



Appleton Downtown, Inc.

2017 ANNUAL REPORT

"We love being here in Downtown Appleton. Every day is a **new, exciting adventure**!! ADI is extremely supportive with all the events and things happening!"

- Kara Manuel, Owner of Lillians of Appleton the Hippest Shoppe in Town!

"We love being a part of Downtown Appleton, and **ADI is the heart of it all**. Downtown wouldn't be what it is today without these dynamic people and their drive. The opportunities that are given to all the small businesses for growth, community involvement and making a name within the Downtown are just incredible."

- Jillian Campbell, Shear Chaos Salon & Barbering Co.



"The easiest decision we made when starting our business was locating it in Downtown Appleton. We've always wanted to be a part of it. Now that we are, we know it was the right decision. ADI and the other Downtown businesses have developed a **truly welcoming community**, which in turn creates a unique energy that is felt and appreciated by the people who choose to spend their time and dollars Downtown."

- Jane Oliver, Mondo! Wine Bar & Retail

"Being part of a **vibrant, walkable, safe and welcoming** Downtown ensures the thousands of artists and visitors who come here for events have a memorable experience and look forward to returning!"

- Maria Van Laanen, President of the Fox Cities Performing Arts Center

"Being Downtown, for us, means you are at the nexus of the Fox Cities, **where people live, work and play...** and ADI is an integral part of Downtown Appleton's success. The team is creative, hardworking and responsive. They help nurture and grow our businesses, which then strengthens the Downtown community. They genuinely care about the success of the businesses and the city."

- Bill Wetzal, owner of ACOCA Coffee

Appleton
DOWNTOWN
incorporated

& BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON

2017 ADI & BID HIGHLIGHTS

WELCOME: Fox Cities Exhibition Center



- 38,000+ sq. ft. of flexible space
- Outdoor plaza with 17,000 sq. ft.
- Access to Jones Park
- Connected to hotel & additional meeting facilities
- Centrally located Downtown

MARKETING AND EVENTS



75,000
DOWNTOWN GUIDES, COUPON
BOOKS, BAG STUFFERS &
COASTERS DISTRIBUTED



YEAR-ROUND EVENTS:

- Farm Market | Soup Walk
- Death By Chocolate | Lunchtime Live
- Parades: Memorial Day, Flag Day & Christmas
- Heid Music Summer Concerts | Ladies' Day
- Craft Beer Walk | Mini Golf On The Town
- Small Business Saturday



DOWNTOWN TROLLEY

7,785 RIDERS
PLUS EXPANDED ROUTE TO
SERVICE RIVERHEATH



- 44** JOB TRAINEES
- 23** TRANSITIONAL EMPLOYEES
- 45** WEEKS OF WORK
- 60** GUM-BUSTING HOURS
- 450** HOURS OF CLEANING
- 397** BAGS OF TRASH



Employability skills training and a community made stronger!

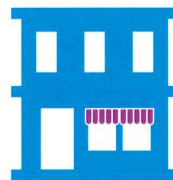
THE DOWNTOWN PLAN

Guides our
program of work
to support 7 Key
Initiatives:

- URBAN** Form and Design
- TOURISM**, Arts, Entertainment and Education
- NEIGHBORHOOD** & Residential Development
- DOWNTOWN** Development & Business Retention
- MOBILITY** and Parking
- DOWNTOWN** Management
- PUBLIC** Spaces & Riverfront



2,134
DOWNTOWN GIFT
CERTIFICATES SOLD
\$56,260
GENERATED IN
DOWNTOWN SPENDING!



BUSINESS

- 11** NEW BUSINESSES OPENED
IN THE DISTRICT
- +3** JOINED FROM OUTSIDE THE BID

2018 WILL HAVE US FOCUSED ON:

- RIVERFRONT** Spaces and Places Plan in partnership with ECWRPC and City of Appleton
- LAUNCHING** a Volunteer Ambassador program to welcome **NEW EXHIBITION CENTER** guests
- A CLEANER** Downtown
- NEW** creative amenities and public art
- BUSINESS** recruitment & retention
- SUPPORT** for new Downtown developments
- HOSTING** our 2nd **STATE OF THE DOWNTOWN DEVELOPMENT SUMMIT** May 15th with the City of Appleton

2017 ADI CREATIVE DOWNTOWN APPLETON HIGHLIGHTS



ART ON THE TOWN CHALK



DOWNTOWN FOR THE HOLIDAYS

ONE STOP ELF SHOP



PET FRIENDLY AMENITIES DOG WASTE STATION



MUSICAL INSTRUMENTS COMING SOON

CREATIVE PARTNERSHIPS



9 SCULPTURES

SCULPTURE VALLEY - ACRE OF ART
OTOCAST.COM



\$3M ECONOMIC IMPACT

MILE OF MUSIC - MILE 5
250 ORIGINAL ARTISTS
950 LIVE PERFORMANCES
70,000 ATTENDEES



POP UP ART SPRAWLS, MURALS AND MORE!

NEW MURAL SNEAK PREVIEW...

FIND MORE PUBLIC ART AT: appletondowntown.org/getting-aroundpublic-art-map/

2017 BID YEAR IN REVIEW

	2018 Budget	2017 Actual
REVENUE		
BID Assessments	196,750	196,387
Carry Over from Prior Year	10,500	1,534
	\$207,250	\$197,921
EXPENSES		
Contracted Services		
ADI Staff	50,000	52,318
Security Services	2,500	2,600
Administrative	6,750	6,690
BID Audit/Accounting Services	2,500	2,920
Marketing and Printing	65,000	80,502
Economic Development		
Façade Grant	25,000	13,688
Marketing Grant	10,000	6,670
Recruitment Grant	10,000	10,050
Business Recruitment	10,000	2,623
Maintenance & Concierge Services		
Maintenance CARE Program	20,000	9,360
Ambassador Program	5,000	
	\$207,250	\$187,421
CARRY OVER TO 2018		\$10,500

BID Total Value on 225 Assessable Units: \$123,013,300

1.4% increase over previous year

82% OCCUPANCY

18% VACANCY

BID Property Classification



APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2017

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PAST PRESIDENT

John Peterson, Peterson, Berk & Cross

VICE PRESIDENT

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SECRETARY

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Christyn Abarray, Lawrence University

Dale Ver Voort, Crazy Sweet

Lyssa King, OuterEdge Stage

Monica Stage, City of Appleton

Elizabeth Ringgold, Newmark Grubb Pfefferle

Jill VanderLoop, Joseph's Shoes

Kevin Wirth, US Venture

Steve Lonsway, Stone Arch Brew Pub

Natasha Banks, Cozy Corner and

Val U Beauty Supplies

A. J. Olander, West

BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2017

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SECRETARY

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TREASURER

Monica Stage, City of Appleton

Steve Winter, Rollie Winter & Associates

Brad Schwebs, Pfefferle Management

Pam Ulness, Ulness Health and Wellness

Nate Weyenberg, Angels Forever-Windows of Light

Jason Druxman, Avenue Jewelers

Leah Fogle, Appleton Beer Factory

APPLETON DOWNTOWN, INC. STAFF 2017

EXECUTIVE DIRECTOR

Jennifer Stephany

MARKETING DIRECTOR

Anne Wiegman

EVENT DIRECTOR

Djuanna Hugdahl

EVENT SPECIALIST

Greg Otis

CREATIVE

COORDINATOR

Lynn Schemm

RESOURCE

DEVELOPMENT

DIRECTOR

Brian Leone Tracy

THANK YOU

to all those who sponsor our events and creative projects throughout the year:

Appleton International Airport
Ascension
Atlas Group
AT&T
AZCO Inc.
Bazil's Pub
BMO Harris Bank
City of Appleton
Consolidated Construction
CopperLeaf Boutique Hotel & Spa
Crunch Fitness
Downtowne Dental
Faith Technologies Inc.
Festival Foods

Fox Communities Credit Union
Fox Cities Signs & Lighting
Gateway Chiropractic
General Beer
Habush Habush & Rottier
Heid Music
Hoffman
Johnson Bank
Mile of Music
Miron Construction
Newmark Grubb Pfefferle
North Wind Renewable Energy
Octoberfest
Peterson, Berk & Cross

Pfefferle Companies, Inc.
Principal
Signature Homes
Stellar Blue Technology
Sure Dry Basements
ThedaCare
Triumph Engineering
Tundraland
Ulness Health
US Bank
Warning Lites of Appleton
West
Wisconsin Distributors
Wollersheim Wines

2017 AWARD WINNERS

Business of the Year Award – Cozy Corner

Presented to the Business or entity that stands out from the rest and captured the admiration of the Downtown.

The Bernie Pearlman Downtowner Award – Brian Gottlieb / Tundraland

Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

The Dreamers & Doers Award – CopperLeaf Boutique Hotel & Spa

A new award last year - Presented to the business, group or individual who has significantly enhanced, for years to come, the physical and/or economic landscape of the Downtown.

The President's Award – Principal

Presented to an individual, group or business who, within their working relationship with ADI and the Downtown, went above and beyond that usual relationship to contribute to the success of Downtown.

The Outstanding Volunteer Award – Andy Bong

Presented to an individual whose time and commitment to the effort of building a strong Downtown highlights him or her as an outstanding volunteer and community advocate.

Downtown Renovation Award – Gibson Music Hall

Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

New Business of the Year – Tempest Coffee Collective

Presented to a business new to Downtown in the last year that shows longevity and fulfills a need in the Downtown.

Walter Kalata Landmark Award – Wooden Nickel Sports Bar & Grill

Presented to a business that has withstood the test of time and operates with passion and a strong commitment to Downtown. A place where people can remember the past and converse about the future.

Thank you to the photographers and artists whose work graces the walls, sidewalks, windows and public spaces of our Downtown.

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Creative Downtown Appleton, Inc.
Business Improvement District
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#onegreatplace    

appletondowntown.org

One Great Place!

DOWNTOWN

Appleton