



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: February 16, 2022

RE: Request to approve 2022 Sponsorships for Appleton Downtown Inc. (ADI)
Programs

The Council approved 2022 Budget includes funding in the Marketing & Business Services Business Unit of the Community & Economic Development Department to support small business and workforce development initiatives, as well as promoting Appleton to the broader public, businesses, and visitors.

As in the past, Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2022 (attached) that would allow the City to invest in numerous programs for both our existing residents and businesses as well as visitors and potential investors in Downtown. These programs align with the updated Comprehensive Plan 2010-2030, especially Chapter 14 Downtown Plan.

Please note that Small Business Saturday sponsorship also includes the Appleton Northside Business Association (ANBA) membership area as well.

Staff Recommendation:

Request to approve \$15,000 for 2022 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document **BE APPROVED**.