



MEMORANDUM

"...meeting community needs...enhancing quality of life."

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: January 3, 2018

RE: Request to Approve 2018 Sponsorships for Appleton Downtown Inc. (ADI) Programs

The Council approved 2018 Budget includes \$61,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget. The \$61,000 of funding is divided between \$25,000 for the Fox Cities Regional Partnership to support the Talent Upload program, and the balance of \$36,000 is identified for economic development projects and initiatives.

Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2018 (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 2018 sponsorships for Appleton Downtown Inc. (ADI) Programs as outlined in the attached document **BE APPROVED**.