



2025
Downtown Appleton Business
Improvement District Operating Plan

Downtown Appleton Business Improvement District Operating Plan 2025

I. Preface

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2025 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI) in partnership with the Business Improvement District Board of Directors and Appleton Downtown Board of Directors.

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for the calendar year of 2025 which shall be the Twenty Second “Plan Year”. However, it is anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2025.

A. Plan of Action

The Plan of Action Work Plan was developed by the BID Board of Directors, and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following initiatives identified in the Work Plan (**Appendix A**) align with the City of Appleton Comprehensive plan Chapter 14.

B. Goals and Objectives

The BID seeks to protect public and private assets in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the district. The BID shall work to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement district development projects, planning activities, and promotional activities in partnership with Appleton Downtown Inc. that fit within the identified mixed-use strategy for developing viable and sustainable markets that the district in downtown Appleton can serve.

C. Benefits

Money collected by the BID under this plan will be spent within the district or for the benefit of the district, and used to help property owners attract and retain tenants, keep downtown clean, safe and attractive, increase the value of property downtown and expand on a strong brand and marketing campaign for downtown. **Appendix A** outlines the goals and objectives for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan. The plan is presented as a collaborative plan between the Business Improvement District, Appleton Downtown Inc. and Creative Downtown Appleton Inc. noted herein as: BID/ADI/CDA

D. 2023 Annual Report

The 2023 annual report is attached.

The Business Improvement District 206 properties underwent a reassessment in 2023 as part of the full city reassessment. The total assessed value of properties for the district in 2023 was \$174,395,400 representing an overall increase of 24.9% over the previous year.

The 2024 midyear update report is attached as **Appendix B**

E. 2025 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated (ADI) and Creative Downtown Appleton Inc. (CDA) including but not limited to sponsorships and donations, ADI memberships, and by generated revenues from events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI or CDA respectively but shall be applied to programs and services that further collective goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for the contracted and approved expenditures with ADI, and are expected to provide approximately 30 percent of the projected annual budget to implement a full downtown management and event program of work. Additional funds will be raised by ADI and CDA from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

F. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.

6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.
10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

G. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton's Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

H. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

I. District Boundaries (no change has been made to this section from the previous year.)

The District is defined as those tax key parcels, which are outlined in blue and indicated by property in dark green on **Appendix F**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of June 2024.

The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties on both sides of boundary streets are included in the District. The District includes **202** contributing parcels and units. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix F**.

See Section: VI. *Method of Assessment, Item A. Parcels Assessed*: For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

I. Organization (no change has been made to this section from the previous year.)

A. Operating Board

The BID Board (“Board”) as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board’s primary responsibility shall be to implement the current year’s Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1. Board size maximum of 9
2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.
4. Compensation – None.
5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
6. Record keeping – Files and records of the Board’s affairs shall be kept pursuant to public records requirements.
7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list **Appendix D**

9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year 2025. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City’s Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year. Hosted 6/12/2024.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the ADI and BID Board for review and input.
3. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval. Hosted 7/10/2024
4. ADI Staff will submit the plan draft it to the ADI Board for review. 7/23/2024
5. The proposed plan will be submitted to the Community Development Department. Submitted on 8/07/2024
6. The Planning Commission and Common Council will act on the proposed BID Operational Plan as scheduled.
7. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members’ terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

II. Finance Method (no change has been made to this section from the previous year.)

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as **Appendix C**.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

III. Method of Assessment

Special Note: There was no change to the BID assessment rate or methodology.

A. Parcels Assessed – Appendix E

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and parcels classified as commercial use as shown on the City of Appleton Assessors records. Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building.

Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes, parcels classified as ‘vacant’ use by the City of Appleton Assessors records or owned by government agencies will not be assessed.

For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

The Business Improvement District reassessment was completed by the City of Appleton Assessor’s Office. The current property assessment list was generated by the Assessor’s office and reviewed by the Finance Department, ADI staff and the BID Board.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The BID Board of Directors approved BID rate for the 2025 plan year is \$2.75 per \$1000 of assessed value, minimum \$275 and maximum \$5500.

The 2025 plan year assessment list **Appendix E** shows the calculation with the current rate at \$2.75 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,500 and no parcel assessed less than \$275, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor’s Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel’s owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ration of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.

For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments

The final form of this 2025 Operating Plan has attached as **Appendix E** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula. A review and adjustments have been made by the City of Appleton Assessor and BID Board of Directors

- BID properties increased in value by \$8,458,100 (4.85%) over previous year.
- The 2025 BID levy continues as \$2.75/\$1000 with a maximum assessment of \$5500 and a minimum assessment of \$275
- Based on this methodology, the 2025 BID assessments are anticipated to generate: \$275,896
- Current carry over value approved as designated within the 2025 budget is \$4000
- Undesignated carry over funds: \$24,978
- Adjustments from previous year presented by the City Assessor include:

REMOVED PARCELS:

- Tax Key: 31-2-0273-05
- Tax Key: 31-2-0273-06
- Tax Key: 31-2-0007-00
- Tax Key: 31-2-0282-07
- Tax Key: 31-2-0282-08

ADDED PARCELS:

- Tax Key: 31-2-0290-02

D. Assessment Collection and Dispersal (no change in this section from previous year)

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15th day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2022 audit are available in the ADI office and a copy was submitted to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2023 report is attached.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit.

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

IV. City Role (no change has been made to this section from the previous year.)

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.
5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before July 1 each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

V. Required Statements (no change has been made to this section from the previous year.)

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec. 66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

Appleton Downtown Incorporated - **no change has been made to this section from the previous year.**

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

VI. Severability and Expansion (no change has been made to this section from the previous year.)

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.

APPENDIX A
DOWNTOWN
2025
Plan of Work

BUSINESS IMPROVEMENT DISTRICT 2025 Plan of Work

Mission

Our mission to establish a vibrant and accessible destination for business, learning, living and leisure is anchored in our focus to create an environment of success and sustainability for the new exhibition center, a robust employment center and a more livable Downtown. Our strategic initiatives build support for an exceptional visitor experience, a strong business climate and an attractive, accessible and inclusive downtown where more people want to live.

Our Shared Vision:

Downtown Appleton will be a thriving, inclusive heart of the region, where people, culture, and commerce flourish. We envision a dynamic urban center characterized by vibrant public spaces, diverse businesses, and a strong sense of community. By prioritizing accessibility, inclusion and a commitment to quality of life, Downtown Appleton will be a destination of choice for residents, visitors, and businesses.

BID Goals and Objectives:

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote and support the development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to enhance, redevelop, maintain, activate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides funding support to plan, evaluate, facilitate and implement district enhancement projects, promotional programs and vibrant activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the district in downtown Appleton can serve.

As the City, BID, ADI, CDA and its many partners continue to plan and invest in downtown Appleton, they will be guided by the following vision and principles set forth by the City Comprehensive Plan: “Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment.”

1. Create a safe, welcoming, inclusive and accessible downtown
2. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
3. Support the launch and growth of unique, independent businesses
4. Grow downtown as the employment center for the region
5. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
6. Foster a culture of walking and biking supported by public transportation
7. Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing

8. Continue to support events and entertainment which safely draw visitors to downtown Appleton
9. Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center
10. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
11. Promote quality development along the Fox River by embracing the region's industrial and natural heritage

Downtown Community Priorities:

- A strong local economy that supports businesses of all sizes, in all sectors
- An inclusive and welcoming downtown that encourages belonging
- Build downtown as a destination for leisure and business travel
- Strong livable Downtown neighborhoods with a variety of housing stock
- Improved traffic safety and walkability through improved streetscape elements
- Improved connectivity to the Riverfront
- Accessible and affordable parking solutions
- Expanding access to public art & creative culture
- Strengthened partnership with Lawrence University and Appleton Area School District

2025 BID/ADI/CDA Work Plan

The ADI, CDA and BID boards will continue to advance the four imperatives for advancing Downtown's mission and community priorities:

1. Play an integral role in business retention and recruitment efforts to maintain an occupancy rate of 80% or greater.
2. Promote Downtown living options and curate livability enhancements to attract residents.
3. Collaborate with our community partners to cultivate downtown as a robust visitor destination.
4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

The BID work Plan is aligned with the initiatives outlined in the City of Appleton Downtown Plan. The plan is presented as a collaborative plan incorporating efforts by the Business Improvement District, Appleton Downtown Inc and Creative Downtown Appleton Inc.

**DRAFT STRATEGIC WORK PLAN 2025:
APPLETON DOWNTOWN INC., The BUSINESS IMPROVEMENT DISTRICT
and CREATIVE DOWNTOWN APPLETON INC**

Downtown Management

Goal: To ensure ADI, BID and CDA collaboratively support the sustainability of a dynamic center for business, leisure, and community engagement, securing its long-term success.

Objectives:

- **Image Marketing Strategy:** Develop an annual comprehensive image marketing strategy to attract investment, tourism, and residents. This will include social media campaigns, targeted advertising, maintaining a user friendly up to date website and promotional events.
- **Inclusive Community Engagement:**
 - **Stakeholder Communication:** Sustain ongoing communication and engagement with stakeholders, including businesses, residents, and community organizations, to ensure alignment with their needs and interests.
 - **Youth Advisory Board:** Establish a Youth Advisory Board, including Lawrence University students, to ensure the voices and perspectives of young people are incorporated into downtown planning and development.
 - **Stakeholder Engagement Opportunities:** Create diverse opportunities for stakeholders to provide input, participate in decision-making processes, and contribute to the ongoing vibrancy of Downtown Appleton.
- **Clean, Safe and Friendly Downtown Experience:**
 - **Cleaning & Maintenance:** Manage cleaning and maintenance program to ensure a clean, safe, and visually appealing downtown environment.
 - **Advocate for Solution-Based Programs Serving the Unhoused:** Partner with social service organizations to advocate for and support comprehensive solutions addressing the needs of the unhoused population downtown.
- **Resource Sustainability:**
 - **Resource Development Strategy:** Develop a comprehensive strategy for diversifying revenue streams to support future growth and development of the organization.
 - **Investment & Sponsorship Relations:** Cultivate strong relationships with potential investors and sponsors to secure financial resources for ongoing programs and events. Including a new category for downtown residents to support our work.

Downtown Neighborhood & Residential Development

Goal: To attract new residents by creating a desirable and livable downtown environment. We will achieve this by supporting development of high-quality housing options, fostering a strong sense of community, and attracting businesses that cater to the needs of residents.

Objectives:

- **Enhance Residential Development:**
 - Facilitate the Appleton Town Makers series to encourage the creation of a mix of housing options, including apartments, condominiums, and townhomes.
 - Host a development summit to showcase opportunities within the district
- **Cultivate a Thriving Neighborhood:**
 - Develop and implement a robust neighborhood engagement program that fosters a sense of community among residents including:
 - Pet-friendly initiatives, such as dog parks and waste disposal stations.
 - Events and activities that promote neighbor networking and social interaction.
 - Launch an “In my Neighborhood” campaign to encourage resident support of local businesses.
 - Recruit businesses that support residential development, such as:
 - Grocery store or smaller format markets to meet residents' daily needs.
 - Local retail, coffee shops, restaurants, and other amenities.
- **Promote a Healthy Lifestyle:**
 - Collaborate with community organizations to promote healthy living initiatives.

Downtown Mobility and Parking Initiatives

Goal: Establish a Mobility and Parking task force dedicated to an enhancement plan that improves accessibility, safety, and convenience for all users, encouraging a variety of travel modes to access Downtown Appleton.

Objectives:

- **Increase Accessibility:**
 - Encourage pedestrian infrastructure improvements, prioritizing crossing safety for pedestrians and cyclists.
 - Improve wayfinding signage to ensure clear and easy navigation throughout Downtown.
- **Expand Mobility Options:**
 - Establish a micromobility promotion for proper trail, scooter and bike use
 - Continue the partner and promotion role for the downtown trolley to support connected mobility between the riverfront and downtown.
 - Promote walkability by creating a pedestrian-friendly environment for all users
- **Optimize Parking options:**
 - Advocate to maintain low parking rates to encourage visitors and support economic development.
 - Promote the use of the Passport Parking App for a convenient and contactless parking experience.

Downtown Development and Business Retention

Goal: To cultivate a thriving downtown ecosystem that fosters the success of existing businesses and attracts high-quality new ventures, creating a dynamic and prosperous central business district.

Objectives:

- **Business Retention:**

- Re-launch a "Business to Business" program connecting service-based businesses within the downtown, creating a network for mutual support and growth.
- Conduct a comprehensive "Business Challenges and Opportunities Survey" to understand the current needs and aspirations of existing downtown businesses.

- **Business Attraction:**

- Develop a data-driven strategy to attract desirable new and innovative businesses that complement the existing downtown ecosystem.
- Foster a culture of entrepreneurship in collaboration with economic development partners such as WWBIC, WEDC, WHEDA, SBA, Fox Cities Chamber of Commerce, Fox Valley Tech.
- Increase regular communication with property owners and real estate representatives to improve the tracking system for available downtown properties, ensuring accurate and up-to-date information for potential tenants.
- Manage the Business Recruitment grant program to support diverse economic growth in downtown

- **Downtown Development:**

- Host the "Appleton Town Makers" program providing resources and mentorship to cultivate new developers and local entrepreneurs.
- Manage the Facade Improvement grant program to enhance the total value of the BID properties and support properly branded businesses.

Downtown Tourism, Arts, Entertainment & Education

Goal: To develop and promote a diverse range of cultural attractions, events and experiences that enrich the lives of residence and draw visitors to Downtown, creating a lasting impression and fostering economic growth.

Objectives:

- **Cultivate a Vibrant Cultural Landscape:**
 - Host a calendar of annual events that cater to a variety of interests and demographics.
 - Utilize data-driven metrics from the CVB to evaluate and improve the effectiveness of annual events and promotions.
 - Curate public art installations that enhance the visual appeal of Downtown, including projection mapping displays.
 - Collaborate with district educational community partners to develop programming for businesses and local residence
- **Elevate the Visitor Experience:**
 - Partner with the Convention and Visitors Bureau (CVB) to create unique visitor experiences during the NFL Draft.
 - Implement initiatives that enhance the overall visitor experience, including improved signage, accessible amenities, and engaging programming.
- **Grow Visitor Spending:**
 - Develop unique visitor tour experiences targeting various demographics and themes.
 - Utilize technology to promote real time incentives for shopping, dining and entertainment to visitors such as web push notifications.

Downtown Urban Form and Design in Public Spaces

Goal: Transform Downtown's public spaces into inviting and functional areas that enhance user experience, promote exploration, and contribute to a distinct downtown identity.

Objectives:

- **Improved Wayfinding:**
 - Upgrade sidewalk kiosks to guide visitors and residents through the Downtown core.
 - Leverage digital platforms for interactive wayfinding experiences.
 - Explore a perpendicular storefront signage program
 - Establish a plan for new creative district markers that visually define the boundaries of Downtown Appleton.
- **Beautification, Lighting and Public Art Projects:**
 - Implement and sustain beautification projects throughout the Downtown area, incorporating greenery, lighting and public art installations
 - Organize the chalk walk public art competition and installation
 - Support Sculpture Valley rotating art exhibits to maintain dynamic appeal and showcase diverse artistic voices.
- **Functional Spaces:**
 - Continue to add flexible seating options throughout the district.
 - Influence approval for additional refuse containers in high traffic areas.
 - Revisit the investment of a solar powered charging station in Downtown.

Appendix B

2024 Mid-year report

2024 BID/ADI/CDA: Mid-year Review

Please note: Within the UPDATE column are additional notes that may include a future opportunity or a challenge in this area. This document was used at the BID, ADI, CDA Board retreat

Mobility and Parking policies and projects to provide convenient access to the downtown for all modes of travel.			
Current work plan tasks	UPDATE	Primary staff	% of time
Draft a Downtown Pedestrian Enhancement Plan as part of the Smart Streets Appleton initiative: including signage, sidewalk seating and lighting, kiosks, planters, winter ice and snow accumulation monitoring, weekend sidewalk garbage solutions, adopt a planter program. Seek new partners and supporters	<p>Lane Configuration session and discussion on 6 month report: -48% crashes, meter revenue up 16%, travel time dropped to 30mph from 32, increase time to travel across 30 seconds. The 12 month report will include traffic count numbers as well.</p> <p>Walk Audit with AARP WI – 17 participants including city departments, AARP, Easter Seals, business owners, Appleton Visually Impaired Support Group, Post Crescent, City alderperson, BID Board President</p> <p>DPW partnership on kiosk update. With Dani leaving DPW we may need to wait longer. I have asked if we could take the lead on this project.</p> <p>Opportunity: recruit a community based volunteer team to help move this work forward. Seeking a volunteer task force chair. Also an opportunity to engage LU students</p>	Jen – primary	<p>Jen 7.5%</p> <p>Abby 5%</p> <p>Carissa</p> <p>Meg – 5%</p> <p>Meghan</p> <p>Sandy</p>
Promote the Passport parking app, meter options and permit information through social media channels and website in partnership with the City of Appleton	Opportunity: to work into our marketing efforts, website and create new social media content to promote the parking options	Abby/Meg - primary	
Continue a partner role in supporting and promoting the downtown trolley	<p>Valley Transit continues to invest in running the trolley. We received a CVB support grant for \$10,000 for 2024</p> <p>Opportunity to expand district transportation</p>	Jen - primary	
Recruit and promote experiential instructional classes for public transportation and bike lane use engage our partners at Valley Transit and the bike federation	<p>Nothing new to report.</p> <p>Challenge: capacity, time, and resource</p>		

Tourism, Arts, Entertainment & Education policies and projects to develop cultural attractions and promote travel to the downtown.

Current work plan tasks	UPDATE	Primary staff	% of time
<p>Host annual events: Farm Market, Heid Music Concert Series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Summer beverage stroll and Chalk Walk, Mini Golf on the Town, Cultural Cuisine Walk, Avenue of Ice, 2 Light the Night Markets + holiday edition</p>	<p>Event tracking: 1st quarter</p> <ul style="list-style-type: none"> • DBC tickets: 648 / 20 businesses participating • Annual meeting attendance 112 • Fashion show: 177 / 10 businesses participating • Ice carvings 33 • Pop up markets: 24 vendors / 13 host locations • Café Walk tickets: 375 / 8 businesses participating • Leap Local: 31 businesses participating • Mini Golf on the Town Review: 69 teams / 276 players / 15 businesses participated • Press Conference Facebook: 50+ watching live • Cultural Cuisine Walk April 27: Sold 313 / goal was 300 / 10 businesses participating • Craft Beer Walk May 11: Sold 330 / 12 businesses participating • Light the Night Market May 17: highly attended event, surveys are still open: • Summer Beverage Stroll 63 tickets sold / 10 businesses participated • Night Market July 19th event • Memorial Day Parade May 27 attendance was up over previous years • Farm Market June 1 – Oct. 12 • Concerts June 6 – August 29 No July 4th event • Flag Day Parade June 8 All Set • Street Music Week June 10-15: 11:30am – 1pm • Make Music Day June 21 <p>Still waiting on what City of Appleton special event fee structure will look like for 2025 and beyond. We anticipate being required to establish our own safety and security team.</p> <p>Opportunity: event evaluation reports. Use surveying and geofencing technology to gain data on event visitors and economic impact</p>	<p>Carissa – primary</p> <p>Sandy – primary</p> <p>Meghan Abby Meg Jen</p> <p>Volunteer team</p>	<p>Jen 20%</p> <p>Abby 15%</p> <p>Carissa 80%</p> <p>Meg – 10%</p> <p>Meghan 30%</p> <p>Sandy 80%</p>

<p>Partner with Community organizations to co-host or support events and programs:</p>	<p>Rhythms of the World, Mile of Music, Heid Music’s Street Music Week, Fox Cities Chamber of Commerce Octoberfest, City of Appleton parades,</p> <p>Opportunity: take over Rhythms of the World – we have been approached to do this – answer has been no at this time, more engagement in Mile of Music, or Irish Fest</p>	<p>Carissa - primary Sandy - primary Meghan 30% Abby/Meg Jen Volunteers</p>	
<p>Maintain the Visitor Area kiosk within our office</p>	<p>We added door stops to be better able to keep our door propped open when groups are in the hotel. Small things can make a difference.</p> <p>Opportunity: add weekend hours to staff the office on Saturdays for visitors</p>	<p>Meg - primary</p>	
<p>Engage as an active community partner to advance downtown’s role in the Tourism Master Plan</p>	<p>Music venue research underway with CVB. Jennifer is part of the team. Consultants spent three days doing site visits and interviews. Results expected later this summer</p> <p>Opportunity: more involvement with CVB committees and projects as they surface – Abby and Meg are more involved with marketing opportunities</p>	<p>Jen – primary</p>	
<p>Curate one large scale public art project within the downtown or riverfront</p>	<p>Paint the City project on the YMCA this year – fundraising is behind and the project is tentative as we await grant award updates.</p> <p>Opportunity: City DPW has approached ADI about additional traffic control box wraps in the district – funding will need to be found to complete</p>	<p>Jen – primary Meghan</p>	
<p>Collaborate with Lawrence University clubs and organizations to include student activities and engagement in our event planning and committees.</p>	<p>ADI attended two meet and greet student events this quarter. Distributing downtown guides and sign ups for our weekly Eblast. We engaged an LU student team for Night Market to aid in clean up. Looking for additional ways to engage students that are around this summer</p> <p>Opportunity: Create an LU advisory board or include in a Youth advisory board to create a stronger connection and engage students in program and event planning</p>	<p>Carissa Jen</p>	

Neighborhood & Residential Development policies and projects to foster new residential development and create healthy neighborhoods surrounding the downtown.			
Current work plan tasks	UPDATE	Primary staff	% of time
<p>Launch a Neighborhood Engagement Initiative: update the Downtown Welcome packet, create a “Downtown living Guide” page on our website. Form a committee to help create and update content for the website and Facebook page. Host Downtown resident meet and greets twice a year. Establish & share a one step reporting process for non-emergency issues</p>	<p>Current packets are being used up before we revamp – no new work here</p> <p>The new website navigation will include a downtown living section. In process</p> <p>We hosted our first meet and greet with residents. We had 12 attendees from Avant, Zuelke and Park Central. We received great feedback on amenities and businesses that would improve livability. We will host quarterly - another meet up this summer</p> <p>Opportunity: to grow the Downtown Neighborhood involvement through the structured City group and Facebook group</p>	<p>Jen - primary Abby/Meg</p>	<p>Jen 15%</p> <p>Abby 10%</p> <p>Carissa</p> <p>Meg – 30%</p> <p>Meghan</p> <p>Sandy</p>
<p>Launch a Pet Friendly plan for Downtown: including installation of waste stations, a pet watering station, exercise equipment, explore pet friendly days at the Farm Market, as well as work toward a proposal for a downtown dog recreation area within downtown. Coordinate a fundraising effort to finance the improvements</p>	<p>Pet friendly survey – over 2600 responses – strong interested in adding amenities for pets and owners downtown. Mild interest in adding a dog exercise area. Mild interest in pet friendly events – also concerns about pet friendly events.</p> <p>Consideration for Pet friendly farm market days for at the end of season stretch of 3-4 weeks.</p> <p>Discussion with Park and Rec on added pet friendly amenities in Houdini. They will support if we raise the dollars.</p> <p>Exploration on pet recreation area at 208 s State st. – property is no longer available. Park and Rec has a new park development fund that could be a potential funding source.</p> <p>Opportunity: A plan will come together for all of the above – timeframe will depend on staff capacity and ability to raise funds</p>	<p>Jen - primary Meg/Abby – on survey and promo</p> <p>Volunteer coordination</p>	

Pursue business recruitment for residential amenities: grocery store, retail, nail salon, experience businesses, dry cleaners, more restaurants	Incremental Developer ecosystem program launching in July – Jen is the coordinator to manage the monthly meetings – including invitations, location and minutes. Challenge: capacity, time, and resource	Jen - primary	
Work with the City on pedestrian improvements as part of the Smart Streets Appleton initiative see also #5 Ped. Plan	May 29 th Walk Audit with AARP WI, Smart Streets, City Health Dept. Age friendly network. 17 in attendance Opportunity: a findings report will be compiled and shared with City staff. Some of the suggestions also include low cost improvements like paint highlights on sidewalks in high traffic areas on Richmond, flag crossing program at Appleton St. This work will continue.	Jen – primary Abby/Meg	

Downtown Development & Business Retention policies and projects to support existing businesses in the downtown and to attract desirable new ones.			
Current work plan tasks	UPDATE	Primary staff	% of time
Hire a part time position to enhance the economic development activities to manage more effectively the economic development committee, the grant programs, and an active business recruitment campaign. Conduct retention visits with ADI staff and Board be a liaison for new businesses moving into downtown, assist developers, landlords, monitor properties and available space.	Unfortunately, the ADI budget did not allow for the additional position to be hired. We were able to extend hours for current employees to assist with marketing, website project, committee work, event support. Jennifer’s role with economic development work continues to expand. Including incremental developer ecosystem program Challenge: Funding. This is still a future option to grow our capacity with a staff member focused on either economic development or the special projects work to free up time for Jennifer to expand into this area	Jen – primary	Jen 20% Abby 5% Carissa Meg 10% Meghan 5%
Collaborate with the City of Appleton Community Development Department to host a state of the downtown event	No new discussion – with Matt leaving we currently do not have a city rep on the Board. Once that is reestablished – we will work on that opportunity. Challenge: We need the City to partner with us and they are currently under staffed. Definite potential to host a developer tour and session and/or full state of downtown later in the year. Also have interest from local real estate and construction partners to co-host	Jen – primary	Sandy 5%

Cooperatively market the City TIF and ARA grant programs	We continue to cross promote. Opportunity: more promotion of the program to our BID members – the new website will do this but a direct mail piece is another option.	Jen Abby	
Manage and promote the Gift Certificate Program	Opportunity: expand promotion of the gift certificate program direct to companies with summer intern programs, also as employee incentive gifts, holiday gifts	Meg - primary	
Manage and promote the Business recruitment grant program	Business recruitment grants slow start to the year. New recruitment piece, video and website coming soon! Opportunity: Entrepreneurship/mentor program with community partners to support start up business in downtown	Jen – primary	
Conduct business visits with ADI staff. Include Board members on occasion	Ongoing work, more time needed to set up one on one meetings. Opportunity: Set schedule for visits each month (I did this last year and included Chamber and City to join me) Revisit the ambassador program concept with past and current Board Members helping with meetings Challenge: capacity and time	Jen – primary	
Promote the Lawrence University internship program to downtown business and foster a collaborative connection with the business major faculty and students. Promote the LU student discount program to businesses to grow participation.	We are in discussion with LU about a Work Study employee for the summer season. The federal program pays 50% of wages to qualifying organizations. We will also help to promote intern programs for downtown businesses to participate in. Challenge: capacity, time, and resource	Jen – primary	
Host Business to Business programs and networking opportunities for downtown business owners quarterly	B2B was scheduled and promoted for April 5 th with J. Geiger Consulting – no registration and had to cancel Opportunity: create shareable videos or establish a pod cast for members Challenge: capacity, time, and resource	Abby/Meg Jen	

Downtown Management policies and programs to ensure that resources are available to continue to advance the vitality of downtown. Organizational Management			
Current work plan tasks	UPDATE	Primary staff	% of time
Manage the cooperative agreement between the BID, ADI and CDA and explore an organizational restructuring to increase our capacity	We are working on a full workload document to outline our annual projects. Collectively we are drafting work plans and process plans to better document and track our progress.	Jen - primary	Jen 25% Abby 60%
Utilizing the new Image Marketing Strategy: establish, invest and execute an Annual Image Marketing Plan of tactics and programs to promote, shopping, dining, attractions, employment, living in one great place!	The image marketing campaign is in process: Image Marketing committee meets 6/13 to review website and other updates Opportunities: future image marketing investments are identified in the strategic plan	Abby/Meg - primary	Carissa 10% Meg – 40%
Invest in a website upgrade for: AppletonDowntown.org	An RFP was executed and downtown business Coalesce was selected. The project is well underway. Finalizing the homepage in the next two weeks and the site map. Draft site to be shared at Image Marketing meeting 6/13 Many improvements: directory, calendar, member resources, living, new business resources etc...	Abby/Meg - primary	Meghan 70% Sandy 15%
Promote Downtown Watch engagement and communication through a tips line to APD. Establish and share a one step reporting process for non-emergency issues and damage	No new work on the tips line at this time – Challenge: capacity, time, and resource		
Communicate Weekly to our members with the Eblast system and Manage the social media network for business members to connect and share resources	Weekly Eblast: member and public: Converted to Constant Contact and revamped the layout. Opportunity: expand out public Eblast list and work on ways to increase member readership	Abby/Meg primary	
Host monthly committee meetings: Image Marketing Retail, Hospitality, Washington Square Economic Development, quarterly BID Board meetings, monthly ADI Board, quarterly CDA Board	Committee work is ongoing and requires the full team to manage from notices, agenda, minutes, follow ups, chair meetings, etc... Opportunity: incremental development ecosystem meeting will be added. add a youth advisory committee this fall.	Abby Carissa Sandy Jen	

Manage maintenance contracts and oversee project needs to enhance the cleanliness of the district. Include an annual sidewalk power washing of sidewalks. Draft and new maintenance agreement between the City of Appleton and the BID.	<p>Pfefferle contract and Riverview gardens contract are in motion. We continue to monitor graffiti as it is reported and execute clean up within appropriate time.</p> <p>Sidewalk power washing will be scheduled next this summer.</p> <p>Opportunity: launch the reporting system with J Geiger – the new DPW director will need to be in place as reports will go direct to their department staff and APD</p>	Jen – primary	
Sponsorship recruitment and relationship management , Grant writing Expand the membership structure as an investment support structure with greater reach to regional businesses that are looking to enhance workforce attractiveness of the Fox Cities	<p>The One Great Place campaign with CDA did well out of the gates - but now stalled – working on video testimonials for another support push this summer</p> <p>Lillians fundraiser \$600</p> <p>Sponsorship goal : \$339,275 of our \$346,000 goal</p> <p>Opportunity: grow general membership/investment support. Cultivate the materials and a campaign to approach local employers</p>	Meghan – primary	

Urban Form & Design policies and projects to create an identity and improve the appearance of downtown.			
Current work plan tasks	UPDATE	Primary staff	% of time
Launch an adopt a tree planter program that engages new partners to enhance the annual planter flowers or planter area lighting and Houdini Fountain area.	<p>Since we are unable to add additional plants - We are exploring a lighting enhancement option with uplighting LED spots or twinkle lights.</p> <p>Opportunity – add more flowers in other areas around Houdini, explore hanging baskets on side streets</p>	Jen - primary	Jen 7.5% Abby 5%
Manage and promote the Façade Improvement grant program	<p>Jan – May grants below</p> <p>Opportunity – establish a large-scale development grant \$50,000 or other amount: through fundraising, grants etc... Establish an incentive package for a grocery store</p>	Jen - primary	Carissa Meg Meghan
Work with DPW to update the graphics and information in the sidewalk kiosks and wayfinding signage	Offered to DPW to help coordinate the meetings to start the kiosk insert update work. suggesting QR code use. Digital sign interest – pricing is beyond city budget	Jen – primary Abby	Sandy

	Challenge: We have made another ask to see if we could take lead on the project. Waiting on an ask for a meeting to establish a process		
Street pole banner replacement as needed	6 more banners were ordered for replacement they are at DPW and a request for west end replacement has been sent	Jen - primary	

Public Spaces & Riverfront strategies for enhancing the public realm to support strong neighborhoods and the growth of Appleton's tourism industry, while also strengthening connections between downtown and the riverfront.

Current work plan tasks	UPDATE	Primary staff	% of time
Draft and implement a Houdini Plaza Enhancement Plan: such as: bring back the plastic lawn chairs, explore a proposal for a sound system to play music in Houdini Plaza during the daytime hours, curate a program schedule with community partners, add dog amenities	<p>Pursuing wooden Adirondack chairs, a water fountain and plantings along the back of the fountain. Lyssa King will take the lead on applying for a Downtown neighborhood grant to help support</p> <p>A wellness series will be hosted in Houdini during Farm Market mid June through August. Sponsored by AARP WI</p> <p>Opportunity: sound system in Houdini, dog amenities like exercise play equipment or a dog water add on to the water fountain</p>	<p>Jen – primary</p> <p>Carissa – primary</p>	<p>Jen – 5%</p> <p>Abby</p> <p>Carissa 10%</p> <p>Meg – 5%</p> <p>Meghan</p>
Assist the riverfront businesses coordinate a Trot the Fox type event: music, food, activities at stops along the Trail – ideally connected it to an existing downtown event.	Challenge : capacity, time, and resource to create an event plan for riverfront businesses to execute		Sandy
Install and maintain the parklet in a new location to be determined in the spring	<p>The parklet was installed on Washington St. again.</p> <p>Help is needed to keep plants watered and the space clean</p> <p>Opportunity: host free coffee day or cookie break day at the parklet, maybe partner with ATW and offer downtown employees ice cream bars. Add a dog leash hook up. A shade canopy would also be great!</p>	<p>Jen – primary</p> <p>Meg</p> <p>Volunteers</p>	

Façade Grants 2024

Applicant/tenant	Address	MSC	Paid	Grant request	\$45,000 Balance
J. Kippa Law LLC	133 E College Ave Façade major renovation grant	MSC Steve and Michael to approve with final breakdown of project cost from Corcoran Glass. Abstain Ryan	X	5000	40,000
J Kippa Law LLC	133 E College Ave Minor grant	Steve and Michael to approve Abstain Ryan	X	2500	37,500
J Kippa Law LLC	133 E College Ave Access Grant	MSC Matt and Steve to approve with final breakdown of project cost from Corcoran Glass. Abstain Ryan	X	2500	35,000
The Bar on the Avenue	427 W. College Ave	MSC Michael and Ryan to approve	X	1996	33,004
The Coop	400 Richmond St. STE G	MSC Ryan and Eric Max 50/50 on final invoice	X	692	30,650
Ototo Ramen	205 N. Richmond St	MSC Steve and Teresa to approve	X	1662	31,342
The 513	513 W College Ave	MSC Deb and Eric to approve Teresa Abstain.		2500	28,150
215 W College	General Store	MSC Tim/Teresa to approve	X	264	27,886
10 E College Ave	Fox Commons/ Dark Horse	MSC Eric/Walter to approve		5000	22,886
519 W. College	Déjà vu Martini Lounge and Monkey Bar	MSC Tim/Steve to approve		2500	20,386

Recruitment Grants 2024

Applicant	Address	MSC	paid	Grant request	15,000 Balance
Ototo Ramen	205 N Richmond St	MSC Steve and Michael to approve	X	1000	14,000
Rabbit Holes Counseling, LLC	513 W College Ave	MSC Steve and Tim to approve Abstain Teresa	X	975	13,025
The Coop	400 Richmond St STE G	MSC Ryan and Teresa	X	1000	12,025

APPENDIX C

2025

Budget

BUSINESS IMPROVEMENT DISTRICT PROPOSED 2025 BUDGET

REVENUE		2025 Budget
	BID Assessments	275,896
	Designated carryover	4,000
	Undesignated carryover	24,978
	Total	304,874
EXPENSES		
Contracted Services		
	ADI Staff support	55,000
Administrative	Supplies and operational services	6,496
BID Audit/Accounting		3,400
Marketing	Image marketing, graphic design, content creation	100,000
Economic Development		
	Façade Grants	45,000
	Recruitment Grant	15,000
	Business Recruitment	15,000
Maintenance services	Sidewalk cleaning, flowers, lights	40,000
Undesignated carryover		24,978
		304,874

APPENDIX D

2024-2025 BID Board List

Board Member	Business	Category
David Kress	City of Appleton – Deputy Director Community Development Department	City Government
Benjamin King	King Brokerage	Property owner / Business Owner –office/ Downtown Resident
Brad Schwebs	NAI Pfefferle/Pfefferle Management	Property owner representative / Office
Gary Schmitz – President	Retired	
Walter Schonfeld	Downtown Property Owner	Property and Business Owner – office
Bill Wetzel - Secretary	Acoca Coffee	Property Owner / Business Owner Hospitality
Jason Druxman– Treasurer	Avenue Jewelers	Business Owner: Retail & property/co-owner
Tim Ceman	Noble Assets	Property Owner
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / Business Owner: Retail

Appendix E

Schedule of Assessments (attached)

Parcel ID	St Number	Pre Direction	Street Name & Way	Owner First Name	Owner Middle Name	Owner Last Name	Condo % Ownership		Land Assessed Value	Building Assessed Value	Total Assessed Value	Assessment		
								Unit#				Assessment	Min/Max Adj	Total Assessment
312000200	303	E	COLLEGE AVE			WP & R INC			\$165,200	\$182,500	\$347,700	956.18	956.18	956.18
312000300	305	E	COLLEGE AVE			GO TO COLLEGE LLC			\$69,500	\$110,000	\$179,500	493.63	493.63	493.63
312000400	311	E	COLLEGE AVE			311 COLLEGE AVE LLC			\$54,500	\$141,500	\$196,000	539.00	539.00	539.00
312001700	231	E	COLLEGE AVE			FURMAN PROPERTIES LLC			\$87,200	\$360,500	\$447,700	1,231.18	1,231.18	1,231.18
312001900	229	E	COLLEGE AVE			NOBLE ASSETS LLC			\$35,500	\$114,000	\$149,500	411.13	411.13	411.13
312002000	227	E	COLLEGE AVE			FIFTY-ONE FIFTY LLC			\$39,700	\$158,000	\$197,700	543.68	543.68	543.68
312002100	225	E	COLLEGE AVE	WENDY		KRUEGER ET AL			\$41,500	\$120,000	\$161,500	444.13	444.13	444.13
312002200	223	E	COLLEGE AVE			223 COLLEGE LLC			\$75,900	\$162,000	\$237,900	654.23	654.23	654.23
312002300	219	E	COLLEGE AVE			219 COLLEGE LLC			\$75,900	\$84,000	\$159,900	439.73	439.73	439.73
312002500	217	E	COLLEGE AVE	ANTHONY	A	MUELLER			\$75,900	\$140,000	\$215,900	593.73	593.73	593.73
312002600	215	E	COLLEGE AVE			KORN ACQUISITIONS R.E. LLC			\$76,200	\$254,300	\$330,500	908.88	908.88	908.88
312002700	213	E	COLLEGE AVE			SHIRAZ HOLDINGS LLC			\$78,400	\$189,500	\$267,900	736.73	736.73	736.73
312003100	201	E	COLLEGE AVE			GABRIEL LOFTS LLC			\$381,300	\$4,279,500	\$4,660,800	12,817.20	5,500.00	5,500.00
312003800	101	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$47,300	\$237,700	\$285,000	783.75	783.75	783.75
312003900	103	E	COLLEGE AVE			FA & VB LLC			\$145,200	\$403,800	\$549,000	1,509.75	1,509.75	1,509.75
312004000	107	E	COLLEGE AVE	RAYMON	L	ASPLUND			\$60,500	\$163,000	\$223,500	614.63	614.63	614.63
312004100	109	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC			\$67,000	\$154,000	\$221,000	607.75	607.75	607.75
312004200	111	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC			\$67,000	\$154,500	\$221,500	609.13	609.13	609.13
312004300	113	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$69,600	\$175,000	\$244,600	672.65	672.65	672.65
312004400	115	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$187,400	\$517,000	\$704,400	1,937.10	1,937.10	1,937.10
312004600	121	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$58,600	\$142,000	\$200,600	551.65	551.65	551.65
312004700	123	E	COLLEGE AVE			ECO PROPERTIES LLC			\$56,700	\$157,000	\$213,700	587.68	587.68	587.68
312004800	125	E	COLLEGE AVE			SOMA CORPORATION			\$60,000	\$295,000	\$355,000	976.25	976.25	976.25
312004900	127	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$74,200	\$163,500	\$237,700	653.68	653.68	653.68
312005000	129	E	COLLEGE AVE			BEHNKE PROPERTIES LLC			\$74,200	\$231,500	\$305,700	840.68	840.68	840.68
312005100	133	E	COLLEGE AVE			GREENSIDE PROPERTIES LLC			\$74,200	\$393,500	\$467,700	1,286.18	1,286.18	1,286.18
312005101	135	E	COLLEGE AVE			GREENSIDE PROPERTIES LLC			\$77,200	\$150,500	\$227,700	626.18	626.18	626.18
312006900	107	W	COLLEGE AVE			BAZIL PROPERTIES LLC			\$108,100	\$378,500	\$486,600	1,338.15	1,338.15	1,338.15
312007000	101	W	COLLEGE AVE			ZUELKE FLATS LLC			\$171,000	\$9,625,000	\$9,796,000	26,939.00	5,500.00	5,500.00
312007200	100	W	LAWRENCE ST			100 W LAWRENCE STREET FEE LLC			\$526,800	\$9,500,000	\$10,026,800	27,573.70	5,500.00	5,500.00
312007400	221	W	COLLEGE AVE			SHAH BECK GROUP LLC			\$583,500	\$2,626,000	\$3,209,500	8,826.13	5,500.00	5,500.00
312007800	215	W	COLLEGE AVE			PASSION8 LLC			\$118,100	\$286,500	\$404,600	1,112.65	1,112.65	1,112.65
312007900	211	W	COLLEGE AVE			KING BROKERAGE LTD			\$175,400	\$625,600	\$801,000	2,202.75	2,202.75	2,202.75
312008000	207	W	COLLEGE AVE			TUSLER PROPERTIES LLC			\$87,600	\$299,000	\$386,600	1,063.15	1,063.15	1,063.15
312008100	205	W	COLLEGE AVE	STEVEN		HECKENLAIBLE LIV TRUST			\$51,900	\$231,800	\$283,700	780.18	780.18	780.18

312008200	203 W	COLLEGE AVE							CLEO'S REAL ESTATE PARTNERSHIP				\$53,000	\$305,500	\$358,500	985.88	985.88	985.88
312008300	201 W	COLLEGE AVE							VOYAGEURS 201 LLC				\$63,100	\$447,500	\$510,600	1,404.15	1,404.15	1,404.15
312008400	117 S	APPLETON ST							THEOBALD-APPLETON RENTAL PROPERTY LLC				\$24,200	\$136,800	\$161,000	442.75	442.75	442.75
312009200	343 W	COLLEGE AVE							DURTY PROPERTIES LLC				\$61,100	\$124,400	\$185,500	510.13	510.13	510.13
312009201	345 W	COLLEGE AVE							ANDREWZKI HOLDINGS LLC				\$50,200	\$137,500	\$187,700	516.18	516.18	516.18
312009500	333 W	COLLEGE AVE							333 COLLEGE LEASED FEE LLC	21.00%			\$356,600	\$2,900,000	\$3,256,600	8,955.65	5,500.00	1,155.00
312009600	333 W	COLLEGE AVE							333 COLLEGE LEASED FEE LLC	79.00%			\$2,220,300	\$11,150,000	\$13,370,300	36,768.33	5,500.00	4,345.00
312023300	125 N	SUPERIOR ST							FOX CITIES CHAMBER OF COMMERCE				\$184,300	\$562,700	\$747,000	2,054.25	2,054.25	2,054.25
312023500	342 W	COLLEGE AVE							HVN COMMERCIAL HOLDINGS LLC				\$435,300	\$1,645,500	\$2,080,800	5,722.20	5,500.00	5,500.00
312023800	330 W	COLLEGE AVE							330 COLLEGE LLC				\$382,200	\$2,015,300	\$2,397,500	6,593.13	5,500.00	5,500.00
312024200	322 W	COLLEGE AVE							DOUGHLICIOUS REAL ESTATE HOLDINGS LLC				\$127,000	\$248,500	\$375,500	1,032.63	1,032.63	1,032.63
312024300	318 W	COLLEGE AVE							318 COLLEGE AVE LLC				\$384,200	\$7,440,000	\$7,824,200	21,516.55	5,500.00	5,500.00
312024800	310 W	COLLEGE AVE	NATHAN	S					WEYENBERG				\$63,600	\$121,000	\$184,600	507.65	507.65	507.65
312025000	300 W	COLLEGE AVE							FOX CITIES HOTEL INVESTORS LLC				\$372,500	\$6,618,300	\$6,990,800	19,224.70	5,500.00	5,500.00
312025300	131 N	APPLETON ST							LOFGREN PROPERTIES 6 LLC ET AL				\$385,600	\$151,000	\$536,600	1,475.65	1,475.65	1,475.65
312025700	222 W	COLLEGE AVE							USV 222 LLC				\$610,500	\$12,300,000	\$12,910,500	35,503.88	5,500.00	5,500.00
312026000	210 W	COLLEGE AVE							PATTEN PROPERTIES LLC				\$173,000	\$706,800	\$879,800	2,419.45	2,419.45	2,419.45
312026300	200 W	COLLEGE AVE							LOFGREN PROPERTIES 6 LLC ET AL				\$355,300	\$1,750,400	\$2,105,700	5,790.68	5,500.00	5,500.00
312027303	100 W	COLLEGE AVE							NKHH LLC	1.30%	50B		\$7,300	\$100	\$7,400	20.35	275.00	71.50
312027304	100 W	COLLEGE AVE							NKHH LLC	8.00%	50C		\$4,500	\$100	\$4,600	12.65	275.00	440.00
312027309	100 W	COLLEGE AVE							NKHH LLC	0.20%	50H		\$1,100	\$2,900	\$4,000	11.00	275.00	11.00
312027330	100 W	COLLEGE AVE							NKHH LLC	15.90%	300A		\$89,700	\$1,173,400	\$1,263,100	3,473.53	3,473.53	874.50
312027340	100 W	COLLEGE AVE							NKHH LLC	15.90%	400A		\$89,700	\$1,178,200	\$1,267,900	3,486.73	3,486.73	874.50
312027341	100 W	COLLEGE AVE							NKHH LLC	0.10%	400B		\$600	\$4,400	\$5,000	13.75	275.00	5.50
312027342	100 W	COLLEGE AVE							NKHH LLC	0.10%	400C		\$600	\$6,900	\$7,500	20.63	275.00	5.50
312028200	122 E	COLLEGE AVE							PFEFFERLE INVESTMENTS INC ET	34.00%	001		\$514,200	\$602,000	\$1,116,200	3,069.55	3,069.55	1,870.00
312028201	122 E	COLLEGE AVE							PFEFFERLE INVESTMENTS INC ET	0.17%	002		\$2,600	\$400	\$3,000	8.25	275.00	9.35
312028202	122 E	COLLEGE AVE							APPLETON EDUCATION FOUNDATI	9.42%	101		\$142,500	\$770,000	\$912,500	2,509.38	2,509.38	518.10
312028203	122 E	COLLEGE AVE							WASHINGTON STREET R.E. INVES	0.54%	102		\$8,200	\$19,500	\$27,700	76.18	275.00	29.70
312028204	122 E	COLLEGE AVE							APPLETON EDUCATION FOUNDATI	0.93%	103		\$14,100	\$71,600	\$85,700	235.68	275.00	51.15
312028205	122 E	COLLEGE AVE							SS HOFFMAN HOLDINGS LLC	0.58%	104		\$8,800	\$19,000	\$27,800	76.45	275.00	31.90
312028206	122 E	COLLEGE AVE							APPLETON EDUCATION FOUNDATI	6.68%	105		\$0	\$658,000	\$658,000	1,809.50	1,809.50	367.40
312028210	122 E	COLLEGE AVE							PFEFFERLE INVESTMENTS INC ET	18.52%	204		\$280,100	\$2,182,500	\$2,462,600	6,772.15	5,500.00	1,018.60
312028211	122 E	COLLEGE AVE							PFEFFERLE INVESTMENTS INC ET	0.26%	205		\$3,900	\$400	\$4,300	11.83	275.00	14.30
312028212	122 E	COLLEGE AVE							PFEFFERLE INVESTMENTS INC ET	0.27%	206		\$4,100	\$17,600	\$21,700	59.68	275.00	14.85
312028213	122 E	COLLEGE AVE							WASHINGTON STREET R.E. INVES	3.45%	301		\$52,200	\$345,500	\$397,700	1,093.68	1,093.68	189.75
312028214	122 E	COLLEGE AVE							WASHINGTON STREET R.E. INVES	3.11%	106		\$47,000	\$491,000	\$538,000	1,479.50	1,479.50	171.05
312028215	122 E	COLLEGE AVE							SS HOFFMAN HOLDINGS LLC	7.90%	107		\$119,500	\$698,000	\$817,500	2,248.13	2,248.13	434.50

312028700	100	E	COLLEGE AVE			Y&T PROPERTIES LLC			\$72,400	\$253,500	\$325,900	896.23	896.23	896.23
312029001	10	E	COLLEGE AVE			FOX COMMONS PROPERTIES LLC			\$1,078,000	\$775,400	\$1,853,400	5,096.85	5,096.85	5,096.85
312029002	10	E	COLLEGE AVE			MOSAIC FAMILY HEALTH INC			\$297,700	\$214,200	\$511,900	1,407.73	1,407.73	1,407.73
312030200	130	N	MORRISON ST			DAUNTLESS PROPERTIES LLC			\$30,500	\$143,000	\$173,500	477.13	477.13	477.13
312030300	120	N	MORRISON ST			MORRISON BUILDING LLC			\$131,200	\$526,500	\$657,700	1,808.68	1,808.68	1,808.68
312031100	129	N	DURKEE ST			229 WASHINGTON LLC			\$93,700	\$260,000	\$353,700	972.68	972.68	972.68
312031200	200	E	COLLEGE AVE			200 COLLEGE LLC			\$129,200	\$628,500	\$757,700	2,083.68	2,083.68	2,083.68
312031300	204	E	COLLEGE AVE			FA & VB LLC			\$124,500	\$571,000	\$695,500	1,912.63	1,912.63	1,912.63
312031500	208	E	COLLEGE AVE			TENNIE'S JEWELRY PROPERTIES LLC			\$60,700	\$118,000	\$178,700	491.43	491.43	491.43
312031600	212	E	COLLEGE AVE	BRADLEY	R	VANDINTER			\$63,500	\$123,300	\$186,800	513.70	513.70	513.70
312031700	216	E	COLLEGE AVE			214/216 COLLEGE LLC			\$124,200	\$383,500	\$507,700	1,396.18	1,396.18	1,396.18
312031900	218	E	COLLEGE AVE			218220 COLLEGE LLC			\$120,100	\$348,500	\$468,600	1,288.65	1,288.65	1,288.65
312032100	222	E	COLLEGE AVE			222 E COLLEGE AVE LLC			\$59,400	\$290,500	\$349,900	962.23	962.23	962.23
312032200	224	E	COLLEGE AVE			TROOPER PROPERTIES LLC			\$101,600	\$490,000	\$591,600	1,626.90	1,626.90	1,626.90
312032300	230	E	COLLEGE AVE			CJW PROPERTIES LLC			\$87,100	\$153,500	\$240,600	661.65	661.65	661.65
312032400	232	E	COLLEGE AVE			CJW PROPERTIES LLC			\$76,900	\$191,000	\$267,900	736.73	736.73	736.73
312032500	109	N	DURKEE ST			CJW PROPERTIES LLC			\$12,600	\$100,000	\$112,600	309.65	309.65	309.65
312033300	323	E	WASHINGTON ST			LAWRENCE UNIVERSITY OF WISCONSIN			\$319,400	\$30,500	\$349,900	962.23	962.23	962.23
312033400	331	E	WASHINGTON ST			DMW INVESTMENTS LLC			\$75,000	\$200,500	\$275,500	757.63	757.63	757.63
312033700	300	E	COLLEGE AVE			BGO LLC			\$250,400	\$195,500	\$445,900	1,226.23	1,226.23	1,226.23
312034000	308	E	COLLEGE AVE			BGO LLC			\$124,500	\$247,000	\$371,500	1,021.63	1,021.63	1,021.63
312034200	314	E	COLLEGE AVE			BOMB ALLEY LLC			\$61,900	\$144,000	\$205,900	566.23	566.23	566.23
312034300	320	E	COLLEGE AVE			320 EAST COLLEGE LLC			\$234,900	\$9,800,000	\$10,034,900	27,595.98	5,500.00	5,500.00
312035300	200	N	DURKEE ST			FIRSTAR BANK APPLETON			\$620,500	\$1,100,000	\$1,720,500	4,731.38	4,731.38	4,731.38
312036300	230	N	MORRISON ST			OPTION L PROPERTIES LLC			\$139,600	\$271,000	\$410,600	1,129.15	1,129.15	1,129.15
312036600	200	E	WASHINGTON ST			SKY APPLETON LLC ET AL			\$888,000	\$8,100,000	\$8,988,000	24,717.00	5,500.00	5,500.00
312037100	229	E	FRANKLIN ST			DETWEILER PROPERTIES LLC			\$75,500	\$198,000	\$273,500	752.13	752.13	752.13
312040400	231	W	FRANKLIN ST			APPLETON HISTORICAL SOCIETY INC			\$176,800	\$213,200	\$390,000	1,072.50	1,072.50	1,072.50
312040500	214	N	SUPERIOR ST			214 SUPERIOR LLC			\$21,500	\$181,000	\$202,500	556.88	556.88	556.88
312040800	233	N	APPLETON ST			THE HISTORIC CORNERSTONE LLC			\$114,500	\$143,000	\$257,500	708.13	708.13	708.13
312041700	211	N	APPLETON ST			VINTAGE-SPECIALTY PROPERTIES LLC			\$33,000	\$157,500	\$190,500	523.88	523.88	523.88
312041800	207	N	APPLETON ST			APOLLON PROPERTIES LLC			\$40,300	\$233,000	\$273,300	751.58	751.58	751.58
312043006	218	N	DIVISION ST	ROBERT	E	HOERSCH			\$80,000	\$172,000	\$252,000	693.00	693.00	693.00
312043600	300	N	APPLETON ST			FITZGERALD PROPERTIES LLC			\$75,000	\$365,000	\$440,000	1,210.00	1,210.00	1,210.00
312045800	130	E	FRANKLIN ST			FOX VALLEY LITERACY INC			\$46,200	\$289,500	\$335,700	923.18	923.18	923.18
313084700	201	S	WALNUT ST			MIP LLC			\$106,600	\$358,000	\$464,600	1,277.65	1,277.65	1,277.65
313084900	211	S	WALNUT ST			NOBLE ASSETS LLC			\$32,400	\$168,500	\$200,900	552.48	552.48	552.48
313085500	516	W	EIGHTH ST			NORWEST BANK WISCONSIN APPLETON			\$352,500	\$165,300	\$517,800	1,423.95	1,423.95	1,423.95

313087600	206	S	MEMORIAL DR			MSV ENTERPRISE LLC			\$63,900	\$186,000	\$249,900	687.23	687.23	687.23
313087700	625	W	LAWRENCE ST			920 HOME PRO LLC			\$41,700	\$72,900	\$114,600	315.15	315.15	315.15
313087800	621	W	LAWRENCE ST			MB HOMES LLC			\$58,900	\$229,000	\$287,900	791.73	791.73	791.73
313087900	617	W	LAWRENCE ST			BEHNKE PROPERTIES LLC			\$52,400	\$45,600	\$98,000	269.50	275.00	275.00
313088300	215	S	MEMORIAL DR			DECLEENE-ZELLNER LLC			\$162,600	\$478,300	\$640,900	1,762.48	1,762.48	1,762.48
313093400	131	S	BADGER AVE	JAMES	M	BOYLE SURVIVOR'S TRUST			\$90,400	\$45,600	\$136,000	374.00	374.00	374.00
313093700	911	W	COLLEGE AVE			S & K FOOD MART INC			\$159,800	\$330,000	\$489,800	1,346.95	1,346.95	1,346.95
313093800	843	W	COLLEGE AVE	LANCE	L	NEVINS REV TRUST			\$151,600	\$351,000	\$502,600	1,382.15	1,382.15	1,382.15
313094300	823	W	COLLEGE AVE			BLOCK 800 LLC			\$147,300	\$5,396,000	\$5,543,300	15,244.08	5,500.00	5,500.00
313094400	819	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST			\$35,900	\$134,000	\$169,900	467.23	467.23	467.23
313094500	815	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST			\$56,500	\$227,000	\$283,500	779.63	779.63	779.63
313094501	813	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST			\$29,700	\$80,500	\$110,200	303.05	303.05	303.05
313094600	809	W	COLLEGE AVE			PIONEER PROFESSIONAL CARPET CARE LLC			\$28,700	\$133,500	\$162,200	446.05	446.05	446.05
313094700	807	W	COLLEGE AVE			OUTPOST 31 LLC			\$28,700	\$131,700	\$160,400	441.10	441.10	441.10
313094800	801	W	COLLEGE AVE			TERRELL PROPERTIES LLC			\$57,500	\$275,000	\$332,500	914.38	914.38	914.38
313096000	745	W	COLLEGE AVE			PACIFIC HOLDINGS LLC			\$36,400	\$348,000	\$384,400	1,057.10	1,057.10	1,057.10
313096100	741	W	COLLEGE AVE			I KNOW, RIGHT? LLC			\$66,600	\$50,000	\$116,600	320.65	320.65	320.65
313096301	733	W	COLLEGE AVE			SPATS FOOD AND SPIRITS LLC			\$84,000	\$167,500	\$251,500	691.63	691.63	691.63
313096400	719	W	COLLEGE AVE	JENNY KONG		YU			\$114,100	\$185,300	\$299,400	823.35	823.35	823.35
313097200	127	S	MEMORIAL DR			ZCF QOZB LLC			\$353,900	\$1,412,000	\$1,765,900	4,856.23	4,856.23	4,856.23
313097600	623	W	COLLEGE AVE			GENIA'S LEGACY LLC			\$86,800	\$240,000	\$326,800	898.70	898.70	898.70
313097601	104	S	MEMORIAL DR	MAI		VANG			\$121,500	\$117,000	\$238,500	655.88	655.88	655.88
313097900	609	W	COLLEGE AVE			APPLETON WEST END REALTY LTD			\$249,000	\$360,000	\$609,000	1,674.75	1,674.75	1,674.75
313098300	603	W	COLLEGE AVE			DAS VENTURES HOLDINGS LLC			\$141,200	\$579,500	\$720,700	1,981.93	1,981.93	1,981.93
313098500	601	W	COLLEGE AVE	JAMES		LISON			\$54,000	\$297,500	\$351,500	966.63	966.63	966.63
313098600	115	S	STATE ST			MCFLESHMAN'S COMMONS LLC			\$74,000	\$539,000	\$613,000	1,685.75	1,685.75	1,685.75
313098800	121	S	STATE ST			121 STATE ST LLC			\$103,800	\$151,000	\$254,800	700.70	700.70	700.70
313099300	620	W	LAWRENCE ST			RUBY LOU PROPERTIES LLC			\$75,900	\$200,000	\$275,900	758.73	758.73	758.73
313099600	122	S	MEMORIAL DR			2026 WISCONSIN AVE LLC ET AL			\$205,000	\$160,500	\$365,500	1,005.13	1,005.13	1,005.13
313099800	613	W	COLLEGE AVE			RUBY LOU PROPERTIES LLC			\$40,000	\$75,500	\$115,500	317.63	317.63	317.63
313099900	535	W	COLLEGE AVE	JOHN	C	GREINER			\$62,900	\$210,000	\$272,900	750.48	750.48	750.48
313100300	523	W	COLLEGE AVE			EFS LLC			\$299,700	\$848,000	\$1,147,700	3,156.18	3,156.18	3,156.18
313100400	519	W	COLLEGE AVE			KOROLL PROPERTIES LLC			\$94,900	\$355,000	\$449,900	1,237.23	1,237.23	1,237.23
313100500	513	W	COLLEGE AVE			BELA DEVELOPMENT LLC			\$154,900	\$1,600,000	\$1,754,900	4,825.98	4,825.98	4,825.98
313100600	516	W	LAWRENCE ST			BELA DEVELOPMENT LLC			\$117,500	\$18,000	\$135,500	372.63	372.63	372.63
313100800	118	S	STATE ST			NORWEST BANK WISCONSIN APPLETON			\$383,000	\$970,000	\$1,353,000	3,720.75	3,720.75	3,720.75
313101500	510	W	LAWRENCE ST	CRESENCIO		VICTORIA			\$30,300	\$64,600	\$94,900	260.98	275.00	275.00
313101700	119	S	WALNUT ST			IMPERIAL ASSETS LLC			\$89,400	\$126,500	\$215,900	593.73	593.73	593.73

313102000	511	W	COLLEGE AVE			TOBACNOIR LLC			\$126,700	\$655,000	\$781,700	2,149.68	2,149.68	2,149.68
313102100	507	W	COLLEGE AVE			VICTORIAS APPLETON INC			\$66,200	\$279,300	\$345,500	950.13	950.13	950.13
313102200	503	W	COLLEGE AVE			VICTORIAS APPLETON INC			\$132,000	\$275,000	\$407,000	1,119.25	1,119.25	1,119.25
313102300	427	W	COLLEGE AVE			THE BAR GROUP LLC			\$145,300	\$823,500	\$968,800	2,664.20	2,664.20	2,664.20
313102500	425	W	COLLEGE AVE			SUESS MANAGEMENT LLC			\$72,000	\$268,000	\$340,000	935.00	935.00	935.00
313102700	423	W	COLLEGE AVE			FERRUCCIO VC INC			\$141,100	\$1,245,500	\$1,386,600	3,813.15	3,813.15	3,813.15
313102800	417	W	COLLEGE AVE			TH2 INVESTMENTS LLC			\$75,400	\$320,500	\$395,900	1,088.73	1,088.73	1,088.73
313102900	415	W	COLLEGE AVE			HLK VENTURES LLC			\$69,000	\$250,000	\$319,000	877.25	877.25	877.25
313103000	413	W	COLLEGE AVE			RVC LLC			\$72,000	\$203,800	\$275,800	758.45	758.45	758.45
313103100	411	W	COLLEGE AVE	MERLJE		ELMAZI			\$72,000	\$195,700	\$267,700	736.18	736.18	736.18
313103200	409	W	COLLEGE AVE	JULIA		MORALES			\$72,000	\$207,500	\$279,500	768.63	768.63	768.63
313103300	403	W	COLLEGE AVE			AH&M ENTERPRISES LLC			\$292,800	\$1,090,700	\$1,383,500	3,804.63	3,804.63	3,804.63
315069300	305	N	RICHMOND ST			MYLEE'S EGG ROLLS LLC			\$74,700	\$168,000	\$242,700	667.43	667.43	667.43
315071200	225	N	RICHMOND ST			BLUE OFFICE LLC			\$255,200	\$450,400	\$705,600	1,940.40	1,940.40	1,940.40
315105800	532	W	COLLEGE AVE			KEYSTONE FUTURES LLC			\$62,900	\$534,000	\$596,900	1,641.48	1,641.48	1,641.48
315105900	530	W	COLLEGE AVE	ANDREW	R	THORNELL			\$60,500	\$140,500	\$201,000	552.75	552.75	552.75
315106000	524	W	COLLEGE AVE	PATRICK	J	FLANAGAN			\$246,300	\$367,000	\$613,300	1,686.58	1,686.58	1,686.58
315106300	514	W	COLLEGE AVE			NOBLE ASSETS LLC			\$189,700	\$258,000	\$447,700	1,231.18	1,231.18	1,231.18
315106500	512	W	COLLEGE AVE			FRASER PROPERTIES LLC			\$64,000	\$109,500	\$173,500	477.13	477.13	477.13
315106700	508	W	COLLEGE AVE			FRASER PROPERTIES LLC			\$67,500	\$154,000	\$221,500	609.13	609.13	609.13
315106800	506	W	COLLEGE AVE			FRASER PROPERTIES LLC			\$66,200	\$137,500	\$203,700	560.18	560.18	560.18
315107000	500	W	COLLEGE AVE			COLLEGE AVE LEGACY LLC	75.00%		\$101,500	\$273,500	\$375,000	1,031.25	1,031.25	1,031.25
315107001	111	N	WALNUT ST	NATASHA		BANKS	25.00%		\$32,700	\$65,000	\$97,700	268.68	275.00	275.00
315107500	509	W	FRANKLIN ST			BELFEUIL RENTALS LLC			\$124,800	\$110,000	\$234,800	645.70	645.70	645.70
315107502	437	W	FRANKLIN ST			RUNNING PROPERTIES LLC			\$127,700	\$170,000	\$297,700	818.68	818.68	818.68
315107600	136	N	STATE ST	ROBERT		CASTON (ESTATE)			\$51,800	\$66,000	\$117,800	323.95	323.95	323.95
315110000	306	N	RICHMOND ST			KWIK TRIP INC			\$415,600	\$1,568,900	\$1,984,500	5,457.38	5,457.38	5,457.38
315110100	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL			\$67,700	\$655,300	\$723,000	1,988.25	1,988.25	1,988.25
315110120	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL			\$16,800	\$121,800	\$138,600	381.15	381.15	381.15
315110121	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL			\$85,300	\$495,900	\$581,200	1,598.30	1,598.30	1,598.30
315110122	400	N	RICHMOND ST			JN INVESTMENT PROPERTIES LLC ET AL			\$14,100	\$146,600	\$160,700	441.93	441.93	441.93
315113900	226	N	RICHMOND ST			2418 S ONEIDA ST LLC			\$83,600	\$100	\$83,700	230.18	275.00	275.00
315114700	208	N	RICHMOND ST	JAMIE	L	BOYCE			\$43,300	\$83,500	\$126,800	348.70	348.70	348.70
315114800	200	N	RICHMOND ST	JAMIE	L	BOYCE			\$60,600	\$96,000	\$156,600	430.65	430.65	430.65
315114801	204	N	RICHMOND ST	JAMIE	L	BOYCE			\$18,400	\$89,500	\$107,900	296.73	296.73	296.73
315115800	110	N	RICHMOND ST			OLD BRICK PROPERTIES LLC			\$647,700	\$489,100	\$1,136,800	3,126.20	3,126.20	3,126.20
315115900	638	W	COLLEGE AVE			FISHER LLC			\$41,700	\$37,800	\$79,500	218.63	275.00	275.00
315116000	600	W	COLLEGE AVE	EMILIANO		MORALES REV LIV TRUST			\$65,600	\$177,000	\$242,600	667.15	667.15	667.15

315116200	602	W	COLLEGE AVE	SHANE		KRUEGER			\$42,900	\$127,000	\$169,900	467.23	467.23	467.23
315116300	604	W	COLLEGE AVE			FDS LLC			\$36,100	\$134,500	\$170,600	469.15	469.15	469.15
315116400	606	W	COLLEGE AVE	FREDERICK	G	VANHANDEL			\$31,200	\$120,500	\$151,700	417.18	417.18	417.18
315116500	610	W	COLLEGE AVE	FREDERICK	G	VANHANDEL			\$25,700	\$128,000	\$153,700	422.68	422.68	422.68
315116600	612	W	COLLEGE AVE			INVESTMENT CREATIONS LLC			\$20,700	\$131,000	\$151,700	417.18	417.18	417.18
315116700	614	W	COLLEGE AVE			DRS INVESTMENTS LLC			\$18,600	\$132,000	\$150,600	414.15	414.15	414.15
315116800	616	W	COLLEGE AVE	DANIEL	J	YDE			\$12,700	\$93,000	\$105,700	290.68	290.68	290.68
315116900	618	W	COLLEGE AVE	ANTAR		BARQUET-LEYTE ET AL			\$11,200	\$34,500	\$45,700	125.68	275.00	275.00
315117300	700	W	COLLEGE AVE			GRANITE PEAK PROPERTY INVESTMENTS LP ET AL			\$937,500	\$1,409,300	\$2,346,800	6,453.70	5,500.00	5,500.00
315118400	137	N	RICHMOND ST			CHRISTENSEN LAND CO			\$281,100	\$555,500	\$836,600	2,300.65	2,300.65	2,300.65
315118700	133	N	RICHMOND ST			EVERGREEN CREDIT UNION			\$102,900	\$450,000	\$552,900	1,520.48	1,520.48	1,520.48
315121200	900	W	COLLEGE AVE	JOHN	C	MAY REV TRUST			\$282,700	\$1,045,000	\$1,327,700	3,651.18	3,651.18	3,651.18
315121600	926	W	COLLEGE AVE			CAPITAL CREDIT UNION			\$288,000	\$387,500	\$675,500	1,857.63	1,857.63	1,857.63
315128300	501	N	RICHMOND ST			TARDIGRADE PROPERTIES LLC			\$46,800	\$160,000	\$206,800	568.70	568.70	568.70
315191800	500	W	FRANKLIN ST			FRANKLIN PROPERTIES LLC			\$69,900	\$206,000	\$275,900	758.73	758.73	758.73
									\$29,257,500	\$153,596,000	\$182,853,500	<u>275,896.69</u>		

Appendix F

Map of District

