



**2024**  
**Downtown Appleton Business**  
**Improvement District Operating Plan**

## **Downtown Appleton Business Improvement District Operating Plan 2024**

### **I. Preface** - no change has been made to this section from the previous year.

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2024 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI) in partnership with the Business Improvement District Board of Directors and Appleton Downtown Board of Directors.

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for the calendar year of 2024 which shall be the Twenty First “Plan Year”. However, it is

anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

## II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2024.

### A. Plan of Action

The Plan of Action Work Plan was developed by the BID Board of Directors and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following initiatives identified in the Work Plan align with the City of Appleton Comprehensive plan Chapter 14. (**Appendix A**)

### B. Goals and Objectives

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the district. The BID shall work to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement district development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the district in downtown Appleton can serve.

### C. Benefits

Money collected by the BID under this plan will be spent within the district or for the benefit of the district, and used to help property owners attract and retain tenants, keep downtown clean, safe and attractive, increase the value of property downtown and expand on a strong brand and marketing campaign for downtown. **Appendix A** outlines the initiatives, strategies and tasks for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan. The plan is presented as a collaborative plan between the Business Improvement District, Appleton Downtown Inc. and Creative Downtown Appleton Inc. noted herein as: BID/ADI/CDA

### D. 2022 Annual Report

The 2022 annual report is attached.

The total assessed value of properties for the district for 2022 was \$139,643,700 a 1.45% increase over previous year.

**Appendix B** includes the 2023 2<sup>nd</sup> quarter update report

## E. 2024 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated (ADI) and Creative Downtown Appleton Inc. (CDA) including but not limited to sponsorships and donations, ADI memberships, and by generated revenues from events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI or CDA respectively but shall be applied to programs and services that further goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for the contracted and approved expenditures with ADI, and are expected to pay for about 30 percent of the projected annual budget to implement a full downtown management and event program of work. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

## F. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.
6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.

10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

G. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton’s Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

H. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

**III. District Boundaries** – no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in blue and indicated by property in dark green on **Appendix F**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor’s records as of June 2023.

The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties on both sides of boundary streets are included in the District. The District includes 206 contributing parcels and units. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix F**.

See Section: VI. *Method of Assessment, Item A. Parcels Assessed*: For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

**IV. Organization** no change has been made to this section from the previous year.

A. Operating Board

The BID Board (“Board”) as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

**The BID Board shall be structured as follows:**

1. Board size maximum of 9
  2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
  3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.
  4. Compensation – None.
  5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
  6. Record keeping – Files and records of the Board's affairs shall be kept pursuant to public records requirements.
  7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
  8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list
- Appendix D**
9. For purposes of this section "person" means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member's situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City's Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year. Hosted 5/17/2023. Additional one on one meetings with BID Board members were also conducted.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the ADI and BID Board for review and input.
3. ADI Staff will submit the plan draft it to the ADI Executive Committee hosted 7/19/2023 and ADI Board for review. 7/25/2023
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval. Hosted 8/1/2023
5. The proposed plan will be submitted to the Community Development Department. Submitted on 8/11/2023
6. The Planning Commission and Common Council will act on the proposed BID Operational Plan as scheduled. 8/23/2023 and 9/06/2023 respectively.
7. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members' terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

**V. Finance Method** no change has been made to this section from the previous year.

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as **Appendix C**.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

**VI. Method of Assessment** no change has been made to this section from the previous year.

**Special Note:** The City of Appleton conducted a full reevaluation of all commercial properties in 2023 and updated assessed values are reflected within the BID parcel list. There was no change to the BID assessment rate or methodology.

A. Parcels Assessed – Appendix E

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and parcels classified as commercial use as shown on the City of Appleton Assessors records. Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building.

Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes, parcels classified as ‘vacant’ use by the City of Appleton Assessors records or owned by government agencies will not be assessed.

For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

The Business Improvement District reassessment was completed by the City of Appleton Assessor’s Office. The current property assessment list was generated by the Assessor’s office and reviewed by the Finance Department, ADI staff and the BID Board.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The BID Board of Directors approved BID rate for the 2024 plan year is \$2.75 per \$1000 of assessed value, minimum \$275 and maximum \$5500.

The 2024 plan year assessment list **Appendix E** shows the calculation with the current rate at \$2.75 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,500 and no parcel assessed less than \$275, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor’s Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel’s owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ration of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.



For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments – updated to reflect assessment adjustments presented by the City Assessor

The final form of this 2024 Operating Plan has attached as **Appendix E** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula.

- The 2024 BID assessment current rate of \$2.75/\$1000 with a maximum assessment of \$5500 and a minimum assessment of \$275
- Reassessment of BID properties increased the total assessed value over the previous year by 29.8% or \$41,702,700
- The 2024 BID assessments are anticipated to generate: \$\$275,355 based on this methodology an increase over previous year of \$33,843
- Current carry over value is \$18,262
- Adjustments from previous year presented by the City Assessor include:  
ADDED PARCEL: Tax Key: 315128300                      Address: 501 N Richmond St.

D. Assessment Collection and Dispersal

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15<sup>th</sup> day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2022 audit are available in the ADI office and a copy was submitted to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2022 report is attached.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit.

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

**VII. City Role** no change has been made to this section from the previous year.

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.
5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before July 1 each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

**VIII. Required Statements** - no change has been made to this section from the previous year.

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec.

66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

**IX. Appleton Downtown Incorporated** - no change has been made to this section from the previous year.

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

**X. Severability and Expansion** - no change has been made to this section from the previous year.

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.

# **APPENDIX A**

## **2024 Plan of Work**



# BUSINESS IMPROVEMENT DISTRICT 2024 Plan of Work

**Mission**  
Our mission to establish a vibrant and accessible destination for business, learning, living and leisure is anchored in our focus to create an environment of success and sustainability for the new exhibition center, a robust employment center and a more livable Downtown. Our strategic initiatives build support for an exceptional visitor experience, a strong business climate and an attractive, accessible and inclusive downtown where more people want to live.

**BID Goals and Objectives:**  
The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote and support the development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to enhance, redevelop, maintain, activate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides funding support to plan, evaluate, facilitate and implement district enhancement projects, promotional programs and vibrant activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the district in downtown Appleton can serve.

**The State of Downtown Appleton**  
The BID, in partnership with ADI, remain committed to supporting downtown businesses through a robust program of work centered within our brand of One Great Place. We continue to focus on sustaining a clean, safe, livable environment while promoting quality consumer experiences and attracting and retaining a strong business mix within the district.

Business retention and promotion are at the core of our work. With anticipated redevelopment projects over the next two years in the district, we anticipate the need for a targeted recruitment and retention campaign. Collaborating with our partners at the Fox Cities Chamber of Commerce and The City of Appleton Community Development Department we will continue to work with building owners, developers, and entrepreneurs to attract new businesses and new investment to the district to further strengthen the local economy. The future of commercial real estate remains a concern as some employers continue “work from home” options. Current conditions are slowly improving and adaptive reuse of commercial space becomes a common redevelopment focus.

Our work to create One Great Place is also about talent attraction. As the arts and cultural district of the Fox Cities, downtown is a quality of life benefit highlighted by employers throughout the region to attract and retain a talented workforce. Employees are more often making a decision on job selection based on community and quality of life. By adopting a creative placemaking approach to activating public spaces, recruiting a healthy business mix and walkability strategies, we position downtown for employment growth, visitor attraction and increased residential interest.

Across the nation the trend toward urban living amidst vibrant cultural districts continues. People are desiring convenient, car-optional neighborhoods where residents can walk to work, shop and access entertainment. With several residential developments under construction, and more on the horizon, Downtown Appleton is benefited from this trend and the ADI and BID boards are optimistic that we are emerging as a destination for urban living. A focus on providing the needed amenities to support residents such as grocery, nail salon, package mailing facility, green space for dogs and other amenities will need to be a priority for recruitment and investment.

Walkability and livability go hand in hand in Downtown as the City of Appleton continues to invest in traffic calming measures like the lane reconfiguration and the addition of design elements on reconstructed side streets. The BID and ADI will pursue enhancements to further active the sidewalk corridors and create a strong pedestrian friendly experience for guests, employees, and residents. Additionally, we seek to collaborate as needed to support the growth opportunities within the College North plan.

Downtown Appleton continues to be a critical central social district. ADI sponsored programs such as the Saturday Farm Market, free concerts in the park and sidewalk activities continue to offer opportunities to engage in the community and connect with local food and local arts. Public art projects like the Downtown murals and sidewalk chalk walk continue to bring vibrancy in a walkable environment.

Downtown cleanliness is of the utmost importance. Continuing our partnership with the CARE program and expanded services with private contracts are expected to improve downtown cleanliness. Ongoing safety measures are also an important focus for the BID, ADI and our business neighbors; monthly meetings that include Pillars, APD, the City of Appleton, Valley Transit and several other partners discuss and monitor activity. Assisting in monitoring traffic and sidewalk safety along with the new APD traffic safety officer will be an ongoing collaborative effort.

A Downtown for All message of inclusion through our programs and projects keeps us centered on diversity in our work such as event vendor mix, artists, music, murals, business recruitment and talent attraction.

## **OUR BRIGHT FUTURE**

As the City, BID, ADI, CDA and its many partners continue to plan and invest in downtown Appleton, they will be guided by the following vision and principles set forth by the City Comprehensive Plan: “Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment.”

1. Create a safe, welcoming, inclusive and accessible downtown
2. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
3. Support the launch and growth of unique, independent businesses

4. Grow downtown as the employment center for the region
5. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
6. Foster a culture of walking and biking supported by public transportation
7. Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing
8. Continue to support events and entertainment which safely draw visitors to downtown Appleton
9. Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center
10. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
11. Promote quality development along the Fox River by embracing the region's industrial and natural heritage

**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 streetscapes throughout Downtown
- Expanding access to public art & creative culture
- Strengthened partnership with Lawrence University and Appleton Area School District

## **2024 BID/ADI/CDA Work Plan**

The ADI, CDA and BID boards will continue to advance the four imperatives for advancing Downtown's mission and community priorities:

1. Play an integral role in business retention and recruitment efforts to maintain an occupancy rate of 80% or greater.
2. Promote Downtown living options and curate livability enhancements to attract residents.
3. Collaborate with our community partners to cultivate downtown as a robust visitor destination.
4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

The BID work Plan is aligned with the seven initiatives outlined in the City of Appleton Downtown Plan. The plan is presented as a collaborative plan incorporating efforts by the Business Improvement District, Appleton Downtown Inc and Creative Downtown Appleton Inc.



<b>#1 Urban Form &amp; Design</b> policies and projects to create an identity and improve the appearance of downtown.	<b>ADI/BID/CDA</b>
Launch an adopt a tree planter program that engages new partners to enhance the annual planter flowers and Houdini Fountain area.	BID/ADI
Manage and promote the Façade Improvement grant program	BID/ADI
Work with DPW to update the graphics and information in the sidewalk kiosks and wayfinding signage	BID/ADI
Street pole banner replacement as needed	BID/ADI

<b>#2 Tourism, Arts, Entertainment &amp; Education</b> policies and projects to develop cultural attractions and promote travel to the downtown.	<b>ADI/BID/CDA</b>
Maintain the Visitor Area kiosk within our office	BID/ADI
Engage as an active community partner to advance downtown’s role in the Tourism Master Plan (this item will get more specific tactics after our meeting with the CVB)	BID/ADI
Host annual events: Farm Market, Heid Music Concert Series, Lunchtime Live concert series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Mini Golf on the Town, Cultural Cuisine Walk, Light up Appleton, Downtown Creates walking features: Street Music Night, Chalk Walk, Artfully You, Avenue of Ice, 2 Light the Night Markets	ADI/CDA
Partner with Community organizations to co-host or support events and programs: Rhythms of the World, Mile of Music, Heid Music’s Street Music Week, Fox Cities Chamber of Commerce Octoberfest, City of Appleton parades,	ADI/CDA
Curate one large scale public art project within the downtown or riverfront	ADI/CDA
Collaborate with Lawrence University clubs and organizations to include student activities and engagement in our event planning and committees.	ADI

<b>#3 Neighborhood &amp; Residential Development</b> policies and projects to foster new residential development and create healthy neighborhoods surrounding the downtown.	<b>ADI/BID/CDA</b>
Host a fall downtown living Open House event and promote downtown living options	ADI
Launch a Neighborhood Engagement Initiative: update the Downtown Welcome packet, create a “Downtown living Guide” page on our website. Form a committee to help create and update content for the website and facebook page. Host Downtown resident meet and greets twice a year. Establish & share a one step reporting process for non-emergency issues	BID/ADI
Launch a Pet Friendly plan for Downtown: including installation of waste stations, a pet watering station, exercise equipment, explore pet friendly days at the Farm Market, as well as work toward a proposal for a downtown dog recreation area within downtown. Coordinate a fundraising effort to finance the improvements	ADI/CDA
Pursue business recruitment for residential amenities: grocery store, retail, nail salon, experience businesses, dry cleaners, more restaurants	BID/ADI

Work with the City on pedestrian improvements as part of the Smart Streets Appleton initiative see #5 Ped. plan	BID/ADI
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<b>#4 Downtown Development &amp; Business Retention</b> policies and projects to support existing businesses in the downtown and to attract desirable new ones.	<b>ADI/BID/CDA</b>
Hire a part time position to enhance the economic development activities to manage more effectively the economic development committee, the grant programs, and an active business recruitment campaign. Conduct retention visits with ADI staff and Board, be a liaison for new businesses moving into downtown, assist developers and landlords, monitor properties and available space.	BID/ADI
Collaborate with the City of Appleton Community Development Department to host a state of the downtown event	BID/ADI
Cooperatively market the City TIF and ARA grant programs	BID/ADI
Manage and promote the Gift Certificate Program and Business recruitment grant program	BID/ADI
Conduct business visits with ADI staff. Include Board members on occasion	BID/ADI
Promote the Lawrence University internship program to downtown business and foster a collaborative connection with the business major faculty and students. Promote the LU student discount program to businesses to grow participation.	ADI
Curate a Business to Business program and networking opportunities for downtown business owners	ADI/BID

<b>#5 Mobility and Parking</b> policies and projects to provide convenient access to the downtown for all modes of travel.	<b>ADI/BID/CDA</b>
Draft a Downtown Pedestrian Enhancement Plan as part of the Smart Streets Appleton initiative: including signage, sidewalk seating and lighting, kiosks, planters, winter ice and snow accumulation monitoring, weekend sidewalk garbage solutions, adopt a planter program. Seek new partners and supporters	BID/ADI
Promote the Passport parking app, meter options and permit information through social media and website	BID/ADI
Continue a partner role in supporting and promoting the downtown trolley	ADI
Recruit and promote experiential instructional classes for public transportation and bike lane use – engage our partners at Valley Transit and the bike federation	ADI

<b>#6 Downtown Management</b> policies and programs to ensure that resources are available to continue to advance the vitality of downtown.	<b>ADI/BID/CDA</b>
Manage the cooperative agreement between the BID, ADI and CDA and explore an organizational restructuring to increase our capacity	BID/ADI
Utilizing the new Image Marketing Strategy: establish, invest and execute an Annual Image Marketing Plan of tactics and programs to promote, shopping, dining, attractions, employment, living in one great place!	BID/ADI
Invest in a website upgrade for AppletonDowntown.org with Stellar Blue	BID/ADI

Promote Downtown Watch engagement and communication through a tips line to APD. Establish and share a one step reporting process for non-emergency issues and damage	BID/ADI
Communicate Weekly to our members with the Eblast system and Manage the social media network for business members to connect and share resources	BID/ADI
Host monthly committee meetings: Marketing committee, Hospitality committee, Washington Square committee, Economic Development committee, Museum Directors, quarterly BID Board meetings	BID/ADI
Manage maintenance contracts and oversee project needs to enhance the cleanliness of the district. Include an annual sidewalk power washing Draft and new maintenance agreement between the City of Appleton and the BID.	BID/ADI
Expand the membership structure as an investment support structure with greater reach to regional businesses that are looking to enhance workforce attractiveness of the Fox Cities	ADI

<b>#7 Public Spaces &amp; Riverfront</b> strategies for enhancing the public realm to support strong neighborhoods and the growth of Appleton's tourism industry, while also strengthening connections between downtown and the riverfront.	<b>ADI/BID/CDA</b>
Partner role in supporting and promoting the downtown trolley	ADI
Draft and implement a Houdini Plaza Enhancement Plan: such as: bring back the plastic lawn chairs, explore a proposal for a sound system to play music in Houdini Plaza during the daytime hours, curate a program schedule with community partners, add dog amenities	BID/ADI
Assist the riverfront businesses coordinate a Trot the Fox type event: music, food, activities at stops along the Fox Trot Trail – ideally connected to an existing downtown event.	ADI
Install and maintain the parklet in a new location to be determined in the spring	ADI/CDA

# **Appendix B**

## **2023 2<sup>nd</sup> Quarter BID report**

## **2023 BID/ADI/CDA Work Plan – Quarterly update – 2<sup>nd</sup> quarter**

For the next year, the ADI, CDA and BID Boards will continue to advance the four imperatives for advancing Downtown’s mission and supporting downtown businesses through the current economic recovery:

1. Play an integral role in business retention and recruitment efforts to maintain an occupancy rate of 80% or greater.
2. Promote Downtown living options and curate livability enhancements to attract residents.
3. Collaborate with our community partners to boost our downtown tourism economy.
4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

The BID work Plan is aligned with the seven initiatives outlined in the City of Appleton Downtown Plan. The plan is presented as a collaborative plan incorporating efforts by the Business Improvement District, Appleton Downtown Inc and Creative Downtown Appleton Inc.

#1 Urban Form & Design	Second quarter updates		
Annual flowers in the planters and Houdini Fountain area and street pole banner replacement as needed	Annual flowers went in. We are still waiting for the invoice from the City of Appleton.		
Manage the Façade Improvement grant program	Zuelke Flats LLC	103 W. College Ave.	5000
	400 North	400 N. Richmond	2500
	Ukiyo	207 W. College Ave	467.50
	400 North	400 N Richmond	2500
	Legendairy Cookies N Creamery	101 E. College	2500
	Park Central	318 W. College	2500
	POLLEN	103 E. College	1172.50
			\$16,640
Increase flexible outdoor seating and enhance public use areas	The parklet went up early June. It is used often especially on Saturday mornings.		
Fund and have installed intersection lights at one or more of the following: Superior, Appleton, Oneida and Morrison	Completed - No update this quarter		
Work with DPW to update the graphics and information in the sidewalk kiosks	Request sent to Department of Public Works director to revisit this project and get the kiosks update. No new update		
Pursue permission to extend sidewalk cafes for licensed establishments with neighbor agreement	No update to report. This will certainly be an agenda item as the lane reconfiguration discussion continues and the walk audits start. Acoca Coffee will be the first request		

#2 Tourism, Arts, Entertainment & Education	
Maintain the Visitor Area kiosk within our office	STILL Waiting on Hilton to complete repairs to the office. We continue to be a visitor

	resource for convention and event goers and general visitors.
Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center	The CVB's Destination Master Plan is complete and copy is attached. The 5 Strategic Goals include: #1 Strengthen the brand through iconic festivals #2 Develop communities as experiences #3 Enhance outdoor recreation opportunities #4 Expand strategic regional collaboration #5 Improve access and connectivity
Host annual events: Farm Market, Heid Music Concert Series, Lunchtime Live concert series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Mini Golf on the Town, Cultural Cuisine Walk, Light up Appleton, Downtown Creates walking features: Student Art, Street Music Night, Chalk Walk, Paint out, Avenue of Ice	<b>First Quarter events:</b> Indoor Farm Market, Death by Chocolate, Ice on the Avenue, Spring into Fashion Ladies Day, Annual Meeting  <b>Second Quarter events:</b> Mini Golf, Craft Beer Walk, Light the Night Market, Memorial Day parade, Farm Market, Concerts, Downtown Creates series  Third and fourth quarter Planning work: Oktoberfest, Mile of Music, Fall Fun at Farm Market, downtown living open house, wine walk, beer walk, cultural cuisine walk, soup walk, Light up Appleton, small business Saturday,
Partner with Community organizations to co-host or support events and programs: Rhythms of the World, Mile of Music, Heid Music's Street Music Week, Fox Cities Chamber of Commerce Oktoberfest, City of Appleton parades, Appleton Public Library Story Walk and more	Planning is in full gear on all of the partner events listed Mile of Music is celebrating 10 years and has an outstanding line-up planned. With the Rolling Stones article last year, large crowds are anticipated. We will manage Jones Park, assist with Houdini Plaza, coordinate the sidewalk sale and communication to business owners throughout the festival.
Enhance Downtown environment with interactive art	The new Light the Night Market had many elements of interactive art. We are also working with local artist Irineo Medina on Paint the City 2 in Downtown. A two week mural painting project with AASD during the summer.
Extend creative elements to side streets: such as painted intersections, murals, sculptures, sidewalk art	Morrison Street is now open with new street scape elements – bench, tree grates are in and will get trees soon, colored concrete, ped lighting. The enhancements are required as the City adopted the Downtown Streetscape Design Guide May of 2021.

<b>#3 Neighborhood &amp; Residential Development</b>	
Host a downtown living Open House event and promote downtown living options	Target event date is October 7 <sup>th</sup> . Residential units will be invited to participate in an open house style event.
Promote and distribute Downtown Welcome packet for new residents	We will be updating the welcome packet next year with a more simplified version as the coupons are not being used and the retailers would like us to go with a different format.

Host Downtown resident meet and greet events twice a year	We will host a neighborhood summer meet up at the final concert on August 31.
Add pet friendly amenities and explore options for a downtown dog friendly green space	Pet waste stations - the units need to be rekeyed as the keys have gone missing. We will then apply for permission with the City to place the second unit. Exploring the lot for sale at 208 S State street for an urban dog recreation area. This would be an ADI initiative and would require fundraising to purchase the land and create the space with exercise equipment, picnic tables, a waste station and water station. Research only at this time.
Pursue business recruitment for: grocery store, nail salon, bookstore, teen hang outs, dry cleaners, more restaurants	Grocery store recruitment in partnership with City and Chamber of Commerce. Targeted grocery stores include regional rural stores as well as Festival Foods, Meijer, and Woodman's, Wagner's Market in Oshkosh
Work with APD to better manage and discourage cruising, street behavior and noise	Lane reconfiguration at the time of this update is complete. Some disruption remains with the current road construction on Oneida, Lawrence and Durkee st. Only mild back ups during restriping. The first travel time comparison by the City indicates only a 9 second increase. Bike lane is being used. Less scooters on the sidewalks. Some education is still needed on deliver restriction (already existing) parking tips – how to ease out of the stall. Some adjustments still being made with traffic signals, uber parking late at night

<b>#4 Downtown Development &amp; Business Retention</b>										
Collaborate with the City of Appleton to update Downtown development and recruitment materials and host a state of the downtown event	We will again partner with the City on a Downtown update summit in the fourth quarter.									
Cooperatively market the City TIF and ARA grant programs	No new action other than we continue to share the TIF information with property owners on a regular basis.									
Promote and distribute Downtown Welcome packet for new employees	Feedback from our members is to look at a new format – an online version with a more streamlined printed piece and QR code									
Manage and promote the Gift Certificate Program	No new action									
Manage the Business Recruitment grant program	<table border="1"> <tr> <td>Crutch of Memory Enterprises, LLC</td> <td>501 N. Richmond (upstairs)</td> <td>900</td> </tr> <tr> <td>Ukiyo</td> <td>207 W. College Ave</td> <td>1000</td> </tr> <tr> <td>Legendairy Cookies N Creamery</td> <td>101 E. College</td> <td>1000</td> </tr> </table>	Crutch of Memory Enterprises, LLC	501 N. Richmond (upstairs)	900	Ukiyo	207 W. College Ave	1000	Legendairy Cookies N Creamery	101 E. College	1000
Crutch of Memory Enterprises, LLC	501 N. Richmond (upstairs)	900								
Ukiyo	207 W. College Ave	1000								
Legendairy Cookies N Creamery	101 E. College	1000								

	POLLEN	103 E. College	1000	
Manage the matching marketing grant program	Current list:			
	Monika Austin	Beatnik Betty's Resale Butik	Fox Cities CVB Visitor Guide	\$150.00
	Jonathan Roug	Float Light	Fox Cities CVB Visitor Guide	\$150.00
	Kalan Bavnik	The Book Store	Fabricating Something More, Inc.	\$300.00
	Bekki Garcia	Calaveras Fine Fusions	Woodward Radio (KISS)	\$500.00
	Steve Carrow	Rookie's Sports Bar & Grill	Appleton Monthly	\$437.50
	Andrea Nunez	Hilton Paper Valley Hotel	WFRV (LTN PROMO)	\$500.00
	Jeremy Mattson	Legendaury Cookies 'N Creamery	Fox Cities Magazine	\$500.00
	Sara Rabideau	Casting On	WFRV (LTN PROMO)	\$500.00
	Lenny Murphy	Murphy's Family Barbershop	WFRV (LTN PROMO)	\$500.00
	Mark Behnke/Bobbi Jo	Bazil's Pub	Fox Cities Magazine Dining Guide	\$397.50
	Bill Wetzel	ACOCA Coffee	Fox Cities Magazine Dining Guide	\$397.50
	Ron Tusler	Tusler Law	Fox 11/CW14	\$500.00
	Dave Ramsell	Quick Print	Insight Publications	\$500.00
	Keith Hansen	Franklin Street Inn B&B	Fox Cities Magazine	\$395.00
			\$5,727.50	
Host quarterly Business to Business event and initiative to promote services in downtown	This program has lost steam. Low interest in hosting and programs. We will revisit in the fall and attempt to arrange for a new host.			
Establish a business recruitment team within the Econ Dev committee	Online property tool stats: June 2022 – 2023: 1,072 views, 12 forms submitted Committee recruitment project no longer an interest in a “second location” focus it will be more general and include a new collateral piece printed and digital. A more streamlined direct mail piece to targeted businesses with links to property search tool, BID grant program information and email to Jennifer. Timeline target is by the end of September. Committee is working on content and mailing list. Project budget is \$3000			
Establish an Employee Appreciation day promotion and activities	No new action – member feedback was that this is each businesses responsibility and we should not use our resources to produce an event.			
Revisit the Ambassador program with past Board members to make ongoing business visits	Business visits with Jennifer, Chamber and a City representative are scheduled for July 26 <sup>th</sup> most of the day. This will be an ongoing program that ADI/BID would like to expand on to include current and or past Board members.			

<b>#5 Mobility and Parking</b>	
Include and promote accessibility improvements	Façade grant program continues to offer - no applications for accessibility projects at



through the façade grant program	this time.
Collaborate with the APD traffic safety officer to improve sidewalk and vehicle traffic safety	See Lane reconfiguration comments above in section 3
Promote the use of the Passport parking app, meter options and permit information through social media and website	Construction reminders and updated Parking posts will be an ongoing addition to our summer communication to the public
Host walk audits of BID side streets to identify walkability improvement opportunities	As the side street projects are in full swing this summer, Morrison, Durkee and Oneida the Downtown Streetscape Design Guide will enhance the walkability through lighting, amenities and safety
Work with the City to create and install signage for accessing bike lanes and trails	Potential to discuss after the lane reconfiguration process – exploring CVB or community foundation grants
Pursue parking system amendments	APD is pursuing adjustments for late night parking 10pm to 5am in the 400 and 500 w College block to create on the south side of the street a short-term parking area for uber drives, and to clear out the crowding and potential confrontations that have been occurring. New discussion – will bring to the Hospitality committee for input.
Partner role in supporting the downtown trolley	Trolley is supported by a grant from the CVB this year.

<b>#6 Downtown Management</b>	
Manage the cooperative agreement between the BID, ADI and CDA	No new action at this time – would like to have a new contract created that more clearly outlines roles and funding support.
Manage image marketing strategy to promote, shopping, dining, attractions, employment, living	Image strategic listening session and interviews summary is attached. In general there are not many surprises in the responses The storyology session will be 7/25 business owners will help us craft story messaging to diverse target markets. Marketing report below.
Communicate Weekly to our members with the Eblast system	Eblasts contact list continues to grow. We have some issues with Robly and looking into alternative platforms. More one on one reach outs this summer to make sure people are receiving and reading the blast. A few layout changes as well.
Create and manage a social media network for business members to connect and share resources	Downtown Business Facebook group is steady around 100
Host monthly committee meetings: Marketing committee, Hospitality committee, Washington Square committee, Economic Development committee, Museum Directors, quarterly BID Board meetings	Retail committee lost several members last year. We are focused in on growing that committee and increasing the engagement of our members. Recent meetings with DVSN 1, Depawitory and Tiffani’s Bridal has new interest.
Manage cleaning contracts and oversee project needs to enhance the cleanliness of the district	A sidewalk power washing is needed. City DPW told us they do not have employee capacity to clean the downtown sidewalks. We will research with Pfefferle Company some options for equipment and or a contracted service. Will also have additional

	discussion with the Mayor about this for a long term solution.
Host annual networking events for members: ADI Business Awards, Golf Outing and BID/ADI Annual Meeting	Social meet and greet for downtown business owners, targeting the August 31 concert. Golf Outing is September 6 – registration is open and we encourage each of you to join us! Still have a \$1000 cart sponsorship available.
Establish internal systems for more accurate metric tracking	Event tracking in house and working with the econ dev committee on space tracking.
Expand the membership structure as an investment support structure with greater reach to regional businesses that are looking to enhance workforce attractiveness of the Fox Cities	Sponsor and membership work is ADI work. Image sessions and specific work on sponsorship material and strategy is in process with Showcase consulting. New materials and categories for 2024.

<b>#7 Public Spaces &amp; Riverfront</b>	
Partner role in supporting the downtown trolley	Trolley is support through a grant from the CVB this year.
Partner with the City of Appleton to support Riverfront connectivity and wayfinding initiatives	No new action
Install the parklet in a new location on the east end	Parklet is installed on Washington st. and has increased in use.

<b>Annual Statistics tracking: 2023</b>	<b>WIP</b>
Grant support out	\$26,267.50 in total grant commitments to date
Sponsor support in	\$297,200 of the \$350,000 fundraising goal
Maintenance contract hours	87 hours recorded + Care team daily garbage pick up
Occupancy of commercial units	WIP - List of available properties reviewed monthly full report at year end
Occupancy of residential units	WIP – not sure how to track this yet – will ask City to help
Marketing reach and social media following	below
Business breakdown by industry within the BID: commercial, retail, hospitality, attraction, living	At 2022 year end: Vacant 19%, Attraction 4%, Service 18%, Retail 17%, Office 19%, Hospitality 23%
Member engagement and participation with annual events and promotions	Attached tracking
Event attendance estimates	Attached tracking

## 2023 2<sup>nd</sup> Quarter BID Marketing Report

EVENT	DATE	SPONSORS	ADVERTISING/PROMO	ATTENDANCE	NEW NOTES
<b>May the 4<sup>th</sup> Be With You</b>	<b>Thursday, May 4</b>	N/A	Facebook posts and ads	Very low attendance	Promotion was put together on short notice, little bar participation. Next year the event is on a Friday and the bars are hoping to make it a larger promotion with drink specials, games, costume contest, etc.
<b>Craft Beer Walk</b>	<b>Saturday, May 13</b>	Star Supporters: AZCO and Renewal by Andersen Sponsors: Hilton Appleton Paper Valley Hotel, Wisconsin Distributors, Lee Beverage, General Beverage, Kay Distributing and TDS	Radio advertising with Woodward Radio on The Fuse and Kiss FM, Facebook ads, website, eblasts, social media	Consistent attendance with Fall 2022, more VIP's this year	Around the same attendance as last year, remove the special VIP offers to avoid confusion.  Sold tickets on the ADI website versus beerwalkwi.com, helped save money but still ran into issues, looking into a new platform for fall.
<b>Light the Night Market</b>	<b>Friday, May 19</b>	Presented by Fox Communities Credit Union Star Supporters AZCO and Renewal by Andersen Sponsors: Tundraland, Ducommun, TDS, City of Appleton, Warning Lites, WE Energies, Bazil's Pub, Fleet Farm, McCain Foods Media Partner: WFRV (Local 5 Live)	Radio advertising with Woodward Radio on The Fuse and Kiss FM, Facebook ads, website, eblasts, social media  Media partnership with WFRV	Amazing attendance, completely exceeded our expectations	Brand new event, very well attended by the community. We will be making changes to help accommodate the larger crowds expected.  Partnership with WFRV was a huge factor in the success of the event. We received over 1 million impressions

					between paid and bonus promotions leading up to the event. Both parties hope to continue the partnership in the future.
<b>Heid Music Summer Concert Series</b>	Thursday's June 1 – August 31	Presented by US Venture Star Supporters: AZCO and Renewal by Andersen Sponsors: Heid Music, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers, Crane Engineering, Amcor, Ducommun, TDS and EPS Media Partners: Woodward Radio (105.7 WAPL, 95.9 KISS FM and 103.5 WAPL)	Radio advertising with Woodward radio across multiple stations (each band is paired with a station that fits their genre)  Facebook advertising , website, eblasts, social media with FB event	Steady attendance so far	Continuing the Encore pub 'n grub promotion helped bring business to participating bars and restaurants each week after the show. Continuing the “honor nights” June was honoring Teachers (over 300 free drinks were redeemed) and July 20 will honor Veterans and Active Military
<b>Lunchtime Live on the Road!</b>	Friday's June 2 – August 25	Presented by US Venture Presented by US Venture Star Supporters: AZCO and Renewal by Andersen Sponsors: Heid Music, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers, Crane Engineering, Amcor, Ducommun, and EPS	Facebook advertising , website, eblasts, social media with FB event, mention of the performance during concert announcements	Good reports from hosts and musicians so far.	Musicians and hosts are promoting more to help with attendance and awareness of the event, hoping to look for new musicians for 2024
<b>Downtown Creates: Street Music Night</b>	Friday, June 16	Presented by: Kimberly-Clark Cares Star Supporters: AZCO and Renewal by Andersen Sponsors: ATW, Johnson Financial Group, Tundraland and the City of Appleton	Radio ads with Woodward Radio on KISS FM  Facebook advertising , website, eblasts, social media with FB event	Good traffic and a few buskers as well	First event in the Downtown Creates Series partnering with Heid Music during Street Music week to bring performers Downtown Friday night

					<p>up and down College Avenue. 6 professional performers total and a few buskers.</p> <p>APL hosted a Ukelele Jam in Houdini Plaza, sponsors has games and free items for attendees</p>
<b>Farm Market</b>	Saturday's June 3 – October 14	<p>Presented by: US Venture Star Supporters: AZCO and Renewal by Andersen</p> <p>Sponsors: Theda Care, Gateway Chiropractic, City of Appleton, Hilton Appleton Paper Valley Hotel, Sure-Dry, Ulness Health, Warning Lites, Prevea Health</p> <p>EBT Match Sponsor: Community First Credit Union</p> <p>Music Sponsor: Consolidated Construction Co.</p>	Facebook advertising , website, eblasts, social media with FB event	Steady attendance so far, overall great reports from the community, farm market staff and vendors	<p>Started the event earlier this year and had great attendance. Low on produce vendors due to a long winter and slower growing season</p> <p>Started offering a weekly vendor schedule for attendees, great response. Challenges with road construction that we are still working through</p>

<b>OTHER DOWNTOWN EVENTS</b>	<b>PRESENTED BY</b>	<b>DATES</b>	<b>NOTES</b>
Memorial Day Parade	City of Appleton	May 29	Average attendance, similar elements to 2022
Flag Day Parade	City of Appleton	June 10	Attendance was up this year. Rocky Bleier as the Honorary Parade marshal, Dancing Grannies, and more live music. First year having the parade the same day as the Farm Market, great attendance for both, helped promoted a full day Downtown
Street Music Week	Heid Music	June 12 - 16	Great partnership with Heid Music, helped moved people up and down the Avenue all week long and paired well with Downtown Creates on Friday night
Concerts in the Courtyard	Mile of Music	June 14 – August 2	Back for it's eighth season, in the Hilton Appleton Paper Valley Hotel Courtyard, good attendance so far

			and good way to get people connected to Mile of Music artists leading up to the festival
Butterfly Festival	Kiwanis	June 17	Breakfast, face painting, crafts, kids' games, entertainment, butterfly demonstrations
Make Music Day	Heid Music	June 21	Musical education and entertainment and different Downtown venues throughout the whole day

<b>FREE PUBLICITY</b>	<b>PAID IMAGE ADVERTISING</b>
Monthly Interviews with WVBO	CopperLeaf guestbook (annual)
Monthly Interviews with Y100	APRD City Guide Back Cover Full Page ad
Light the Night Market: WBAY, Post Crescent, WFRV	1/2 page with Appleton Monthly May Issue
Craft Beer Walk: Local 5 Live Interview	Appleton Monthly June Issue
Local 5 Live: Summer preview covering Heid Music Summer Concert Series, Lunchtime Live on the Road and Farm Market	PAC Ovation 22-23 Season
Focus Fox Valley Radio Interview – Previewing Summer	Fox Cities Magazine June Issue
Appleton Monthly Events Calendar	Fun in WI Special Events Planner
Fox Cities Convention and Visitors Bureau Newsletter	
WBAY Summer Concert Series	
Post Crescent: guide to 7 local coffee shops	
Appleton Monthly Events Calendar	
Mother's Day in Downtown Appleton – WLUK	
Farm Market Returning for the Summer – WHBY & WBAY	
Street Music Week/Night – WLUK & NBC26	
Downtown Trolley Returns – WFRV	

**COMMUNICATION STATISTICS: May 1 – July 10, 2023**

Appleton Downtown Facebook Page Likes	21,148 (+1,815)	Email Active Contacts	11,457 (+209)
Farm Market Facebook Page Likes	20,658 (+884)	Website Sessions	95,024
Blog Posts	862 (+4)	By Device:	Mobile: 90.1% Desktop: 18.1% Tablet: 1.8%
Instagram Followers	7,706 (+754)	New Visitors:	59,017
Engaged Sessions	60,589	<b>Top Referral Sites</b>	Google search Facebook The Greater Valley Guide
<ul style="list-style-type: none"> <li>Views a page for 10 or more seconds</li> <li>Visits 2 or more pages</li> <li>Completes an action on page (eg. filling out a form)</li> </ul>			

<b>Website Visits by Location</b> Appleton: 15,939 Chicago: 8,433 Milwaukee: 6,357 Neenah: 2,724	<b>Top Landing Pages</b> Downtown Appleton Farm Market Light the Night Market Heid Music Summer Concert Series Upcoming Events Calendar
<b>Website Visits from Social Media: 3,515</b>	<b>Total Users: 62,886</b>
<b>Available Commercial Space:</b> 206 views 2 forms submitted  <b>Total Since Implemented (June 2022 – 2023)</b> 1,072 views 12 forms submitted	

## Available property/spaces

- Appleton Center - office
- City Center East – office
- 400 North – office and restaurant
- 222 E College – purchased
- 218 E. College Ave - Erberts and Gerberts space
- 213 E College – retail – renovating soon!!!
- 133 E College – retail – interested tenant
- 103 E College – office / retail – 2<sup>nd</sup> and 3<sup>rd</sup> floors
- 10 E College upstairs – office
- 618 W College
- 600 W College – restaurant
- 800 W College - retail
- 513 W. College – Office spaces
- 512 W College – office – 2 open small
- 330 W College – office spaces
- 318 W College – restaurant / retail / office
- 222 W College – restaurant / office
- 200 W College - retail / office
- 201 W College upstairs – office or retail
- 211 N Appleton – retail potential
- 200 E Washington – office
- 225 Richmond – office
- Urbane115 – retail / restaurant / office
- Stateview Commons – 2 private suites

# Event tracking summary for 2023

Event	number of businesses involved	Tickets sold or attendance
Avenue of Ice	34	good traffic cold day
Death by Chocolate	22	674 tickets total over two routes
Ladies Fashion show	7	240 tickets sold / snow storm!
Mini golf	12	80 teams / 320 golfers
Craft Beer Walk	16	277
Light the Night Market		Outstanding crowd, great community participation: #
Lunchtime Live	14	average 24 per event
Seltzer Walk	11	
Soup Walk		
Cultural Cuisine Walk		
Ladies Shop and Wine Walk		
Fall craft beer walk		
Farm Market		Good crowds
Concerts		Good crowds
Downtown Creates		Street Music Night, Chalk Night, Be You!.... A Night to Create
Light up Appleton		
Small business Saturday		
Golf Outing		
Awards Event		

Annual Statistics tracking:	2022
Grant support out	58 grants: \$63,642
Sponsor support in	63 sponsors and 3 STAR supporters: \$340,450
Maintenance contract hours and results	286 hours with Pfefferle / CARE hours: 999 hours Bags of garbage: 163.5
Occupancy of commercial units Business breakdown by industry within the BID: commercial, retail, hospitality, attraction	At 2022 year end: Vacant 19% Break Down: Attraction 4% Service 18% Retail 17% Office 19% Hospitality 23%
Occupancy of residential units	Unknown at this time
Marketing reach and social media following	2022 social media stats: Total impressions: 3.1M Published posts: 955 New followers 3.3K Total engagement 207.7K
Member engagement and participation with annual events and promotions	294 member engagements
Event attendance estimates	72 total events: 2022 summary available



# **APPENDIX C**

**2024**

**Budget**

**REVENUE**

BID Assessments	275,355
Carry Over from Prior Year	18,262
Total	<b>293,617</b>

**2024 Proposed Budget**

**EXPENSES**

<b>Contracted Services</b>		
ADI Staff support	55,000	
<b>Administrative</b>	7,017	
Telephone		
Office Supplies		
Postage		
Conferences/Workshops		
Dues, Fees, Subscriptions		
Equipment Rental Fees/ copier		
Internet Fees		
<b>BID Audit/Accounting Services</b>	3,100	
<b>Marketing</b>	110,000	
Website & Social Media Content		
Image Advertising		
Design services		
<b>Economic Development</b>		
Façade Grants	45,000	
Recruitment Grant	15,000	
Business Recruitment	15,000	
<b>Maintenance services</b>		
Maintenance Assistance	40,000	
CARE team, flowers, garbage, graffiti		
Pedestrian Experience Improvement project	3,500	
	<b>293,617</b>	
	<b>293,617</b>	

# APPENDIX D

## 2023-2024 BID Board List

<b>Board Member</b>	<b>Business</b>	<b>Category</b>
David Kress	City of Appleton – Deputy Director Community Development Department	City Government
Benjamin King	King Brokerage	Property owner / Business Owner –office/ Downtown Resident
Brad Schwebs	NAI Pfefferle/Pfefferle Management	Property owner representative / Office
Gary Schmitz – President	Retired	
Walter Schonfeld	Downtown Property Owner	Property and Business Owner – office
Bill Wetzel - Secretary	Acoca Coffee	Property Owner / Business Owner Hospitality
Jason Druxman– Treasurer	Avenue Jewelers	Business Owner: Retail & property/co-owner
Tim Ceman	Noble Assets	Building Owner
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / Business Owner: Retail

# **Appendix E**

## **Schedule of Assessments (attached)**

Parcel	#	Dir	Street	Owner First Name	Owner Midd	Owner Last Name	Acres	Condo % Owners	Unit#	Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment	Min/Max Adj	Total Assessment
312000200	303	E	COLLEGE AVE			WP & R INC	0.17			\$165,200	\$182,500	\$347,700	956.18	956.18	956.18
312000300	305	E	COLLEGE AVE			GO TO COLLEGE LLC	0.08			\$69,500	\$110,000	\$179,500	493.63	493.63	493.63
312000400	311	E	COLLEGE AVE			311 COLLEGE AVE LLC	0.07			\$54,500	\$141,500	\$196,000	539.00	539.00	539.00
312000700	321	E	COLLEGE AVE	JIMMY	B	PHIMMASENE	0.11			\$87,800	\$251,000	\$338,800	931.70	931.70	931.70
312001700	231	E	COLLEGE AVE			FURMAN PROPERTIES LLC	0.09			\$87,200	\$360,500	\$447,700	1,231.18	1,231.18	1,231.18
312001900	229	E	COLLEGE AVE			NOBLE ASSETS INC	0.04			\$35,500	\$114,000	\$149,500	411.13	411.13	411.13
312002000	227	E	COLLEGE AVE			FIFTY-ONE FIFTY LLC	0.04			\$39,700	\$138,000	\$177,700	488.68	488.68	488.68
312002100	225	E	COLLEGE AVE	WENDY		KRUEGER ET AL	0.04			\$41,500	\$120,000	\$161,500	444.13	444.13	444.13
312002200	223	E	COLLEGE AVE			223 COLLEGE LLC	0.08			\$75,900	\$162,000	\$237,900	654.23	654.23	654.23
312002300	219	E	COLLEGE AVE			219 COLLEGE LLC	0.08			\$75,900	\$84,000	\$159,900	439.73	439.73	439.73
312002500	217	E	COLLEGE AVE	ANTHONY	A	MUELLER	0.08			\$75,900	\$140,000	\$215,900	593.73	593.73	593.73
312002600	215	E	COLLEGE AVE			KORN ACQUISITIONS R.E. LLC	0.08			\$76,200	\$254,300	\$330,500	908.88	908.88	908.88
312002700	213	E	COLLEGE AVE			SHIRAZ HOLDINGS LLC	0.08			\$78,400	\$189,500	\$267,900	736.73	736.73	736.73
312003100	201	E	COLLEGE AVE			GABRIEL LOFTS LLC	0.38			\$381,300	\$4,279,500	\$4,660,800	12,817.20	5,500.00	5,500.00
312003800	101	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.04			\$47,300	\$237,700	\$285,000	783.75	783.75	783.75
312003900	103	E	COLLEGE AVE			FA & VB LLC	0.15			\$145,200	\$403,800	\$549,000	1,509.75	1,509.75	1,509.75
312004000	107	E	COLLEGE AVE	RAYMON	L	ASPLUND	0.06			\$60,500	\$163,000	\$223,500	614.63	614.63	614.63
312004100	109	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC	0.06			\$67,000	\$154,000	\$221,000	607.75	607.75	607.75
312004200	111	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC	0.06			\$67,000	\$154,500	\$221,500	609.13	609.13	609.13
312004300	113	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07			\$69,600	\$175,000	\$244,600	672.65	672.65	672.65
312004400	115	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.18			\$187,400	\$517,000	\$704,400	1,937.10	1,937.10	1,937.10
312004600	121	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.06			\$58,600	\$142,000	\$200,600	551.65	551.65	551.65
312004700	123	E	COLLEGE AVE			ECO PROPERTIES LLC	0.05			\$56,700	\$157,000	\$213,700	587.68	587.68	587.68
312004800	125	E	COLLEGE AVE			SOMA CORPORATION	0.06			\$60,000	\$295,000	\$355,000	976.25	976.25	976.25
312004900	127	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07			\$74,200	\$163,500	\$237,700	653.68	653.68	653.68
312005000	129	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07			\$74,200	\$231,500	\$305,700	840.68	840.68	840.68
312005100	133	E	COLLEGE AVE			133 E COLLEGE WI WCO LLC	0.07			\$74,200	\$393,500	\$467,700	1,286.18	1,286.18	1,286.18
312005101	135	E	COLLEGE AVE			GREENSIDE PROPERTIES LLC	0.07			\$77,200	\$150,500	\$227,700	626.18	626.18	626.18
312006900	107	W	COLLEGE AVE			BAZIL PROPERTIES LLC	0.1			\$108,100	\$378,500	\$486,600	1,338.15	1,338.15	1,338.15
312007000	101	W	COLLEGE AVE			ZUELKE FLATS LLC	0.15			\$171,000	\$6,780,000	\$6,951,000	19,115.25	5,500.00	5,500.00
312007200	100	W	LAWRENCE ST			100 W LAWRENCE STREET FEE LLC	0.79			\$526,800	\$9,500,000	\$10,026,800	27,573.70	5,500.00	5,500.00
312007400	221	W	COLLEGE AVE			SHAH BECK GROUP LLC	0.58			\$583,500	\$2,626,000	\$3,209,500	8,826.13	5,500.00	5,500.00
312007800	215	W	COLLEGE AVE			PASSION8 LLC	0.11			\$118,100	\$286,500	\$404,600	1,112.65	1,112.65	1,112.65
312007900	211	W	COLLEGE AVE			KING BROKERAGE LTD	0.17			\$175,400	\$625,600	\$801,000	2,202.75	2,202.75	2,202.75
312008000	207	W	COLLEGE AVE			TUSLER PROPERTIES LLC	0.08			\$87,600	\$299,000	\$386,600	1,063.15	1,063.15	1,063.15
312008100	205	W	COLLEGE AVE	STEVEN		HECKENLAIBLE LIV TRUST	0.05			\$51,900	\$231,800	\$283,700	780.18	780.18	780.18
312008200	203	W	COLLEGE AVE			CLEO'S REAL ESTATE PARTNERSHIP	0.05			\$53,000	\$305,500	\$358,500	985.88	985.88	985.88
312008300	201	W	COLLEGE AVE			201 W COLLEGE LLC	0.06			\$63,100	\$447,500	\$510,600	1,404.15	1,404.15	1,404.15
312008400	117	S	APPLETON ST			THEOBALD-APPLETON RENTAL PROPERTY LLC	0.03			\$24,200	\$136,800	\$161,000	442.75	442.75	442.75
312009200	343	W	COLLEGE AVE			DURTY PROPERTIES LLC	0.06			\$61,100	\$124,400	\$185,500	510.13	510.13	510.13
312009201	345	W	COLLEGE AVE			KONIETZKI HOLDINGS LLC	0.04			\$50,200	\$137,500	\$187,700	516.18	516.18	516.18
312009500	333	W	COLLEGE AVE			APPLETON HOTEL HOLDINGS LLC	0.35	21.00%		\$356,600	\$2,900,000	\$3,256,600	8,955.65	5,500.00	1,155.00
312009600	333	W	COLLEGE AVE			APPLETON HOTEL HOLDINGS LLC	2.5	79.00%		\$2,220,300	\$11,150,000	\$13,370,300	36,768.33	5,500.00	4,345.00
312023300	125	N	SUPERIOR ST			FOX CITIES CHAMBER OF COMMERCE	0.29			\$184,300	\$562,700	\$747,000	2,054.25	2,054.25	2,054.25

Parcel	#	Dir	Street	Owner First Name	Owner Midd	Owner Last Name	Acres	Condo % Owners	Unit#	Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment	Min/Max Adj	Total Assessment
312023500	342	W	COLLEGE AVE			HVN COMMERCIAL HOLDINGS LLC	0.4			\$435,300	\$1,645,500	\$2,080,800	5,722.20	5,500.00	5,500.00
312023800	330	W	COLLEGE AVE			330 COLLEGE LLC	0.38			\$382,200	\$2,580,000	\$2,962,200	8,146.05	5,500.00	5,500.00
312024200	322	W	COLLEGE AVE			DOUGHLICIOUS REAL ESTATE HOLDINGS LLC	0.13			\$127,000	\$248,500	\$375,500	1,032.63	1,032.63	1,032.63
312024300	318	W	COLLEGE AVE			318 COLLEGE AVE LLC	0.38			\$384,200	\$3,890,800	\$4,275,000	11,756.25	5,500.00	5,500.00
312024800	310	W	COLLEGE AVE	NATHAN	S	WEYENBERG	0.07			\$63,600	\$121,000	\$184,600	507.65	507.65	507.65
312025000	300	W	COLLEGE AVE			FOX CITIES HOTEL INVESTORS LLC	0.36			\$372,500	\$6,618,300	\$6,990,800	19,224.70	5,500.00	5,500.00
312025300	131	N	APPLETON ST			LOFGREN PROPERTIES 6 LLC ET AL	0.54			\$385,600	\$151,000	\$536,600	1,475.65	1,475.65	1,475.65
312025700	222	W	COLLEGE AVE			222 BUILDING LLC	0.62			\$610,500	\$12,300,000	\$12,910,500	35,503.88	5,500.00	5,500.00
312026000	210	W	COLLEGE AVE			PATTEN PROPERTIES LLC	0.17			\$173,000	\$706,800	\$879,800	2,419.45	2,419.45	2,419.45
312026300	200	W	COLLEGE AVE			LOFGREN PROPERTIES 6 LLC ET AL	0.33			\$355,300	\$1,750,400	\$2,105,700	5,790.68	5,500.00	5,500.00
312027303	100	W	COLLEGE AVE			NKHH LLC	0.01	1.30%	50B	\$7,300	\$100	\$7,400	20.35	275.00	71.50
312027304	100	W	COLLEGE AVE			NKHH LLC	0.0043	0.08%	50C	\$4,500	\$100	\$4,600	12.65	275.00	4.40
312027305	100	W	COLLEGE AVE			ISLAND MEDICAL LLC ET AL	0.0026	0.50%	50D	\$2,500	\$100	\$2,600	7.15	275.00	27.50
312027306	100	W	COLLEGE AVE			ISLAND MEDICAL LLC ET AL	0.0027	0.50%	50E	\$2,800	\$3,200	\$6,000	16.50	275.00	27.50
312027309	100	W	COLLEGE AVE			NKHH LLC	0.0011	0.20%	50H	\$1,100	\$2,900	\$4,000	11.00	275.00	11.00
312027330	100	W	COLLEGE AVE			NKHH LLC	0.08	15.90%	300A	\$89,100	\$1,173,400	\$1,262,500	3,471.88	3,471.88	874.50
312027340	100	W	COLLEGE AVE			NKHH LLC	0.08	15.90%	400A	\$89,700	\$1,178,200	\$1,267,900	3,486.73	3,486.73	874.50
312027341	100	W	COLLEGE AVE			NKHH LLC	0.0005	0.10%	400B	\$600	\$4,400	\$5,000	13.75	275.00	5.50
312027342	100	W	COLLEGE AVE			NKHH LLC	0.0005	0.10%	400C	\$600	\$6,900	\$7,500	20.63	275.00	5.50
312028200	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.51	34.00%	001	\$514,200	\$1,928,800	\$2,443,000	6,718.25	5,500.00	1,870.00
312028201	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0026	0.17%	002	\$2,600	\$7,100	\$9,700	26.68	275.00	9.35
312028202	122	E	COLLEGE AVE			APPLETON EDUCATION FOUNDATION INC	0.14	9.42%	101	\$142,500	\$1,176,000	\$1,318,500	3,625.88	3,625.88	518.10
312028203	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I LLC	0.01	0.54%	102	\$8,200	\$19,500	\$27,700	76.18	275.00	29.70
312028204	122	E	COLLEGE AVE			APPLETON EDUCATION FOUNDATION INC	0.01	0.93%	103	\$14,100	\$95,500	\$109,600	301.40	301.40	51.15
312028205	122	E	COLLEGE AVE			SS HOFFMAN HOLDINGS LLC	0.01	0.58%	104	\$8,800	\$19,000	\$27,800	76.45	275.00	31.90
312028206	122	E	COLLEGE AVE			APPLETON EDUCATION FOUNDATION INC	0.1	6.68%	105	\$0	\$780,000	\$780,000	2,145.00	2,145.00	367.40
312028207	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.19	12.68%	201	\$191,800	\$1,606,800	\$1,798,600	4,946.15	4,946.15	697.40
312028208	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.01	0.38%	202	\$5,800	\$13,800	\$19,600	53.90	275.00	20.90
312028210	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.28	18.52%	204	\$280,100	\$2,327,500	\$2,607,600	7,170.90	5,500.00	1,018.60
312028211	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0039	0.26%	205	\$3,900	\$22,000	\$25,900	71.23	275.00	14.30
312028212	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0041	0.27%	206	\$4,100	\$22,500	\$26,600	73.15	275.00	14.85
312028213	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I LLC	0.05	3.45%	301	\$52,200	\$490,000	\$542,200	1,491.05	1,491.05	189.75
312028214	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I LLC	0.05	3.11%	106	\$47,000	\$476,300	\$523,300	1,439.08	1,439.08	171.05
312028215	122	E	COLLEGE AVE			SS HOFFMAN HOLDINGS LLC	0.12	7.90%	107	\$119,500	\$970,000	\$1,089,500	2,996.13	2,996.13	434.50
312028700	100	E	COLLEGE AVE			APPLETON HOTEL GROUP LLC	0.07			\$72,400	\$253,500	\$325,900	896.23	896.23	896.23
312029001	10	E	COLLEGE AVE			TAM LLC	1.54			\$1,375,300	\$990,000	\$2,365,300	6,504.58	5,500.00	5,500.00
312030200	130	N	MORRISON ST			DAUNTLESS PROPERTIES LLC	0.05			\$30,500	\$143,000	\$173,500	477.13	477.13	477.13
312030300	120	N	MORRISON ST			MORRISON BUILDING LLC	0.18			\$131,200	\$526,500	\$657,700	1,808.68	1,808.68	1,808.68
312031100	129	N	DURKEE ST			229 WASHINGTON LLC	0.14			\$93,700	\$260,000	\$353,700	972.68	972.68	972.68
312031200	200	E	COLLEGE AVE			200 COLLEGE LLC	0.12			\$129,200	\$620,500	\$749,700	2,061.68	2,061.68	2,061.68
312031300	204	E	COLLEGE AVE			FA & VB LLC	0.12			\$124,500	\$436,000	\$560,500	1,541.38	1,541.38	1,541.38
312031500	208	E	COLLEGE AVE			TENNIE'S JEWELRY PROPERTIES LLC	0.06			\$60,700	\$118,000	\$178,700	491.43	491.43	491.43
312031600	212	E	COLLEGE AVE	BRADLEY	R	VANDINTER	0.06			\$63,500	\$123,300	\$186,800	513.70	513.70	513.70
312031700	216	E	COLLEGE AVE			214/216 COLLEGE LLC	0.12			\$124,200	\$383,500	\$507,700	1,396.18	1,396.18	1,396.18

Parcel	#	Dir	Street	Owner First Name	Owner Midd	Owner Last Name	Acres	Condo % Owners	Unit#	Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment	Min/Max Adj	Total Assessment
312031900	218	E	COLLEGE AVE			218220 COLLEGE LLC	0.12			\$120,100	\$348,500	\$468,600	1,288.65	1,288.65	1,288.65
312032100	222	E	COLLEGE AVE			222 E COLLEGE AVE LLC	0.06			\$59,400	\$258,000	\$317,400	872.85	872.85	872.85
312032200	224	E	COLLEGE AVE			TROOPER PROPERTIES LLC	0.11			\$101,600	\$490,000	\$591,600	1,626.90	1,626.90	1,626.90
312032300	230	E	COLLEGE AVE			CJW PROPERTIES LLC	0.09			\$87,100	\$153,500	\$240,600	661.65	661.65	661.65
312032400	232	E	COLLEGE AVE			CJW PROPERTIES LLC	0.08			\$76,900	\$191,000	\$267,900	736.73	736.73	736.73
312032500	109	N	DURKEE ST			CJW PROPERTIES LLC	0.02			\$12,600	\$100,000	\$112,600	309.65	309.65	309.65
312033300	323	E	WASHINGTON ST			LAWRENCE UNIVERSITY OF WISCONSIN	0.51			\$319,400	\$30,500	\$349,900	962.23	962.23	962.23
312033400	331	E	WASHINGTON ST			DMW INVESTMENTS LLC	0.11			\$75,000	\$200,500	\$275,500	757.63	757.63	757.63
312033700	300	E	COLLEGE AVE			BGO LLC	0.3			\$250,400	\$195,500	\$445,900	1,226.23	1,226.23	1,226.23
312034000	308	E	COLLEGE AVE			BGO LLC	0.15			\$124,500	\$247,000	\$371,500	1,021.63	1,021.63	1,021.63
312034200	314	E	COLLEGE AVE			BOMB ALLEY LLC	0.07			\$61,900	\$144,000	\$205,900	566.23	566.23	566.23
312034300	320	E	COLLEGE AVE			320 EAST COLLEGE LLC	0.3			\$234,900	\$9,800,000	\$10,034,900	27,595.98	5,500.00	5,500.00
312035300	200	N	DURKEE ST			FIRSTAR BANK APPLETON	1.33			\$620,500	\$1,100,000	\$1,720,500	4,731.38	4,731.38	4,731.38
312036300	230	N	MORRISON ST			OPTION L PROPERTIES LLC	0.29			\$139,600	\$273,000	\$412,600	1,134.65	1,134.65	1,134.65
312036600	200	E	WASHINGTON ST			SKY APPLETON LLC ET AL	1.67			\$888,000	\$8,100,000	\$8,988,000	24,717.00	5,500.00	5,500.00
312037100	229	E	FRANKLIN ST			DETWEILER PROPERTIES LLC	0.18			\$75,500	\$198,000	\$273,500	752.13	752.13	752.13
312040400	231	W	FRANKLIN ST			SEC PROPERTIES LLC	0.38			\$176,800	\$213,200	\$390,000	1,072.50	1,072.50	1,072.50
312040500	214	N	SUPERIOR ST			214 SUPERIOR LLC	0.04			\$21,500	\$181,000	\$202,500	556.88	556.88	556.88
312040800	233	N	APPLETON ST	SCOTT		BERKEN	0.22			\$114,900	\$143,000	\$257,900	709.23	709.23	709.23
312041700	211	N	APPLETON ST			VINTAGE-SPECIALTY PROPERTIES LLC	0.06			\$33,000	\$157,500	\$190,500	523.88	523.88	523.88
312041800	207	N	APPLETON ST			JK APOLLON LLC	0.07			\$40,300	\$233,000	\$273,300	751.58	751.58	751.58
312043006	218	N	DIVISION ST	ROBERT	E	HOERSCH	0.2			\$80,000	\$172,000	\$252,000	693.00	693.00	693.00
312043600	300	N	APPLETON ST			FITZGERALD PROPERTIES LLC	0.14			\$75,000	\$365,000	\$440,000	1,210.00	1,210.00	1,210.00
312045800	130	E	FRANKLIN ST			FOX VALLEY LITERACY INC	0.11			\$46,200	\$289,500	\$335,700	923.18	923.18	923.18
313084700	201	S	WALNUT ST			MIP LLC	0.25			\$106,600	\$358,000	\$464,600	1,277.65	1,277.65	1,277.65
313084900	211	S	WALNUT ST			NOBLE ASSETS INC	0.08			\$32,400	\$168,500	\$200,900	552.48	552.48	552.48
313085500	516	W	EIGHTH ST			NORWEST BANK WISCONSIN APPLETON	1.14			\$352,500	\$165,300	\$517,800	1,423.95	1,423.95	1,423.95
313087600	206	S	MEMORIAL DR			MSV ENTERPRISE LLC	0.19			\$63,900	\$186,000	\$249,900	687.23	687.23	687.23
313087700	625	W	LAWRENCE ST			920 HOME PRO LLC	0.15			\$41,700	\$72,900	\$114,600	315.15	315.15	315.15
313087800	621	W	LAWRENCE ST			MB HOMES LLC	0.19			\$58,900	\$229,000	\$287,900	791.73	791.73	791.73
313087900	617	W	LAWRENCE ST			BEHNKE PROPERTIES LLC	0.18			\$52,400	\$45,600	\$98,000	269.50	275.00	275.00
313088300	215	S	MEMORIAL DR			DECLENE-ZELLNER LLC	0.56			\$162,600	\$478,300	\$640,900	1,762.48	1,762.48	1,762.48
313093400	131	S	BADGER AVE	JAMES	M	BOYLE SURVIVOR'S TRUST	0.42			\$90,400	\$45,600	\$136,000	374.00	374.00	374.00
313093700	911	W	COLLEGE AVE			S & K FOOD MART INC	0.48			\$159,800	\$330,000	\$489,800	1,346.95	1,346.95	1,346.95
313093800	843	W	COLLEGE AVE	LANCE	L	NEVINS REV TRUST	0.38			\$151,600	\$351,000	\$502,600	1,382.15	1,382.15	1,382.15
313094300	823	W	COLLEGE AVE			BLOCK 800 LLC	0.37			\$147,300	\$5,396,000	\$5,543,300	15,244.08	5,500.00	5,500.00
313094400	819	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.08			\$35,900	\$134,000	\$169,900	467.23	467.23	467.23
313094500	815	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.13			\$56,500	\$227,000	\$283,500	779.63	779.63	779.63
313094501	813	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.07			\$29,700	\$80,500	\$110,200	303.05	303.05	303.05
313094600	809	W	COLLEGE AVE			PIONEER PROFESSIONAL CARPET CARE LLC	0.07			\$28,700	\$133,500	\$162,200	446.05	446.05	446.05
313094700	807	W	COLLEGE AVE			OUTPOST 31 LLC	0.07			\$28,700	\$131,700	\$160,400	441.10	441.10	441.10
313094800	801	W	COLLEGE AVE			TERRELL PROPERTIES LLC	0.13			\$57,500	\$275,000	\$332,500	914.38	914.38	914.38
313096000	745	W	COLLEGE AVE			PACIFIC HOLDINGS LLC	0.08			\$36,400	\$348,000	\$384,400	1,057.10	1,057.10	1,057.10
313096100	741	W	COLLEGE AVE			I KNOW, RIGHT? LLC	0.25			\$66,600	\$50,000	\$116,600	320.65	320.65	320.65

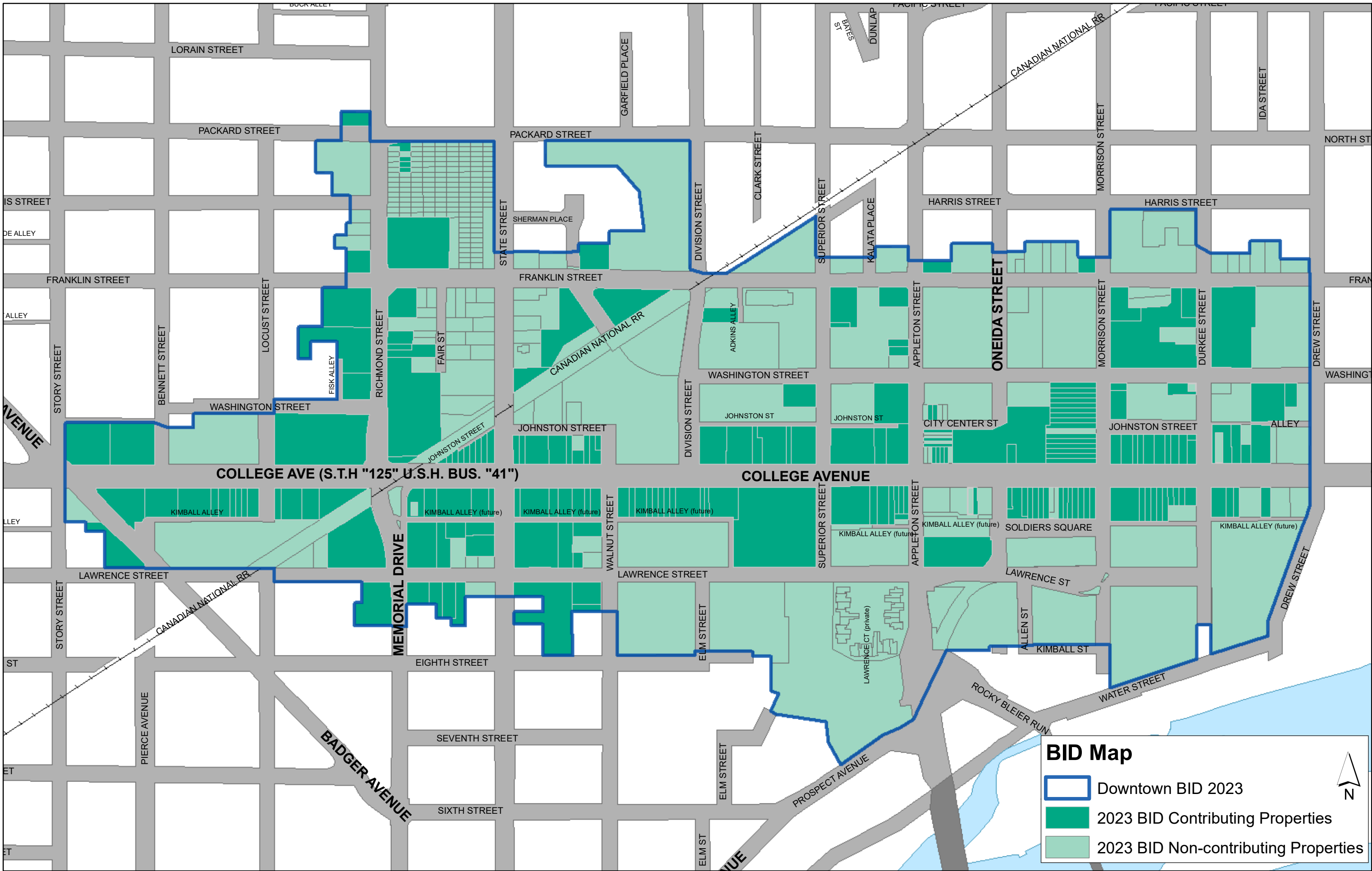
Parcel	#	Dir	Street	Owner First Name	Owner Midd	Owner Last Name	Acres	Condo % Owners	Unit#	Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment	Min/Max Adj	Total Assessment
313096301	733	W	COLLEGE AVE			SPATS FOOD AND SPIRITS LLC	0.21			\$84,000	\$167,500	\$251,500	691.63	691.63	691.63
313096400	719	W	COLLEGE AVE	JENNY		KONG-YU ET AL	0.31			\$114,500	\$185,300	\$299,800	824.45	824.45	824.45
313097200	127	S	MEMORIAL DR			ZCF QOZB LLC	1.03			\$353,900	\$1,412,000	\$1,765,900	4,856.23	4,856.23	4,856.23
313097600	623	W	COLLEGE AVE			GENIA'S LEGACY LLC	0.13			\$86,800	\$240,000	\$326,800	898.70	898.70	898.70
313097601	104	S	MEMORIAL DR	MAI		VANG	0.19			\$121,500	\$117,000	\$238,500	655.88	655.88	655.88
313097900	609	W	COLLEGE AVE			APPLETON WEST END REALTY LTD	0.4			\$249,000	\$360,000	\$609,000	1,674.75	1,674.75	1,674.75
313098300	603	W	COLLEGE AVE			DAS VENTURES HOLDINGS LLC	0.2			\$141,200	\$526,500	\$667,700	1,836.18	1,836.18	1,836.18
313098500	601	W	COLLEGE AVE	JAMES		LISON	0.07			\$54,000	\$297,500	\$351,500	966.63	966.63	966.63
313098600	115	S	STATE ST			MCFLESHMAN'S COMMONS LLC	0.15			\$74,000	\$539,000	\$613,000	1,685.75	1,685.75	1,685.75
313098800	121	S	STATE ST			121 STATE ST LLC	0.24			\$103,800	\$151,000	\$254,800	700.70	700.70	700.70
313099300	620	W	LAWRENCE ST			RUBY LOU PROPERTIES LLC	0.23			\$75,900	\$200,000	\$275,900	758.73	758.73	758.73
313099600	122	S	MEMORIAL DR	ROBERT	J	MAZZA	0.52			\$205,000	\$160,500	\$365,500	1,005.13	1,005.13	1,005.13
313099800	613	W	COLLEGE AVE			RUBY LOU PROPERTIES LLC	0.13			\$40,000	\$75,500	\$115,500	317.63	317.63	317.63
313099900	535	W	COLLEGE AVE	JOHN	C	GREINER	0.07			\$62,900	\$210,000	\$272,900	750.48	750.48	750.48
313100300	523	W	COLLEGE AVE			EFS LLC	0.33			\$299,700	\$848,000	\$1,147,700	3,156.18	3,156.18	3,156.18
313100400	519	W	COLLEGE AVE			KOROLL PROPERTIES LLC	0.1			\$94,900	\$355,000	\$449,900	1,237.23	1,237.23	1,237.23
313100500	513	W	COLLEGE AVE			BELA DEVELOPMENT LLC	0.16			\$154,900	\$1,600,000	\$1,754,900	4,825.98	4,825.98	4,825.98
313100600	516	W	LAWRENCE ST			BELA DEVELOPMENT LLC	0.26			\$117,500	\$18,000	\$135,500	372.63	372.63	372.63
313100800	118	S	STATE ST			NORWEST BANK WISCONSIN APPLETON	0.78			\$383,000	\$970,000	\$1,353,000	3,720.75	3,720.75	3,720.75
313101500	510	W	LAWRENCE ST	CRESENCIO		VICTORIA	0.06			\$30,300	\$64,600	\$94,900	260.98	275.00	275.00
313101700	119	S	WALNUT ST			IMPERIAL ASSETS LLC	0.17			\$89,400	\$126,500	\$215,900	593.73	593.73	593.73
313102000	511	W	COLLEGE AVE			JJS VENTURES LLC	0.13			\$126,700	\$655,000	\$781,700	2,149.68	2,149.68	2,149.68
313102100	507	W	COLLEGE AVE			VICTORIAS APPLETON INC	0.07			\$66,200	\$279,300	\$345,500	950.13	950.13	950.13
313102200	503	W	COLLEGE AVE			VICTORIAS APPLETON INC	0.13			\$132,000	\$275,000	\$407,000	1,119.25	1,119.25	1,119.25
313102300	427	W	COLLEGE AVE			THE BAR GROUP LLC	0.13			\$145,300	\$823,500	\$968,800	2,664.20	2,664.20	2,664.20
313102500	425	W	COLLEGE AVE			SUESS MANAGEMENT LLC	0.07			\$72,000	\$268,000	\$340,000	935.00	935.00	935.00
313102700	423	W	COLLEGE AVE			FERRUCCIO VC INC	0.13			\$141,100	\$1,245,500	\$1,386,600	3,813.15	3,813.15	3,813.15
313102800	417	W	COLLEGE AVE			TH2 INVESTMENTS LLC	0.07			\$75,400	\$320,500	\$395,900	1,088.73	1,088.73	1,088.73
313102900	415	W	COLLEGE AVE			HLK VENTURES LLC	0.06			\$69,000	\$250,000	\$319,000	877.25	877.25	877.25
313103000	413	W	COLLEGE AVE			RVC LLC	0.07			\$72,000	\$203,800	\$275,800	758.45	758.45	758.45
313103100	411	W	COLLEGE AVE	MERIJE		ELMAZI	0.07			\$72,000	\$195,700	\$267,700	736.18	736.18	736.18
313103200	409	W	COLLEGE AVE	JULIA		MORALES	0.07			\$72,000	\$187,000	\$259,000	712.25	712.25	712.25
313103300	403	W	COLLEGE AVE			AH&M ENTERPRISES LLC	0.28			\$292,800	\$1,090,700	\$1,383,500	3,804.63	3,804.63	3,804.63
315069300	305	N	RICHMOND ST			MYLEE'S EGG ROLLS LLC	0.22			\$74,700	\$168,000	\$242,700	667.43	667.43	667.43
315071200	225	N	RICHMOND ST			BLUE OFFICE LLC	0.73			\$255,200	\$450,400	\$705,600	1,940.40	1,940.40	1,940.40
315105800	532	W	COLLEGE AVE			KEYSTONE FUTURES LLC	0.07			\$62,900	\$534,000	\$596,900	1,641.48	1,641.48	1,641.48
315105900	530	W	COLLEGE AVE	ANDREW	R	THORNELL	0.07			\$60,500	\$140,500	\$201,000	552.75	552.75	552.75
315106000	524	W	COLLEGE AVE	PATRICK	J	FLANAGAN	0.26			\$246,300	\$367,000	\$613,300	1,686.58	1,686.58	1,686.58
315106300	514	W	COLLEGE AVE			NOBLE ASSETS INC	0.2			\$189,700	\$258,000	\$447,700	1,231.18	1,231.18	1,231.18
315106500	512	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07			\$64,000	\$109,500	\$173,500	477.13	477.13	477.13
315106700	508	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07			\$67,500	\$154,000	\$221,500	609.13	609.13	609.13
315106800	506	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07			\$66,200	\$137,500	\$203,700	560.18	560.18	560.18
315107000	500	W	COLLEGE AVE			COLLEGE AVE LEGACY LLC	0.1	75.00%		\$101,500	\$273,500	\$375,000	1,031.25	1,031.25	1,031.25
315107001	111	N	WALNUT ST	NATASHA		BANKS	0.03	25.00%		\$32,700	\$65,000	\$97,700	268.68	275.00	275.00



Parcel	#	Dir	Street	Owner First Name	Owner Midd	Owner Last Name	Acres	Condo % Owners	Unit#	Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment	Min/Max Adj	Total Assessment
315107500	509	W	FRANKLIN ST			BELFEUIL RENTALS LLC	0.64			\$124,800	\$110,000	\$234,800	645.70	645.70	645.70
315107502	437	W	FRANKLIN ST			RUNNING PROPERTIES LLC	0.61			\$127,700	\$170,000	\$297,700	818.68	818.68	818.68
315107600	136	N	STATE ST	ROBERT		CASTON	0.2			\$51,800	\$66,000	\$117,800	323.95	323.95	323.95
315110000	306	N	RICHMOND ST			KWIK TRIP INC	1.27			\$415,600	\$1,568,900	\$1,984,500	5,457.38	5,457.38	5,457.38
315110100	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL	0.22			\$67,700	\$634,200	\$701,900	1,930.23	1,930.23	1,930.23
315110120	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL	0.05			\$16,800	\$121,800	\$138,600	381.15	381.15	381.15
315110121	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL	0.28			\$85,300	\$495,900	\$581,200	1,598.30	1,598.30	1,598.30
315110122	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL	0.05			\$14,100	\$146,600	\$160,700	441.93	441.93	441.93
315113900	226	N	RICHMOND ST			2418 S ONEIDA ST LLC	0.32			\$83,600	\$100	\$83,700	230.18	275.00	275.00
315114700	208	N	RICHMOND ST	JAMIE	L	BOYCE	0.13			\$43,300	\$83,500	\$126,800	348.70	348.70	348.70
315114800	200	N	RICHMOND ST	JAMIE	L	BOYCE	0.19			\$60,600	\$96,000	\$156,600	430.65	430.65	430.65
315114801	204	N	RICHMOND ST	JAMIE	L	BOYCE	0.06			\$18,400	\$89,500	\$107,900	296.73	296.73	296.73
315115800	110	N	RICHMOND ST			OLD BRICK PROPERTIES LLC	1.81			\$647,700	\$489,100	\$1,136,800	3,126.20	3,126.20	3,126.20
315115900	638	W	COLLEGE AVE	RANDY		KESTER	0.07			\$41,700	\$37,800	\$79,500	218.63	275.00	275.00
315116000	600	W	COLLEGE AVE	EMILIANO		MORALES REV LIV TRUST	0.1			\$65,600	\$177,000	\$242,600	667.15	667.15	667.15
315116200	602	W	COLLEGE AVE	SHANE		KRUEGER	0.07			\$42,900	\$127,000	\$169,900	467.23	467.23	467.23
315116300	604	W	COLLEGE AVE			FDS LLC	0.06			\$36,100	\$134,500	\$170,600	469.15	469.15	469.15
315116400	606	W	COLLEGE AVE	FREDERICK	G	VANHANDEL	0.05			\$31,200	\$120,500	\$151,700	417.18	417.18	417.18
315116500	610	W	COLLEGE AVE	FREDERICK	G	VANHANDEL	0.04			\$25,700	\$128,000	\$153,700	422.68	422.68	422.68
315116600	612	W	COLLEGE AVE			INVESTMENT CREATIONS LLC	0.03			\$20,700	\$131,000	\$151,700	417.18	417.18	417.18
315116700	614	W	COLLEGE AVE			DRS INVESTMENTS LLC	0.03			\$18,600	\$132,000	\$150,600	414.15	414.15	414.15
315116800	616	W	COLLEGE AVE	DANIEL	J	YDE	0.02			\$12,700	\$79,000	\$91,700	252.18	275.00	275.00
315116900	618	W	COLLEGE AVE	ANTAR		BARQUET-LEYTE ET AL	0.02			\$11,200	\$34,500	\$45,700	125.68	275.00	275.00
315117300	700	W	COLLEGE AVE			GRANITE PEAK PROPERTY INVESTMENTS LP ET AL	1.82			\$937,500	\$1,409,300	\$2,346,800	6,453.70	5,500.00	5,500.00
315118400	137	N	RICHMOND ST			CHRISTENSEN LAND CO	0.87			\$281,100	\$555,500	\$836,600	2,300.65	2,300.65	2,300.65
315118700	133	N	RICHMOND ST			EVERGREEN CREDIT UNION	0.29			\$102,900	\$450,000	\$552,900	1,520.48	1,520.48	1,520.48
315121200	900	W	COLLEGE AVE	JOHN	C	MAY REVOCABLE TRUST	0.72			\$282,700	\$1,045,000	\$1,327,700	3,651.18	3,651.18	3,651.18
315121600	926	W	COLLEGE AVE			CAPITAL CREDIT UNION	0.72			\$288,000	\$387,500	\$675,500	1,857.63	1,857.63	1,857.63
315128300	501	N	RICHMOND ST			IMPERIAL ASSETS LLC	0.17			\$46,800	\$160,000	\$206,800	568.70	568.70	568.70
315191800	500	W	FRANKLIN ST			FRANKLIN PROPERTIES LLC	0.32			\$69,900	\$206,000	\$275,900	758.73	758.73	758.73
										<b>\$29,548,000</b>	<b>\$151,798,400</b>	<b>\$181,346,400</b>			<b>275,355.75</b>

# **Appendix F**




## **Map of District**



**COLLEGE AVE (S.T.H "125" U.S.H. BUS. "41")**

**COLLEGE AVENUE**

**BID Map**

-  Downtown BID 2023
-  2023 BID Contributing Properties
-  2023 BID Non-contributing Properties

