

2024

Appleton
DOWNTOWN
— incorporated —

BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON

ANNUAL REPORT

A Year of
Connection,
Energy & Growth



2024 ADI, BID & CDA HIGHLIGHTS

A YEAR IN REVIEW AND A LOOK AHEAD TO 2025

DOWNTOWN APPLETON THRIVES IN 2024

What a year it's been in Downtown Appleton! We continue to experience incredible growth and positive momentum across the district, and I'm thrilled to share some highlights and look ahead to an even brighter future.

In 2024, Downtown has experienced significant commercial and residential development growth, bringing new energy and life to the district. The strength and diversity of our business mix continues to be a key driver of our local economy, creating a dynamic and resilient environment. We've prioritized maintaining a clean and welcoming district, recognizing its crucial role in attracting visitors and fostering community pride.

Of course, Downtown Appleton wouldn't be the same without the vibrant events and exceptional experiences. From our summer concert series to seasonal celebrations, we've focused on creating opportunities for connection and belonging, making our Downtown a place where everyone feels welcome.

Looking ahead to 2025, the excitement is clear! We're anticipating an infusion of new restaurants that will further enhance our culinary scene. The expanded and renovated Appleton Public Library opened its doors, and the new Trout Museum of Art will be a transformative addition, enriching our cultural landscape. We're also gearing up to welcome Draft attendees, showcasing the best of Downtown Appleton to a wider audience. Additionally, our organization will take on a collaborative, long-range strategic planning process to align a clear vision of the future of Downtown.

We continue to prioritize our core programs that showcase the distinctive attractions and vitality of our Downtown. This includes our image marketing campaign and new website. Additionally, we aim to improve pedestrian safety and enhance public art to create more accessible and enjoyable streets and a vibrant neighborhood where people can live, work, play and thrive. Most importantly, we are committed to providing dedicated support to our Downtown businesses, which are the backbone of our community.

We're confident that 2025 will bring us even closer to realizing our shared vision. Thank you to everyone who makes Downtown Appleton One Great Place. We look forward to continuing this journey together!

-Jennifer Stephany, Executive Director

MARKETING

Web: Total Active Users

195K

Social Media —



26,511
LIKES



8,995
FOLLOWERS

150,978
TOTAL
ENGAGEMENTS

12,350
TOTAL
ENGAGEMENTS



22,404
LIKES



37,245
TOTAL
ENGAGEMENTS

2024 MARKETING PROJECTS

Image Marketing Strategy —

Developed and implemented a strategic marketing plan across multiple channels, tailored to meet the unique needs and interests of Downtown Appleton's core audiences.

New Website —

Together with Coalesce, a full-service marketing agency based in Downtown Appleton, we crafted and unveiled a fresh website. Featuring a sleek, user-friendly design, our new site is both intuitive and visually compelling. Designed to be interactive, contemporary, and mobile-friendly, it invites visitors with a warm and welcoming experience as they plan their next trip to Downtown Appleton.

GIFT CERTIFICATES

1,908 Total number sold

\$63,390 Total value sold



CREATIVE
DOWNTOWN APPLETON

MISSION

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

In 2024, we continued to bring this mission to life through a variety of impactful projects, including:

- **Paint the City III** - Expanding our vibrant mural initiative to bring more public art to Downtown Appleton.
- **Avenue of Ice** - Showcasing stunning ice sculptures that celebrate art and creativity in the heart of winter.
- **Light the Night Market: Holiday Edition** - Creating a festive experience filled with live entertainment, artisan vendors, and holiday cheer.
- **Chalk Walk** - Transforming sidewalks into colorful works of art through community participation.
- **Avenue of Angels** - Building on the tradition of the Avenue of Angels, we continue to brighten the holiday season with these stunning works of art to light up College Avenue.
- **Mile of Music Partner** - Advocate for one of Downtown Appleton's signature music events that brings live, original music to the community.

Each of these projects plays a vital role in making Downtown Appleton a dynamic and welcoming destination for arts, music, and cultural engagement.

2024 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

"Downtown Appleton's success is a direct result of the collaborative efforts of ADI, BID, and CDA. Through our joint programs, grant support for businesses, memorable experiences, and consistent "One Great Place" branding, we're strengthening our district. Our unique structure and partnership with the City of Appleton fuels investment and ensures a vibrant future for Downtown Appleton. Thank you to everyone involved in making our Downtown thrive!"

- Walter Schonfeld, BID Board President

BID GRANT INVESTMENTS

The Business Improvement District total assessed value of the 202 BID properties experienced an overall increase of 4.85%, resulting in a current assessed value of \$182,853,500

The 2025 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.

DOWNTOWN BY THE NUMBERS

- Over \$250M in new Development Investment since 2020
- Residential occupancy is steady at 94%
- 104,584 total Downtown hotel room nights in 2024
- Estimated event attendance of more than 760,000 across 75 Downtown event days in 2024
- Downtown Attractions welcomed 365,352 visitors through their doors last year

Commercial Property Breakdown —

Retail 15%
Hospitality 24%
Office/Service 40%
Attractions 4%
Vacancy 17%



*Percentage breakdown is calculated based on unit use.

GRANT SUPPORT

11
BUSINESS
RECRUITMENT
GRANTS
\$10,650

20
FACADE
IMPROVEMENT
GRANTS
\$49,079

TIF Grants —

City of Appleton TIFs #11 and #12 Business Enhancement Grants awarded to 3 properties totaling \$19,170 and leveraging just over \$64,092 in private investment in these districts.



Scan to access the 2025
Collaborative BID/ADI/CDA
Operating Plan

KEEPING DOWNTOWN CLEAN



656 HOURS

The C.A.R.E. Team, in partnership with Riverview Gardens and the City of Appleton, in 2024 completed 656 hours of cleaning and collected 117 bags of garbage. The program served 375 Service

Works participants. They acquire employability training while contributing to the cleanliness of the district.



370 HOURS

In 2024, we continued our contract with the Pfefferle Management team to help keep Downtown clean and beautiful for the community. They completed 370 hours of service helping cleanup garbage, remove graffiti and repair miscellaneous damage throughout the district.

BUSINESS IMPROVEMENT DISTRICT

REVENUE	2024 Actual	2025 Budget
BID Assessments	275,355	275,896
Allocated Carryover	18,262	4,000
TOTAL	\$293,617	\$279,896
EXPENSES		
Contracted Services		
ADI Staff	55,000	55,000
Administrative	6,846	6,396
BID Audit	3,371	3,500
Marketing and Printing	110,000	100,000
Economic Development		
Façade Grant	49,078	45,000
Recruitment Grant	10,650	15,000
Business, Employee & Resident Recruitment	10,257	15,000
Maintenance Services		
Maintenance/Flowers	31,528	40,000
TOTAL	\$276,730	\$279,896
CARRYOVER	\$16,887	

APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2024

PRESIDENT

Lyssa King, Downtown Resident & King Brokerage

PAST PRESIDENT

Laura Vargosko, Thrivent Financial

VICE PRESIDENT

Steve Lonsway, Stone Arch Brewpub

SECRETARY

Kolby Knuth, Knuth Financial Planning and The 513

TREASURER

Tom Klister, FORE Development • Investment Group

Natalie Klika, Johnson Financial Group

Madera Allan, Lawrence University

Todd Heid, Heid Music

Jeff Gelger, J. Gelger Consulting

Amanda Furman, Furman Real Estate Collective

Bri Kaphelm, Spats

Matt Rehbein, City of Appleton

Monika Austin, Beatnik Betty's Resale Butik

Jon Searles, Wisconsin Housing and Economic Development Authority

Stephanie Lowney, U.S. Venture, Energy Division

Monika Austin, Beatnik Betty's Resale Butik

Kay Halbrook, Telmark Sales Solutions

BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2024

PRESIDENT

Gary Schmitz, Community Advocate

TREASURER

Jason Druxman, Avenue Jewelers

SECRETARY

Bill Wetzel, Acoca Coffee

Tim Ceman, Nobel Assets

Brad Schwebs, Pfefferle Management

Nate Weyenberg, Angels Forever-Windows of Light

Benjamin King, Downtown Resident and King Brokerage

Walter Schonfeld, DKS Management Service, LLC

David Kress, City of Appleton

APPLETON DOWNTOWN, INC. STAFF 2024

EXECUTIVE DIRECTOR

Jennifer Stephany

MARKETING DIRECTOR

Abby Novak

COMMUNITY PARTNERSHIP DIRECTOR

Meghan Warner

EVENTS DIRECTOR

Carissa Glinlecki

EVENTS COORDINATOR

Sandy Storch

ADMINISTRATIVE & MARKETING COORDINATOR

Meghan Petters

THANK YOU

Thank you for sponsoring our events and creative projects in 2024!

Altprint

Air Wisconsin

Ancor

Ascension

AT&T

Ballard Glen

BAM Coatings

Basil's

The Boldt Company

Brian Hodgkiss Injury Lawyers

Christine Williams

City of Appleton

Coalesce Marketing & Design

Community First Credit Union

Consolidated Construction Co.

Copper Leaf Boutique Hotel

Crane Engineering

Cutco

Event Production Systems (EPS)

Festival Foods

Fleet Farm

Floors by Angie

Fox Cities Convention & Visitors Bureau

Gateway Chiropractic

General Beer

Heid Music & Heid Music Foundation

Hilton Appleton Paper Valley Hotel

Hoffman Planning, Design &
Construction Inc.

Johnson Financial Group

Kay Distributing

Knuth Financial Life Planning

Lee Beverage

Mike of Music Festival

NAI Pfefferle / Pfefferle Management

Network Health

Octoberfest

Odyssey Climbing

OSMS

Prevea Health

Runaway Shoes

Steve & Teri Winter

Sure-Dry Basement Systems

TDS

ThedaCare

Ulness Health

U.S. Bank

U.S. Venture

Warning Lites of Appleton, Inc

Willems Marketing

Wisconsin Distributors

Woodward Community Media

Thank you to our
Star Supporters!



2024 AWARD WINNERS

Business of the Year Award - DePawSitory

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

Bernie Pearlman Downtowner Award - Yee Lee Vue and Family

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 - Fox Commons Development

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 - Avenue Jewelers

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 - Paul Shrode & Boy Scout Troop 2

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 - Jeffrey and Jennifer Kippa

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

Rising Star Award - The Coop

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 - Fox Cities Performing Arts Center

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

333 W. College Ave., Suite 100, Appleton, WI 54911

920-954-9112 • Fax 920-954-0219 • info@appletondowntown.org

appletondowntown.org

