



CITY OF APPLETON

MEMORANDUM

Date: August 27, 2025
To: Plan Commission
From: Lily Paul, Economic Development Specialist
Subject: Annual Review of Business Improvement District (BID) Operating Plan

GENERAL INFORMATION

On behalf of Jennifer Stephany, Executive Director of Appleton Downtown Inc., please find the attached 2026 Business Improvement District (BID) Operating Plan for your review and recommendation.

Staff has reviewed the Operating Plan, and there are no BID boundary changes proposed. The annual BID map is included in Appendix F of the Operating Plan.

Page 9 of the Operating Plan identifies the parcels that are removed from or added to the schedule of assessments. Only BID contributing parcels are listed in the schedule of assessments (Appendix E). The language on page 8 clarifies how contributing versus non-contributing status is determined.

Business Improvement Districts are regulated by Section 66.1109 of the Wisconsin State Statutes. These Statutes require that a BID Operating Plan be reviewed and approved by the local legislative body on an annual basis. The Plan Commission is being asked to review and make recommendation to the Common Council in regard to the submitted 2026 Operating Plan.