

June 12, 2017

Karen Harkness, Director
Community & Economic Development
100 North Appleton St.
Appleton, WI 54911-4799

Karen,

Thank you for the opportunity to submit our proposal for the remaining funds available to the Fox Cities Regional Partnership for 2017 funding. As discussed, the Partnership will be implementing its program for economic development and it is our desire to expand a few of our key programs. The following programs will be expanded and we respectfully request your support and funding of these expanded programs.

Talent Upload: This successful program brings talented college students from around Wisconsin, Iowa, Minnesota and Illinois. In the past, we have targeted engineering and IT students with over 100 participants. This year after listening to our business community, we are attempting to double the impact of this program and include students from finance, logistics and supply chain management in the mix hoping to get over 200 students to participate in the program scheduled for October 12-14.

Total Additional Costs - \$25,000

REQUEST: \$ 10,000

External Marketing: Last year we did a site selector familiarization tour with the I-41 partners hosting site selectors from around the Midwest. A very successful program highlighting the assets of the I-41 Corridor and introducing these site selectors to the region. It is our intent to reach out to these consultants again through a targeted mail campaign to renew their relationship with the Fox Cities as a follow up to their visit.

Total Additional Costs - \$10,000

REQUEST: \$ 5,000

Fox Cities Mural Project – PULSE: The success of several mural projects executed throughout the Fox Cities via ADI's Creative Downtown Committee as well as those created in tandem with 'Bazaar After Dark' events, has created an appetite for additional public, visual art in the Appleton area, as well as an opportunity to highlight the cultural amenities of our community. We see the need to expand these efforts beyond the borders of downtown and to include additional artists in these opportunities. Through both a building (mural site) RFP and artist RFP

we will create an opportunity for another artist and property owner to make a creative impact locally with the explicit approval of the Appleton Community and Economic Development Director.

Total Costs - \$5000-\$7000

REQUEST: \$5000

Thank you for your time and consideration.

Warm regards,

Bob

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