



CITY OF APPLETON

Department of Public Works

Engineering Division
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<https://www.appleton.org/government/public-works>

MEMORANDUM

Date: September 29, 2025
To: Municipal Services Committee
From: Laura Jungwirth, Director of Public Works
Subject: Small Business Saturday 2025 Parking Request

Appleton Downtown Incorporated (ADI) submitted a request that Small Business Saturday on November 29, 2025 be a "Park Free" day in downtown Appleton, which includes the parking meters downtown as well as the ramps. At least the past two years, the city approved free metered parking, however retained paid parking within the ramps.

Department of Public Works staff met with ADI and reviewed options to a potentially mutually agreeable solution to meet the needs of the request and that minimizes the financial and operational impacts to the Parking Utility. Based upon staff estimates and historical data from previous Saturdays in November, the anticipated revenue on an average weekend day is a total of approximately \$3,600 (\$2,000 for ramps and \$1,600 for meters). ADI feels that it is important for visitors for this event to be able to freely park and enjoy the downtown businesses to the full extent possible.

To that end, DPW staff and ADI discussed and is recommending to the Municipal Services Committee approval of free parking within the ramps and downtown metered stalls for Small Business Saturday 2025 with a financial contribution from ADI to fund metered stall parking in the amount of \$1,600.

September 11, 2025

Dear Municipal Service Committee,

Small Business Saturday takes place on Saturday, November 29, 2025. As a relentless supporter of our thriving Downtown, and on behalf of our small business owners, Appleton Downtown, Inc. respectfully requests that Small Business Saturday on November 29, 2025 be a "Park Free" day in Downtown Appleton. We ask that you please consider removing the paid parking requirement throughout the central business district, making all parking ramps and parking meters free to shoppers, diners and visitors of our vibrant Downtown.

As you may know, Small Business Saturday began in 2010, as an initiative by American Express to encourage consumers to shop at small businesses. Projected spending among U.S. Consumers who shopped independent retailers and restaurants on Small Business Saturday reached an estimated \$17.9 billion according to the 2022 Small Business Saturday Consumer Insights Survey. American Express estimates that for every dollar spent at a small business, \$0.68 stays in that business's local economy. Keeping those dollars local, creates potential to boost revenue for our Downtown businesses.

In 2011, the Senate unanimously passed a resolution in support of Small Business Saturday. Projected spending among U.S. consumers who shopped at independent retailers and restaurants on Small Business Saturday reached an estimated \$17.9 billion according to the 2022 Small Business Saturday Consumer Insights Survey. American Express estimates that for every dollar spent at a small business, \$0.68 stays in that business's local economy. Keeping those dollars local, creates potential to boost revenue for our Downtown businesses.

ADI is proud to partner with ANBA to cooperatively promote Small Business Saturday through our annual Small Business Saturday Passport Program. We typically have 50+ Downtown businesses who participate in the program and 20+ small businesses throughout the rest of Appleton. Last year there were over 800 shopping passports turned in by shoppers and almost 100 high-value prizes given away at random. The impact of the program and of Small Business Saturday can be seen not just Downtown, but throughout the entire City of Appleton.

Including a partnership with the City of Appleton Public Works Department to make parking free on Small Business Saturday will create a welcoming experience for shoppers. A "Park Free" day will allow consumers to shop freely, without the pressure of monitoring a meter or worrying about how many hours they are parked in a ramp.

ADI will work with the Downtown business owners to ensure on-street parking is reserved for shoppers, and not occupied by Downtown employees.

We greatly appreciate your consideration. Please let us know when this request will be placed on the agenda.

Sincerely,



Jennifer Stephany
Executive Director
Appleton Downtown Inc.