessments	235,485	241,512
Carryover from Prior Year	21,804	21,868
	\$257,289	263,380
EXPENSES		
Contracted Services		
ADI Staff	50,000	50,000
Administrative	6,324	6,412
BID Audit	3,050	2,600
Marketing and Printing	73,911	75,000
Economic Development		
Façade Grant	39,124	40,000
Marketing Grant	6,421	10,000
Recruitment Grant	17,100	15,000
Business Employee & Resident Recruitment	6,451	7,500
Maintenance Services		
Maintenance/Flowers	33,040	35,000
	\$235,421	\$241,512
CARRYOVER	\$21,868	\$21,868