

↑ FORWARD ↑ APPLETON

2018 ANNUAL REPORT

“ We are looking forward to bringing life to the Gill-Tech building in Downtown Appleton to serve as a new satellite office for Dealer Inspire. **Tapping into the incredible talent in the area**, we plan to hire about 60 employees to help build and manage our innovative technology solutions for car dealers.”
-Joe Chura, CEO of Dealer Inspire

“ Downtown Appleton is a great place because of its closely connected ecosystem of businesses. When a business locates in Downtown Appleton, it becomes **part of a unique community** where businesses take on a personality similar to that of a residential neighborhood.”
- Jonathan Roug, Co-Owner of Float Light Float Center

“ Downtown Appleton **serves up a dynamic, ever-growing scene** of arts, music and activities that appeals to people of all ages and walks of life. And let's not forget the sense of community we have here. You can feel it up and down our riverfront!”
- Lori Hoersch, Chief People Officer, U.S. Venture



Appleton
DOWNTOWN
incorporated

& BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON

2018 ADI & BID HIGHLIGHTS



**FORWARD
APPLETON**



JONES PARK ➔ AMPHITHEATER

- 2,600 square foot amphitheater
- Two backstage rooms totaling 500 square feet



DOWNTOWN TROLLEY

6,441 RIDERS

PLUS expanded route to service Riverheath



55 Job Trainees

45 Weeks of work

300 Gum-Busting Hours

250 Hours Worked

210 Bags of Trash



Employability skills training and a community made stronger!

MARKETING AND EVENTS

201,958
WEBSITE VISITS

56%
MOBILE

36%
DESKTOP

8%
OTHER



14,461
LIKES
+11.6%

6,653
FOLLOWERS
+2.8%

2,838
FOLLOWERS
+26.8%

637
BLOG POSTS

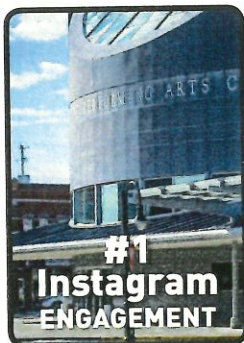


16,248
LIKES
+3.7%

3,495
FOLLOWERS
+3.5%



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



THE DOWNTOWN PLAN ➔

Guides our program of work to support 7 Key Initiatives:

URBAN Form and Design

TOURISM, Arts, Entertainment and Education

NEIGHBORHOOD & Residential Development

DOWNTOWN Development & Business Retention

MOBILITY and Parking

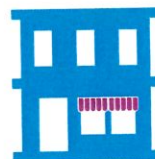
DOWNTOWN Management

PUBLIC Spaces & Riverfront



➔ 2,447
Downtown Gift Certificates sold

➔ \$62,280
Generated in Downtown spending!



➔ BUSINESS

15 NEW BUSINESSES OPENED IN THE DISTRICT

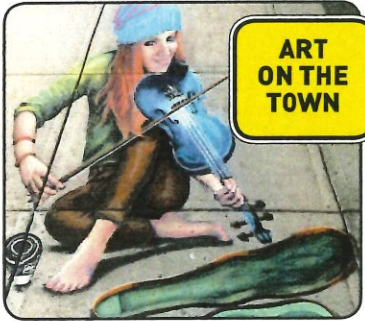
YEAR-ROUND EVENTS:

- Farm Market | Lunchtime Live
- Death By Chocolate | Soup Walk | Craft Beer Walk
- Mini Golf On The Town | Heid Music Summer Concerts
- Ladies Day Downtown | Ladies Night Out
- Parades: Memorial Day, Flag Day & Christmas
- Small Business Saturday

2019 WILL HAVE US FOCUSED ON:

- Expanding the Ambassador program to staff our visitor area and conduct business visits
- Continuing the CARE cleaning program
- Engaging with new developments to recruit new business tenants and residents
- Improving our 90 annual events with a focus on exploring your downtown
- Creating a Riverfront Business Improvement District
- Adding new creative amenities and interactive public art
- Long range sustainability for ongoing programs

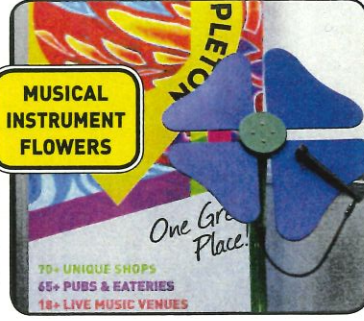
2018 ADI CREATIVE DOWNTOWN APPLETON HIGHLIGHTS



ART ON THE TOWN



AVANT GARDE FASHION CHALLENGE



MUSICAL INSTRUMENT FLOWERS



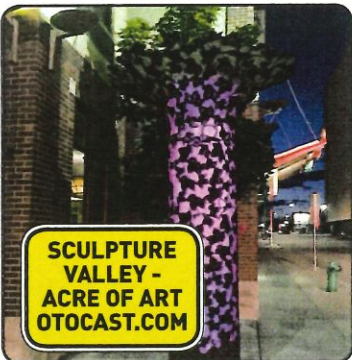
DOWNTOWN FOR THE HOLIDAYS ELF SHOP



PAPER WINGS MURAL CHAD BRADY



CREATIVE PARTNERSHIPS



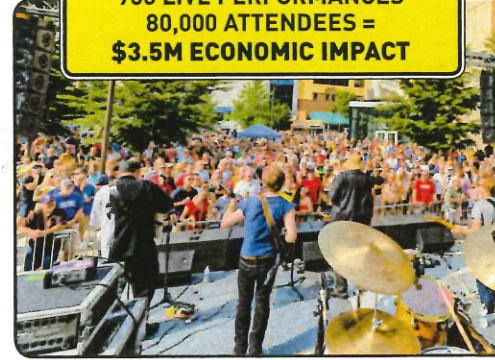
SCULPTURE VALLEY - ACRE OF ART OTOCAST.COM



CREATIVE KIDS - BUILDING FOR KIDS CHILDREN'S MUSEUM



**MILE OF MUSIC-MILE 6
200 ORIGINAL ARTISTS
980 LIVE PERFORMANCES
80,000 ATTENDEES =
\$3.5M ECONOMIC IMPACT**



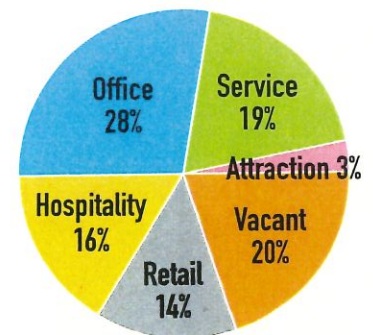
FIND MORE PUBLIC ART AT: appletondowntown.org/getting-aroundpublic-art-map/

2018 BID YEAR IN REVIEW

REVENUE	2019 Budget	2018 Actual
BID Assessments	198,468	196,750
Carry Over from Prior Year	12,411	10,500
	\$210,879	\$207,250
EXPENSES		
Contracted Services		
ADI Staff	50,000	49,415
Security Services	3,500	3,022
Administrative	5,479	6,446
BID Audit	2,500	2,283
Marketing and Printing	69,400	67,910
Economic Development		
Façade Grant	30,000	25,000
Marketing Grant	10,000	5,240
Recruitment Grant	10,000	10,000
Business Recruitment & Ambassador Program	10,000	9,063
Maintenance Services		
Maintenance	20,000	16,460
	\$210,879	\$194,839
CARRY OVER TO 2019		\$12,411

**80% OCCUPANCY
20% VACANCY**

**BID Total Value on
221 Assessable Units:
\$123,151,700**



BID Property Classification

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

BOARD OF DIRECTORS 2018

PRESIDENT

John Peterson, Peterson, Berk & Cross

VICE PRESIDENT

Deb Johnson, CopperLeaf Boutique Hotel & Spa

TREASURER

Laura Vargosko, CLA (CliftonLarsonAllen LLP)

SECRETARY

Lynn Hagee, Downtown Resident

Dale Ver Voort, Crazy Sweet

Lyssa King, OuterEdge Stage

Monica Stage, City of Appleton

Elizabeth Ringgold, NAI Pfefferle

Jill VanderLoop, Joseph's Shoes

Kevin Wirth, US Venture

Steve Lonsway, Stone Arch Brew Pub

Natasha Banks, Cozy Corner
and Val U Beauty Supplies

A. J. Olander, West

Christyn Abarray, Lawrence University

**BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS 2018**

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SECRETARY

Mark Behnke, Bazil'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 2018

EXECUTIVE DIRECTOR

Jennifer Stephany

MARKETING DIRECTOR

Lynn Schemm

EVENT DIRECTOR

Djuanna Hugdahl

EVENT SPECIALIST

Greg Otis

RESOURCE

**DEVELOPMENT
DIRECTOR**

Brian Leone Tracy

**ADMINISTRATIVE
ASSISTANT**

Lisa Bennett

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

* Star Supporter

Appleton International Airport
AT&T
AZCO, Inc.*
Bayland Buildings Inc.
Bazil's Pub
BConnected, LLC
BioLife Plasma Services
BMO Harris Bank
The Boldt Company
Building For Kids
Children's Museum
Cinder's Charcoal Grill
City of Appleton
Cleo's Brown Beam Tavern
Community First Credit Union
Community Foundation for
the Fox Valley Region
Consolidated Construction
Crunch Fitness
Eagle Point Senior Living
Elemental Core Outreach
EPS

Faith Technologies Inc.
Festival Foods
First Business Bank
Fox Cities Sign & Lighting
Fox Communities Credit Union
Fox Valley Symphony Orchestra
Gateway Chiropractor
General Beer
Habush Habush & Rottier
Heid Music
Hoffman Planning, Design &
Construction, Inc.
Horicon Bank
Johnson Bank
Kay Beverage
Lee Beverage
Maritime Bar
Meijer
Membership
Midwest Gutter Guard
NAI Pfefferle
Octoberfest

Pfefferle Companies, Inc.
Plexus Corporation
Principal Financial
Schenck SC
Signature Homes
Spectrum
Stacey Hennessey - Realtor
Stellar Blue Technologies
Steve & Terri Winter
Sure-Dry Basement Systems
ThedaCare
Tundraland*
Ulness Health
US BANK
US Venture
Valley Transit
Van's Waste Inc.
Vic Ferarri Band
Warning Lites of Appleton
West Corporation
Wisconsin Distributors
Woodward Radio Group

2018 AWARD WINNERS

Business of the Year Award - Lillians of Appleton

Presented to the Business or entity that stands out from the rest and captured the admiration of the Downtown.

The Bernie Pearlman Downtowner Award - Oliver Zornow, Community Engagement Manager for Building for Kids Children's Museum and Fox Valley Symphony Orchestra

Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

The Dreamers & Doers Award - Mai Vang & Fong Lee Family

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.

The President's Award - AZCO, Inc.

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.

The Outstanding Volunteer Award - Robert Glasheen

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.

Downtown Renovation Award - McFleshman's Brewing Company

Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

New Business of the Year - Float Light Float Center

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 - Appleton Historical Society

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.

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

Appleton Downtown, Inc.

Creative Downtown Appleton, Inc.

Business Improvement District

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#onegreatplace    

appletondowntown.org

One Great Place!

DOWNTOWN

Appleton