



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: March 3, 2021

RE: Request to approve 2021 Sponsorships for Appleton Downtown Inc. (ADI) Programs

The Council approved 2021 Budget includes \$36,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget to support small business and workforce development initiatives.

Appleton Downtown Inc. (ADI) has presented the City with a sponsorship proposal for 2021 (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.

It is also important to highlight that the events are proposed for later in the year and are still subject to permit approval based on local pandemic conditions.

Staff Recommendation:

Request to approve \$15,000 for 2021 sponsorships for Appleton Downtown Inc. (ADI) Programs as outlined in the attached document **BE APPROVED**.