



## MEMORANDUM

---

TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: April 12, 2017

RE: Sponsorships for 2017

---

When Council approved the 2017 budget, it included \$72,000 for Marketing, Business Services, Other Contracts and Obligations. Of the \$72,000 approved, \$36,000 was allocated for the Fox Cities Regional Partnership and \$36,000 was allocated for other opportunities.

For the Fox Cities Regional Partnership, we are recommending sponsoring four opportunities that total \$18,500. If approved, there would remain \$17,500 of the \$36,000 approved in the 2017 budget.

For other opportunities, we are recommending sponsoring seven happenings for Appleton Downtown, Inc. (ADI) that will total \$15,000. We are also recommending sponsoring one event for Habitat for Humanity that totals \$5,000. If these two recommendations are approved for a total of \$20,000, and along with \$4,800 previously allocated, we would have a remaining balance of \$11,200.

Please see the attached documents for further detail and feel free to contact Karen Harkness, Director of Community and Economic Development at 920-832-6408 or email [karen.harkness@appleton.org](mailto:karen.harkness@appleton.org) with any questions.