



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, April 12, 2017

5:00 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[17-430](#) CEDC Minutes from 3-8-17

Attachments: [CEDC Minutes 3-8-17.pdf](#)

4. Public Hearings/Apearances

[17-431](#) Presentation by Pam Seidl, Executive Director of Fox Cities Convention & Visitors Bureau, of the Destination NEXT Multi-User Online Diagnostic Tool Results: Fox Cities

Attachments: [Fox Cities DestinationNEXT Assessment - Summary.pdf](#)

5. Action Items

[17-456](#) Request to approve recommended funding for 2017 sponsorship requests from the Fox Cities Regional Partnership, Appleton Downtown, Inc., and Habitat for Humanity as outlined in the attached documents

Attachments: [Sponsorships Memo to CEDC 4-12-17.pdf](#)

[Sponsorship Requests April 2017.pdf](#)

[Fox Cites Chamber Sponsorships.pdf](#)

[Talent Upload Fall 2016 Final Report.pdf](#)

[ADI Sponsorships.pdf](#)

[Habitat for Humanity Sponsorship.pdf](#)

6. Information Items

[17-432](#) City of Appleton Community Development Block Grant (CDBG) Fact Sheet provided to the State at their request

Attachments: [COA CDBG Fact Sheet.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, March 8, 2017

5:00 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 5:00 p.m.

2. Roll call of membership

Present: 3 - Coenen, Reed and Siebers

Excused: 2 - Baranowski and Mann

Others present:
Shannon Alberts, Security Luebke Roofing
Patrick Connor, Newmark Grubb Pfefferle
Adam Meyers, Newmark Grubb Pfefferle

3. Approval of minutes from previous meeting

[17-294](#)

CEDC Minutes from 2-22-17

Attachments: [CEDC Minutes 2-22-17.pdf](#)

Reed moved, seconded by Siebers, that the Minutes be approved. Roll Call.
Motion carried by the following vote:

Aye: 3 - Coenen, Reed and Siebers

Excused: 2 - Baranowski and Mann

4. Public Hearings/Appearances

5. Action Items

[17-295](#)

Request to approve the Offer to Purchase from Manda Panda Properties LLC to purchase Lot 7, Plat 1 of Southpoint Commerce Park, consisting of approximately 3.3 acres, at a purchase price of \$132,000 (\$40,000 per acre) and staff be authorized to negotiate and execute a development or like agreement providing City investment in the project of up to 50% of the land purchase amount and granting a variance to the Deed Restrictions and Covenants to allow two years for commencement of construction

Attachments: [Security Luebke Cover Letter.pdf](#)
 [MandaPandaMemo Lot 7 Plat 1 Southpoint 2-28-17.pdf](#)
 [Manda Panda OTP.pdf](#)
 [Southpoint Lot7.pdf](#)

Siebers moved, seconded by Reed, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 3 - Coenen, Reed and Siebers

Excused: 2 - Baranowski and Mann

6. Information Items

[17-296](#)

The Community and Economic Development Committee may go into closed session pursuant to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale of Lot 7 of Plat 1 in the Southpoint Commerce Park and then reconvene into open session

The Committee did not go into closed session.

7. Adjournment

Siebers moved, seconded by Reed, that the meeting be adjourned at 5:06 p.m. Roll Call. Motion carried by the following vote:

Aye: 3 - Coenen, Reed and Siebers

Excused: 2 - Baranowski and Mann

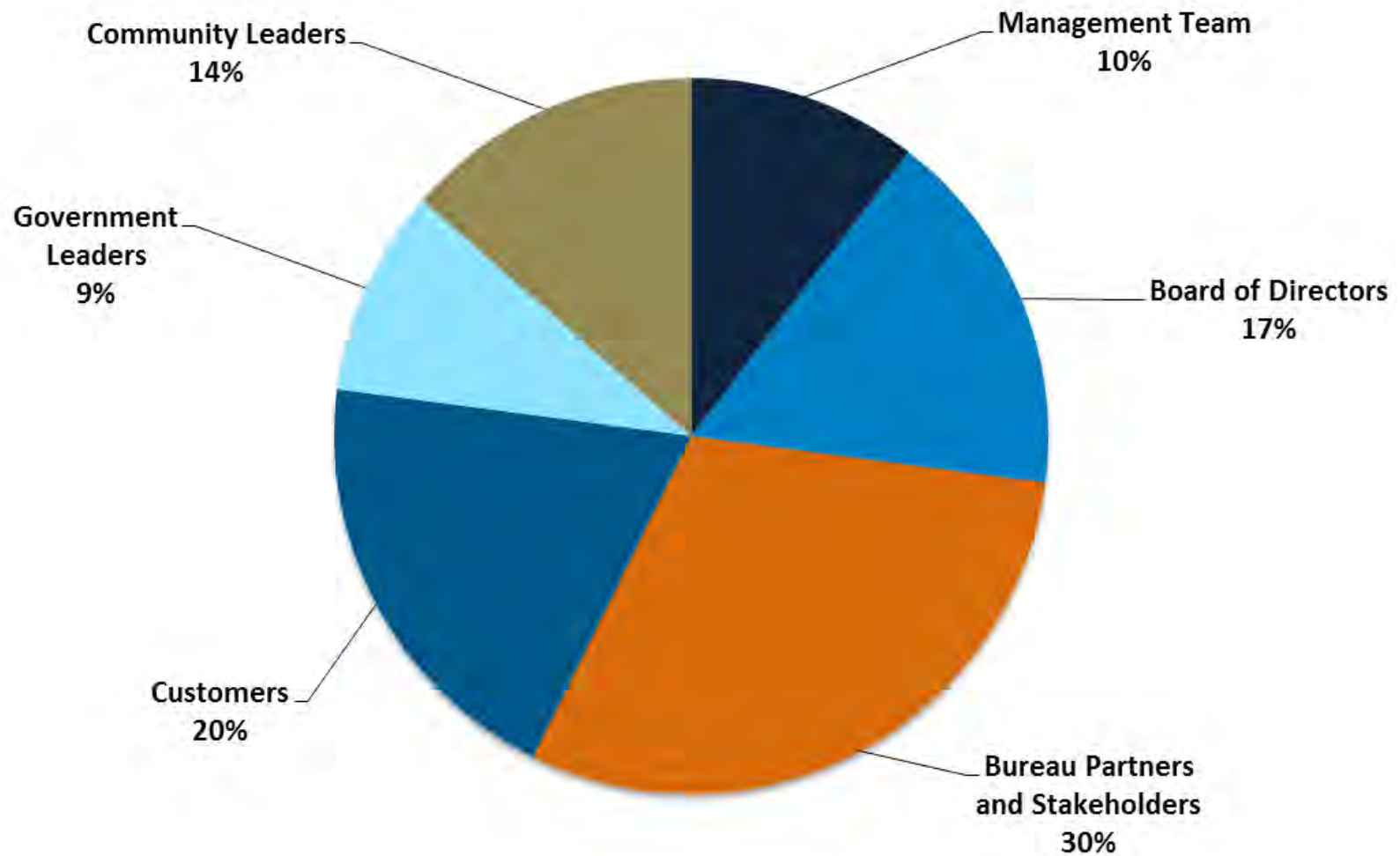
DESTINATION



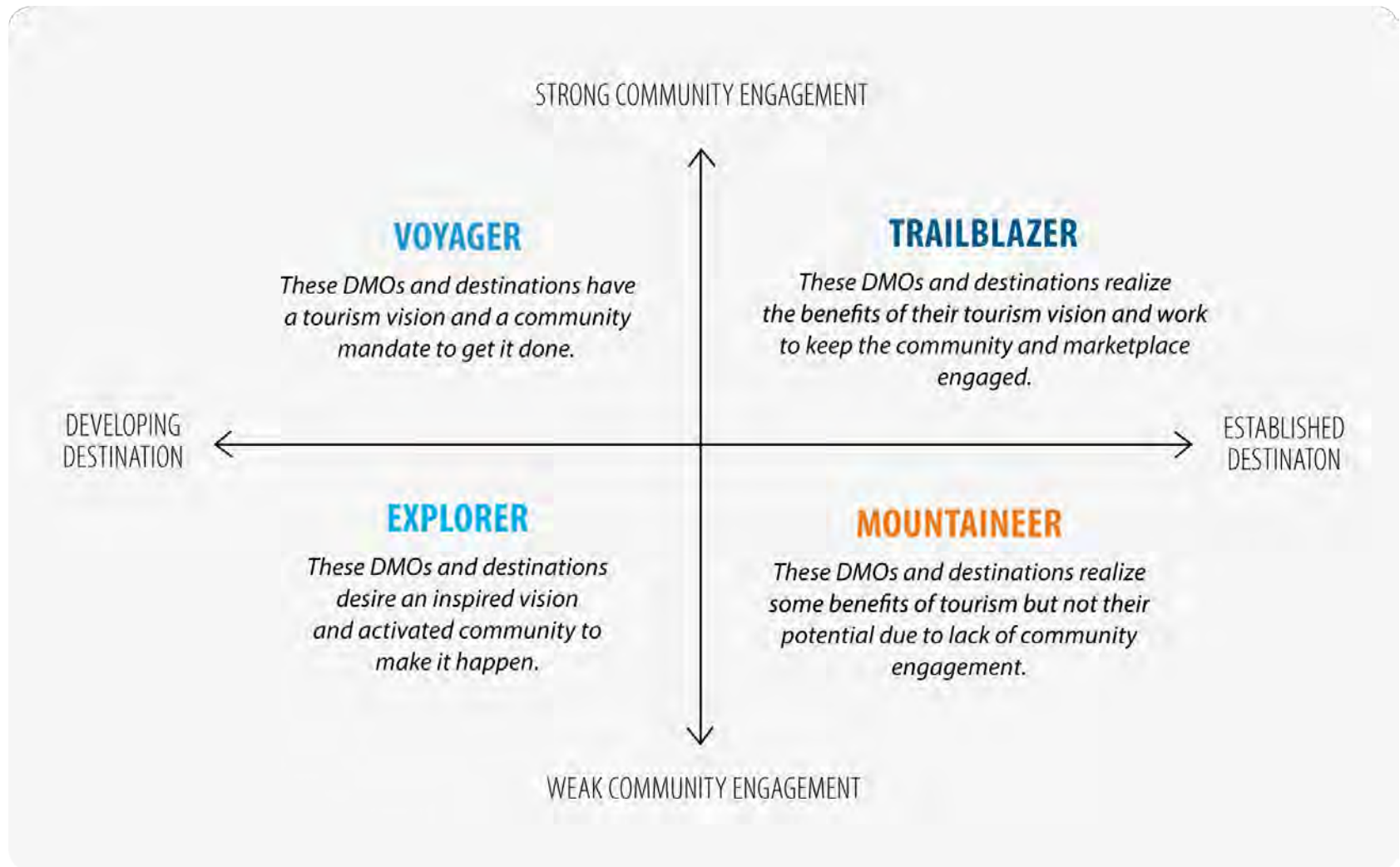
Multi-User Online Diagnostic Tool Results: **Fox Cities**

Pam Seidl
Executive Director
Fox Cities Convention & Visitors Bureau

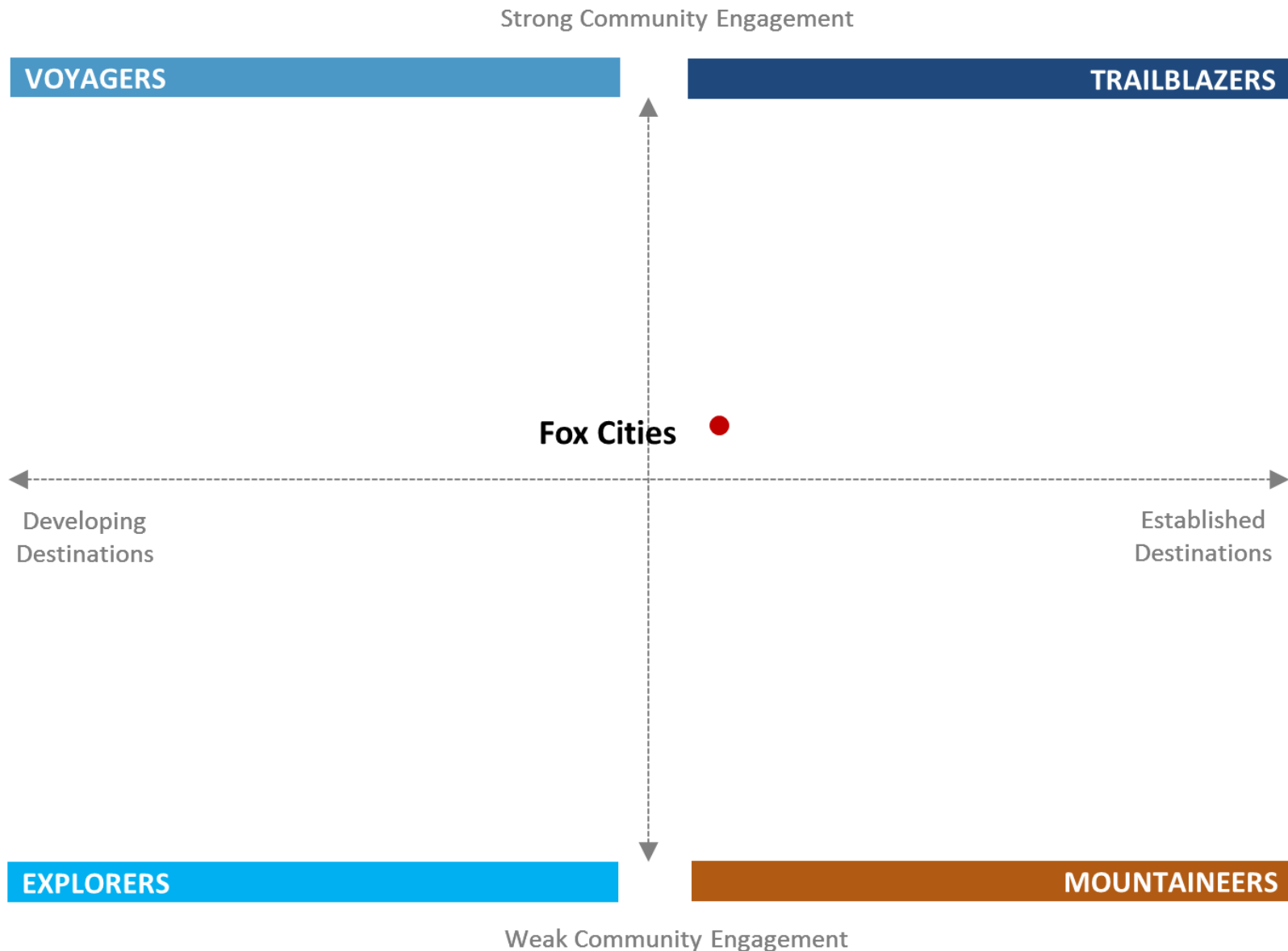
96 Responses



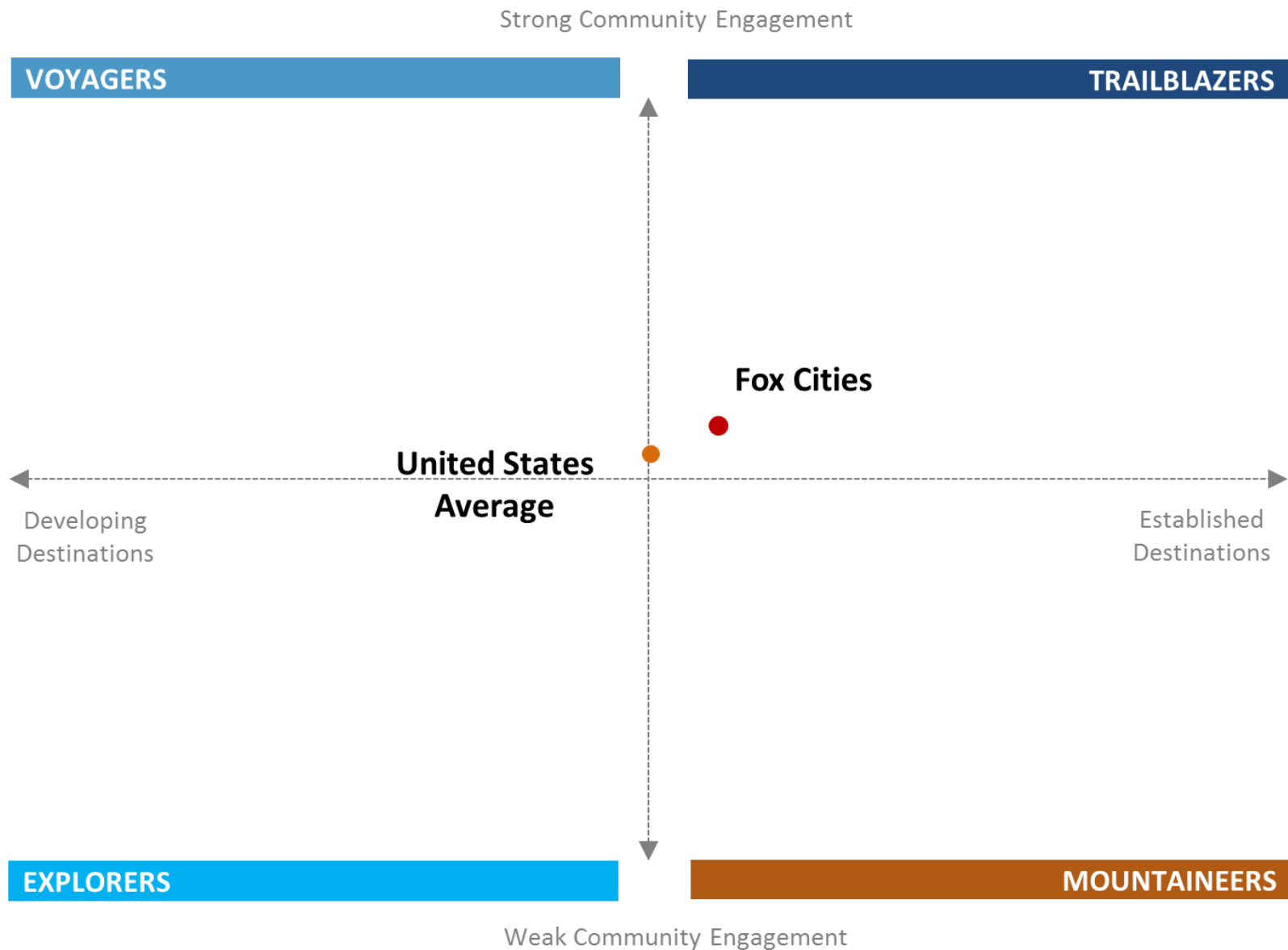
Definitions



Fox Cities Overall Assessment - Industry



Fox Cities Overall Assessment - USA



Trailblazers

These DMO's and destinations realize the benefits of their tourism vision and work to keep the community and marketplace engagement fresh and relevant.

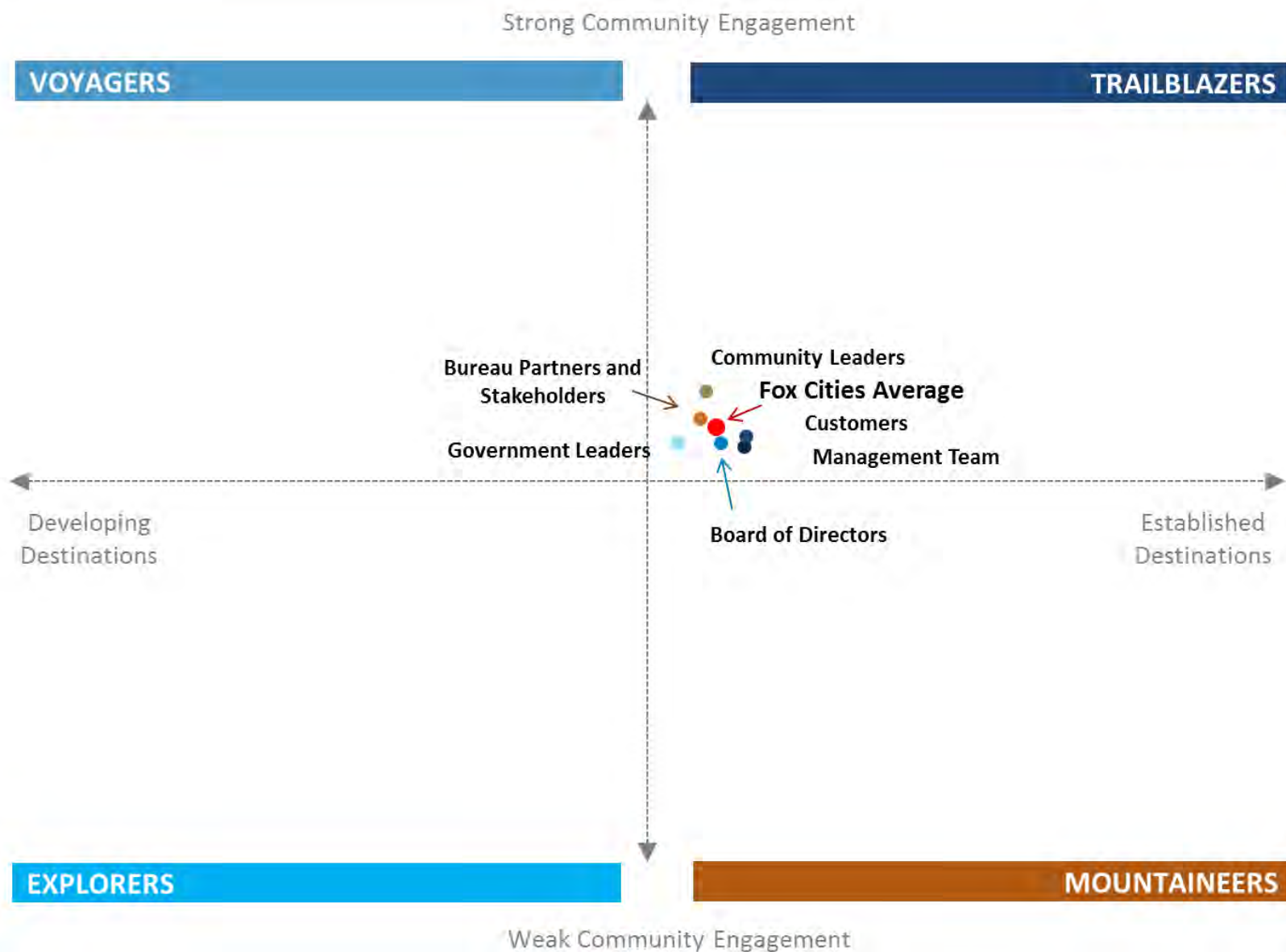
Key Strategic Challenges

- Avoiding complacency
- Continuing to evolve the destination that delivers a compelling and authentic marketplace experience
- Keeping your eye on the ball

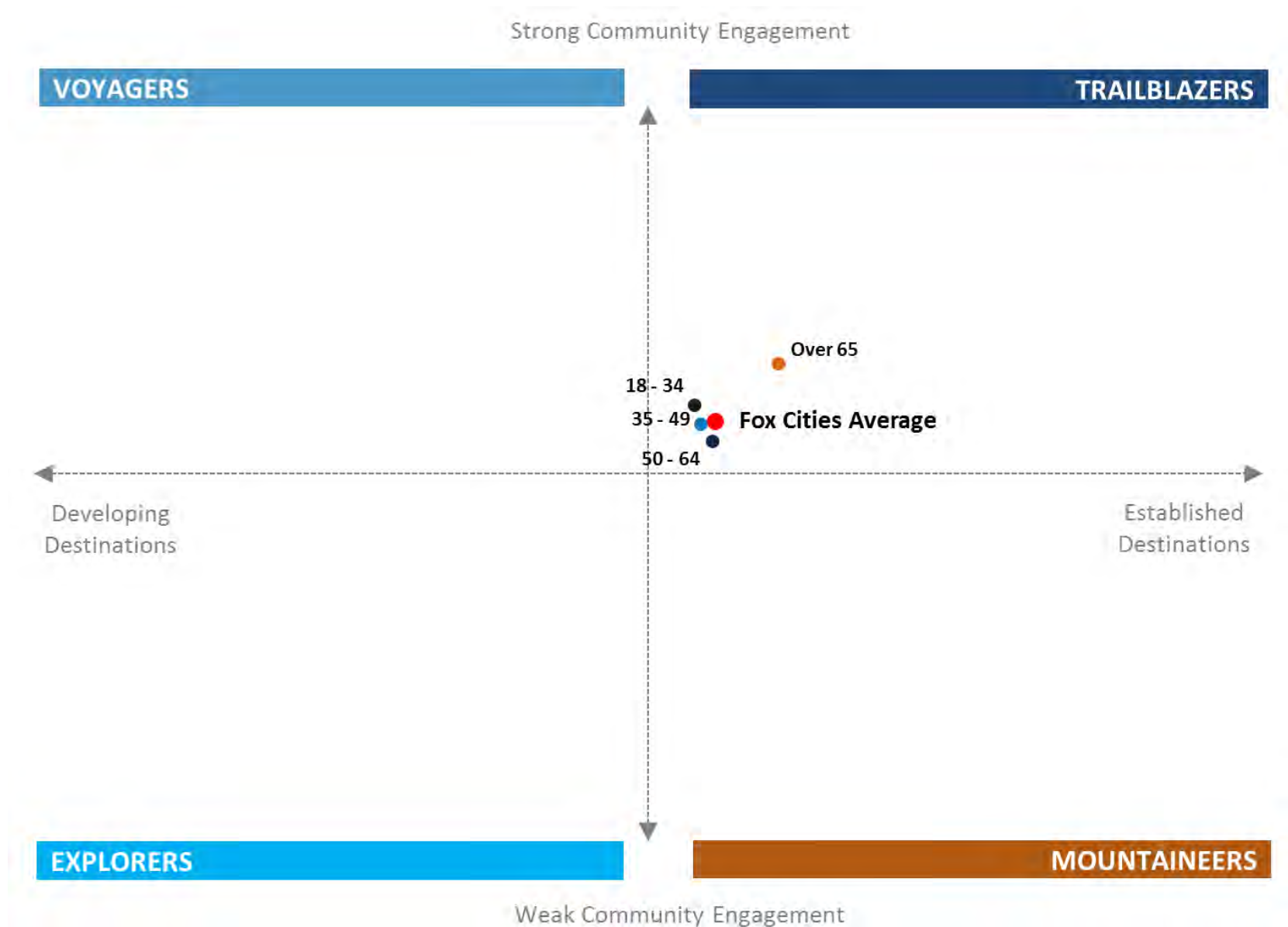
Strong Community Engagement



Fox Cities Overall Assessment - Stakeholders



Fox Cities Overall Assessment – Age Group



Destination Strength Ranking – Fox Cities



Attractions &
Entertainment

1st

2nd



Accommodation

2nd

4th



Events

3rd

3rd



Convention &
Meeting Facilities

4th

9th

This shows the top 4 Destination Strength ranked variables for Fox Cities based on their relative importance score.

Destination Strength: Relative Importance

This report card shows the relative importance of each variable starting with those that are perceived to have the greatest importance to the destination. The results of Fox Cities are then compared to the industry average.

Variable	Relative Importance (0-100%)		
	Industry Average	Fox Cities Average	Standard Deviation
Attractions & Entertainment	12%	10.7%	1%
Accommodation	12%	10.2%	2%
Events	9%	10.1%	1%
Convention & Meeting Facilities	10%	10.1%	2%
Destination Performance	12%	10.0%	2%
Sports & Recreation Facilities	9%	10.0%	2%
Brand	13%	9.8%	2%
Mobility & Access	7%	9.8%	2%
Communication & Internet Infrastructure	7%	9.8%	2%
Air Access	9%	9.6%	2%

Destination Strength: Report Card

This is the overall report card that shows the performance of Fox Cities' Destination Strength variables compared to the industry average.

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Fox Cities Average	Standard Deviation	Industry Average	Fox Cities Average	Standard Deviation
Attractions & Entertainment	12%	10.7%	1%	3.68	3.94	0.56
Accommodation	12%	10.2%	2%	3.42	3.91	0.66
Events	9%	10.1%	1%	3.73	3.93	0.55
Convention & Meeting Facilities	10%	10.1%	2%	3.12	3.38	0.58
Destination Performance	12%	10.0%	2%	3.83	4.15	0.61
Sports & Recreation Facilities	9%	10.0%	2%	3.32	3.55	0.72
Brand	13%	9.8%	2%	3.21	3.79	0.60
Mobility & Access	7%	9.8%	2%	3.04	3.48	0.62
Communication & Internet Infrastructure	7%	9.8%	2%	3.32	3.51	0.62
Air Access	9%	9.6%	2%	2.90	3.32	0.74
DESTINATION STRENGTH - Fox Cities						3.71
INDUSTRY AVERAGE DESTINATION STRENGTH						3.49

RESULTING SCENARIO TRAILBLAZERS

Note: **Green** shading signifies that the destination **outperformed** the industry average by greater than 0.2.
Yellow shading signifies that the destination **underperformed** the industry average by greater than 0.2 but less than 0.4.
Red shading signifies that the destination **underperformed** the industry average by greater than 0.4.

Destination Strength: Report Card – Stakeholder Group

This report card shows a breakdown of each stakeholder group's average when compared to the destination average for each variable.

Variable	Perceived Performance (1-5 scale)						
	Fox Cities Average	Management Team	Board of Directors	Bureau Partners and Stakeholders	Customers	Government Leaders	Community Leaders
Attractions & Entertainment	3.94	4.06	4.03	3.88	3.93	3.78	4.01
Accommodation	3.91	4.20	4.02	3.93	3.83	3.92	3.60
Events	3.93	3.86	3.98	3.95	4.06	3.84	3.72
Convention & Meeting Facilities	3.38	3.40	3.34	3.25	3.56	3.50	3.37
Destination Performance	4.15	4.54	4.45	3.87	4.12	3.88	4.31
Sports & Recreation Facilities	3.55	3.47	3.14	3.82	3.65	3.22	3.59
Brand	3.79	3.84	3.84	3.69	3.84	3.62	3.97
Mobility & Access	3.48	3.60	3.47	3.37	3.75	3.43	3.27
Communication & Internet Infrastructure	3.51	3.60	3.47	3.55	3.72	3.22	3.31
Air Access	3.32	3.19	3.29	3.25	3.36	3.44	3.46
# of Participants		10	16	29	19	9	13
DESTINATION STRENGTH							3.71
INDUSTRY AVERAGE DESTINATION STRENGTH							3.49

RESULTING SCENARIO TRAILBLAZERS

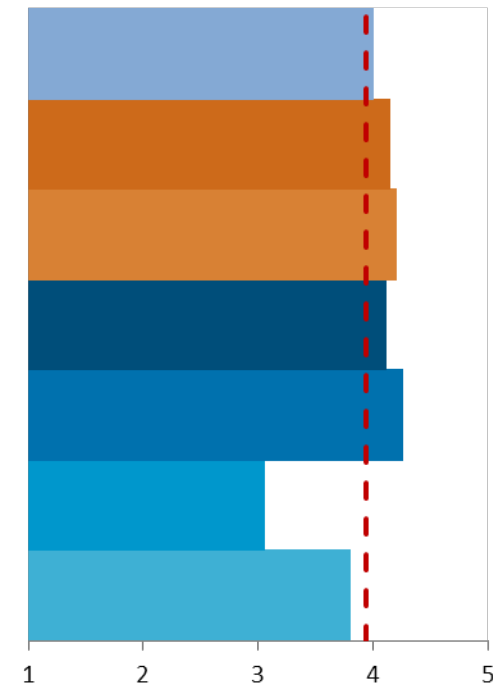
Note: **Green** shading signifies that the stakeholder group **outperformed** the destination average by greater than 0.2.

Yellow shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.2 but less than 0.4. 13

Red shading signifies that the stakeholder group **underperformed** the destination average by greater than 0.4.

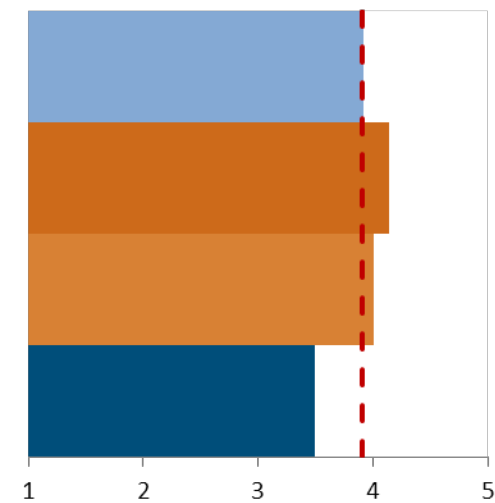
Attractions & Entertainment

- Authentic and unique attractions and entertainment opportunities
- The Fox Cities offers diverse and high-quality shopping opportunities
- Unique and high-quality dining options
- High-quality and wide-ranging arts and cultural attractions
- Wide diversity of parks and bike trails
- Large, famous attractions that cause people to stay
- Unique and vibrant neighborhoods



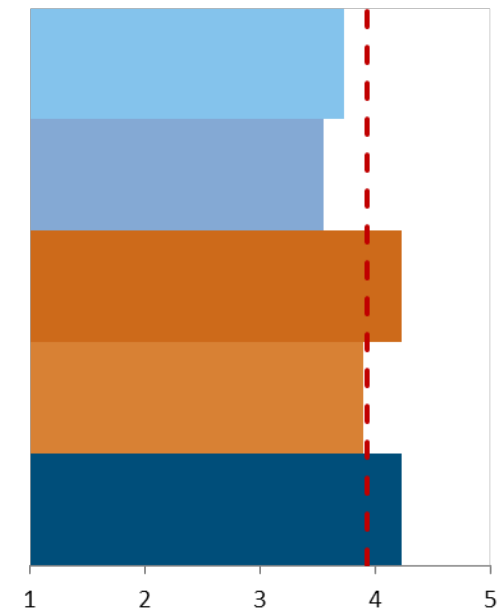
Accommodation

- Adequate accommodations capacity
- Diversity of accommodation price options
- Location of accommodation options meets visitor needs
- Sufficient number of large, headquarter hotels



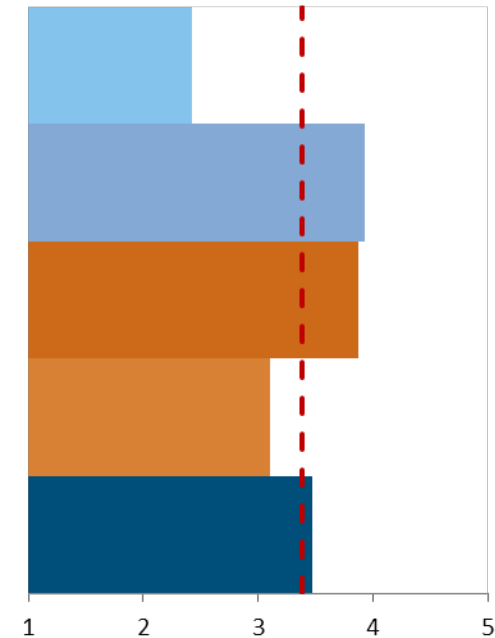
Events

- Offers a year-long series of major events that drive economic impact
- Diverse facilities/venues with capacity and availability
- Abundance of parks and outdoor spaces for handling special events
- County and municipal government is cooperative and supportive
- Citizens are supportive of hosting major national or international events



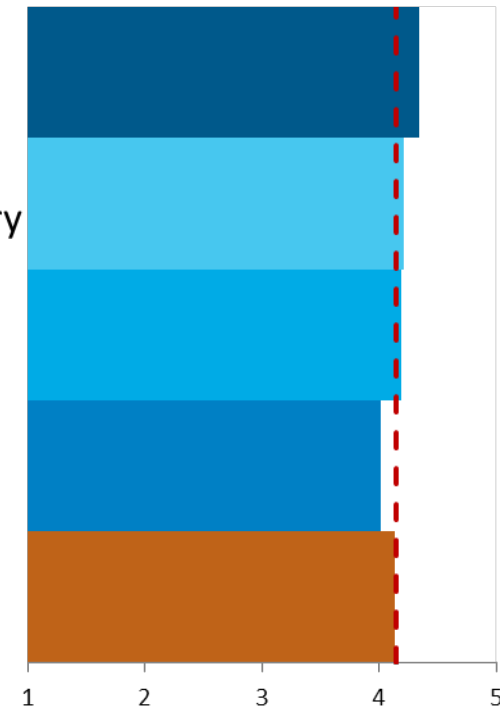
Convention & Meeting Facilities

- Necessary facilities to compete today
- Necessary facilities to compete for the next 25 years
- Good, unique off-site venues for special events
- Hotels/meeting venues take full advantage of the views
- Abundance of professional and experienced convention services suppliers



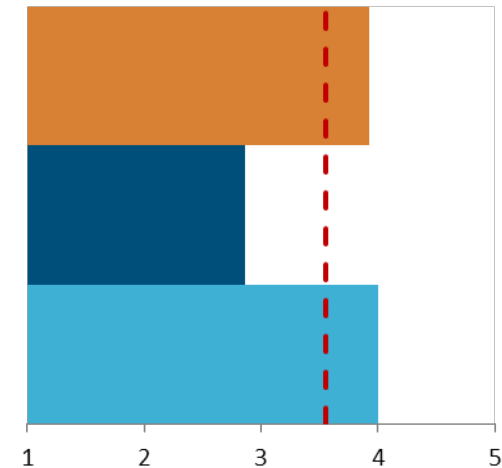
Destination Performance

- Adequately measures and tracks the performance of our tourism industry
- Communicating the performance and economic impact of our tourism industry
- Positive growth in overnight visitation
- Successfully converting leads for meetings and conventions
- Hotels are performing well (e.g. Occupancy, RevPAR)



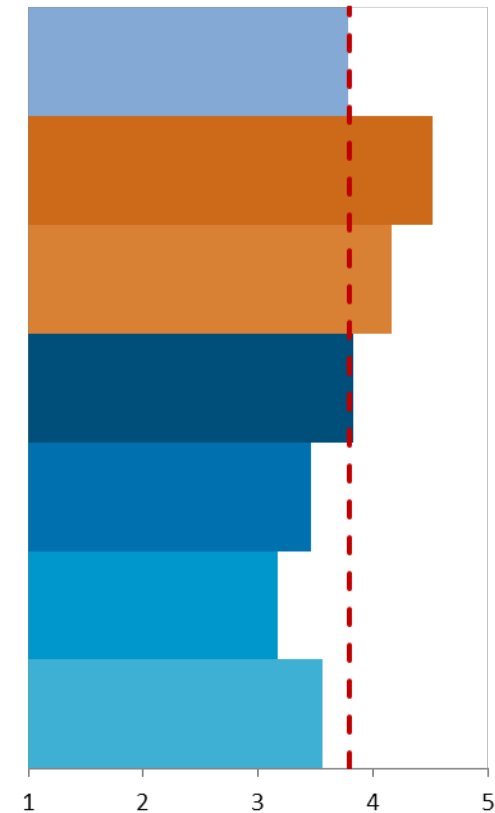
Sports & Recreation Facilities

- Sports fields to host major amateur and collegiate sporting events
- Venues to host major professional sporting events
- Local sports leadership are engaged in pursuing sporting events



Brand

- Established brand that is simple, memorable, and market-tested
- Known for being safe, clean, and secure for visitors
- Known as being healthy and an outdoor, active city
- Known for having a lot of things to see and do
- Known as an environmentally conscious and sustainable destination
- Known as a high-tech, innovative city
- Appeals to a wide range of visitors



In your opinion, what is the main icon image for Fox Cities?



1st Ranked Icon Image

Fox River Mall

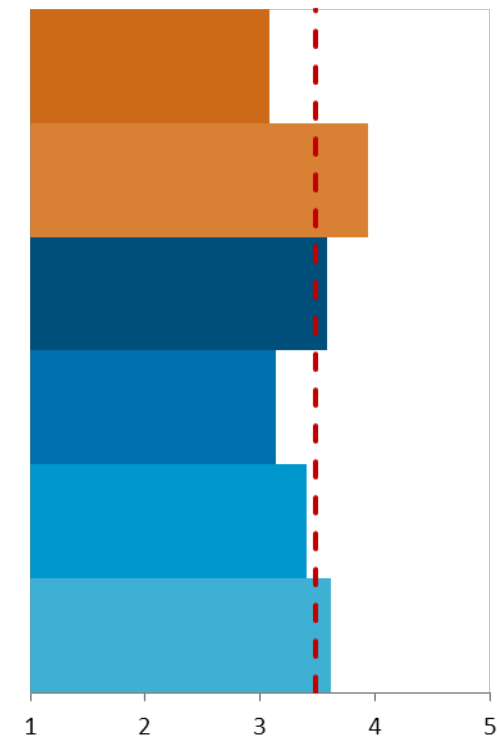


2nd Ranked Icon Image

Fox River

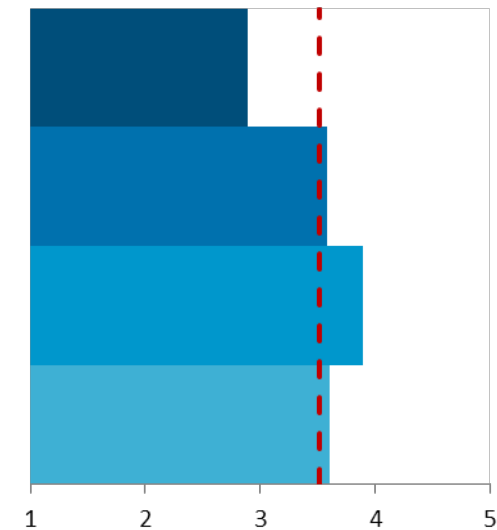
Mobility & Access

- Adequate public transportation
- Great directional signage and wayfinding
- Good quality roads that can easily handle traffic
- Bicycle-friendly city with easy, well-marked bike routes
- Good access and services for those with disabilities
- Known as a walkable city



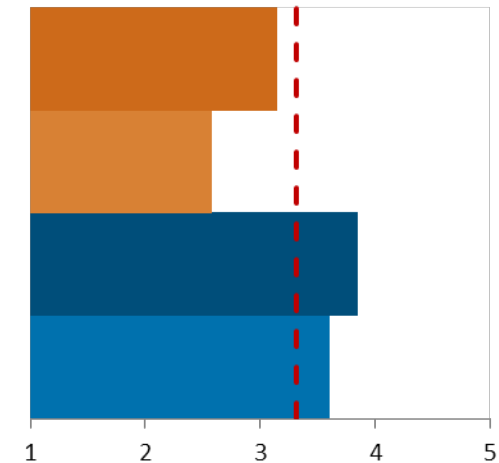
Communication & Internet Infrastructure

- Wi-Fi in outdoor/public areas with high visitor traffic
- Substantial Wi-Fi access in Meeting/convention facilities
- Industry uses and leverages social media to support the brand
- Mobile and Internet coverage/availability







Air Access

- Domestic air access in terms of number of flights and capacity
- International air access in terms of number of flights and capacity
- Airport is a state-of-the-art facility with capacity to grow
- Airport offers a true destination "sense of place"



Community Support & Engagement Ranking – Fox Cities



	Relative Importance	Perceived Performance
 <p>Economic Development</p>	1 st	4 th
 <p>Funding Support & Certainty</p>	2 nd	7 th
 <p>Effective Advocacy Program</p>	3 rd	6 th
 <p>Workforce</p>	4 th	8 th

This shows the top 4 Community Support & Engagement ranked variables for Fox Cities based on their relative importance score.

Community Support & Engagement: Relative Importance

This report card shows the relative importance of each variable starting with those that are perceived to have the greatest importance to the destination. The results of Fox Cities are then compared to the industry average.

Variable	Relative Importance (0-100%)		
	Industry Average	Fox Cities Average	Standard Deviation
Economic Development	9%	12.8%	1%
Funding Support & Certainty	13%	12.7%	1%
Effective Advocacy Program	9%	12.6%	2%
Workforce	9%	12.5%	1%
Industry Support	12%	12.5%	1%
Local Community Support	11%	12.3%	2%
Regional Cooperation	9%	12.3%	1%
Hospitality Culture	10%	12.3%	2%

Community Support & Engagement: Report Card

This is the overall report card that shows the performance of Fox Cities' Community Support & Engagement variables compared to the industry average.

Variable	Relative Importance (0-100%)			Perceived Performance (1-5 scale)		
	Industry Average	Fox Cities Average	Standard Deviation	Industry Average	Fox Cities Average	Standard Deviation
Economic Development	9%	12.8%	1%	3.91	4.01	0.63
Funding Support & Certainty	13%	12.7%	1%	3.06	3.66	0.80
Effective Advocacy Program	9%	12.6%	2%	3.39	3.82	0.68
Workforce	9%	12.5%	1%	3.16	3.42	0.75
Industry Support	12%	12.5%	1%	3.70	4.08	0.72
Local Community Support	11%	12.3%	2%	3.60	3.84	0.58
Regional Cooperation	9%	12.3%	1%	3.58	4.04	0.74
Hospitality Culture	10%	12.3%	2%	3.55	4.18	0.57
COMMUNITY SUPPORT & ENGAGEMENT - Fox Cities						3.88
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT						3.60

RESULTING SCENARIO

TRAILBLAZERS

Note: **Green** shading signifies that the destination **outperformed** the industry average by greater than 0.2.
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Community Support & Engagement: Report Card – Stakeholder Group

This report card shows a breakdown of each stakeholder group's average when compared to the destination average for each variable.

Variable	Perceived Performance (1-5 scale)						
	Fox Cities Average	Management Team	Board of Directors	Bureau Partners and Stakeholders	Customers	Government Leaders	Community Leaders
Economic Development	4.01	4.12	4.02	3.94	4.08	3.82	4.10
Funding Support & Certainty	3.66	3.50	3.56	3.86	3.32	3.67	3.92
Effective Advocacy Program	3.82	3.83	3.75	3.95	3.63	3.74	3.90
Workforce	3.42	3.25	3.31	3.52	3.29	3.39	3.69
Industry Support	4.08	4.00	4.03	3.98	4.13	4.06	4.35
Local Community Support	3.84	3.72	3.75	3.84	3.91	3.59	4.12
Regional Cooperation	4.04	4.05	3.81	4.00	4.26	3.83	4.19
Hospitality Culture	4.18	3.80	4.25	4.28	4.08	4.28	4.23
# of Participants		10	16	29	19	9	13
COMMUNITY SUPPORT & ENGAGEMENT							3.88
INDUSTRY AVERAGE COMMUNITY SUPPORT & ENGAGEMENT							3.60

RESULTING SCENARIO

TRAILBLAZERS

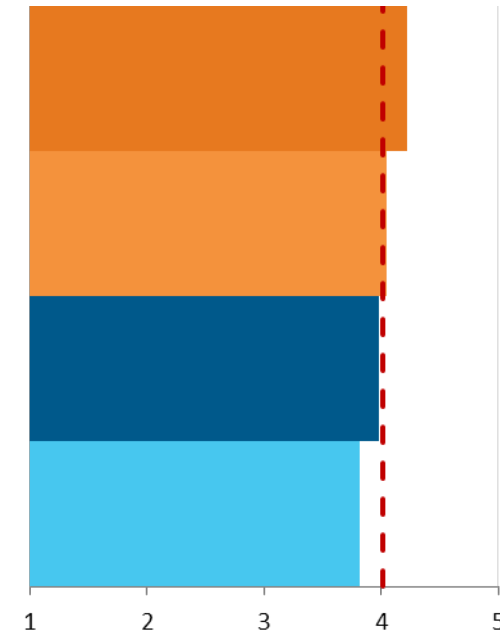
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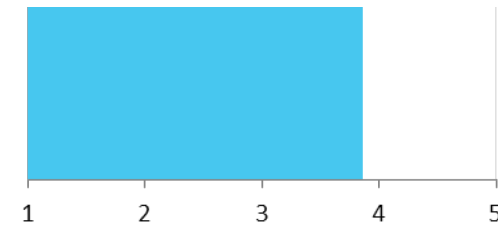
Economic Development

- CVB/Tourism industry is vital in our community's economic strategies
- CVB has a good working relationship with local chambers
- Tourism and the meetings industry are identified as key economic drivers
- Tourism master plan for Fox Cities



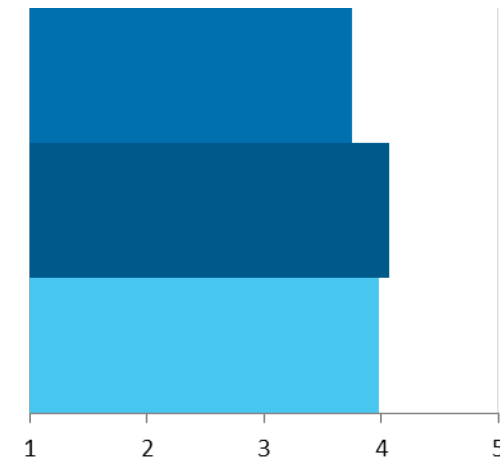
Funding Support & Certainty

■ Stable & sufficient revenue sources to fund their strategies



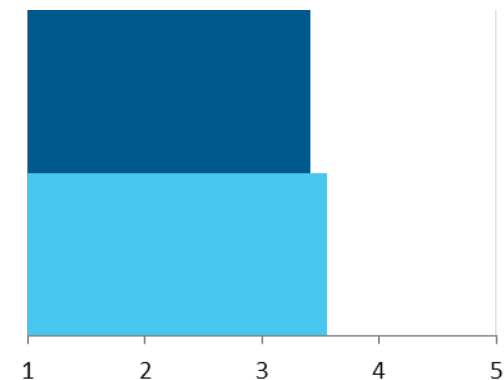
Effective Advocacy Program

- Advocacy program is successful in educating government
- Local government is supportive of CVB programs and the tourism industry
- Local government relies on CVB for input on destination management



Workforce

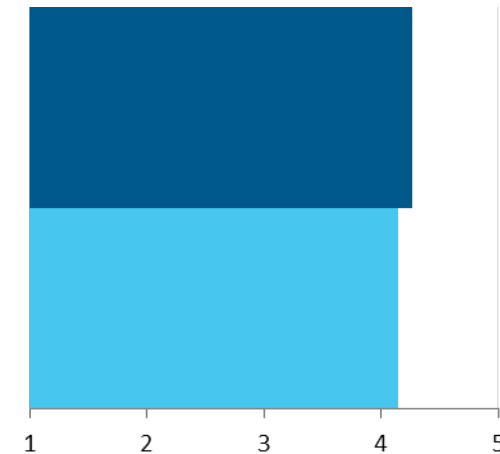
- Hospitality industry is able to attract and retain a high-quality workforce
- Workforce is stable and has a positive labor relations environment



Industry & Stakeholder Support

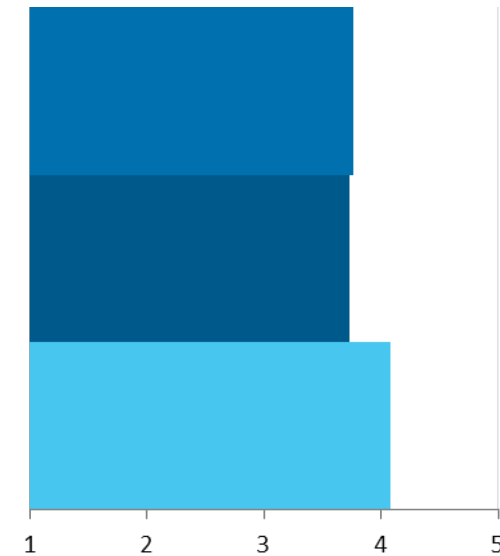
■ CVB is seen as a leader in the state and regional tourism industry

■ Industry leaders/stakeholders are supportive of the direction of CVB



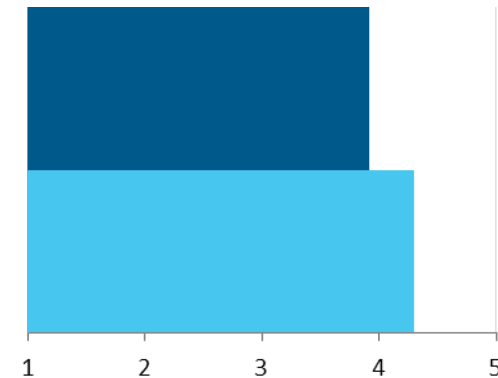
Local Community Support

- Locals have a general understanding/positive perception of tourism
- CVB has great corporate support
- Tourism industry gets positive media coverage locally



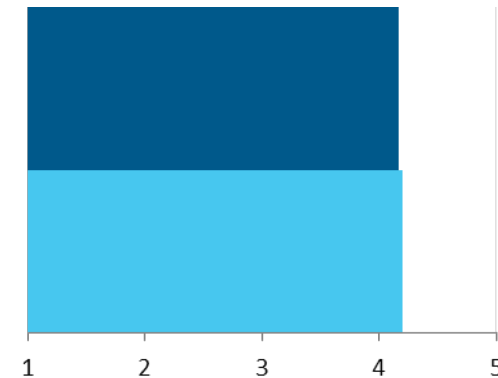
Regional Cooperation

- There is broad collaboration and coordination among tourism partners
- CVB marketing efforts have broad economic benefits across the region



Hospitality Culture

- Hospitality culture that welcomes visitors and improves their experience
- Reputation for offering high-quality customer service



Key Takeaways

- Stakeholders closely aligned on perceptions about destination
- Currently in the Trailblazer scenario, with above average destination strength and community support & engagement
- No significant issues were found in the Community Support & Engagement variables



Destination Strength Opportunities for Improvement

- Large, famous attractions
- Large headquarter hotel
- Necessary facilities to compete today
- Venues to host professional sporting events
- To be known as a high-tech & innovative city
- Need for adequate public transportation
- To be bicycle friendly
- Public Wi-Fi
- A need for more domestic and international air access

Thank you

Pam Seidl

Executive Director

pseidl@foxcities.org

920.734.3358

www.foxcities.org



FOX CITIES

GREATER APPLETON

*Wisconsin's
Shopping Place™*



MEMORANDUM

TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: April 12, 2017

RE: Sponsorships for 2017

When Council approved the 2017 budget, it included \$72,000 for Marketing, Business Services, Other Contracts and Obligations. Of the \$72,000 approved, \$36,000 was allocated for the Fox Cities Regional Partnership and \$36,000 was allocated for other opportunities.

For the Fox Cities Regional Partnership, we are recommending sponsoring four opportunities that total \$18,500. If approved, there would remain \$17,500 of the \$36,000 approved in the 2017 budget.

For other opportunities, we are recommending sponsoring seven happenings for Appleton Downtown, Inc. (ADI) that will total \$15,000. We are also recommending sponsoring one event for Habitat for Humanity that totals \$5,000. If these two recommendations are approved for a total of \$20,000, and along with \$4,800 previously allocated, we would have a remaining balance of \$11,200.

Please see the attached documents for further detail and feel free to contact Karen Harkness, Director of Community and Economic Development at 920-832-6408 or email karen.harkness@appleton.org with any questions.

Fox Cities Regional Partnership Request	<i>Requested</i>	<i>Recommend</i>
The Artery - early Aug. - Downtown Riverfront	\$1,000	\$1,000
Bazaar After Dark - September - Wisconsin Ave.	\$9,000	\$5,000
YP Week - April 22 to 29	\$5,000	\$2,500
Talent Upload - September 2017	\$10,000	\$10,000
Mural	\$5,000	\$0
Total	\$30,000	\$18,500

- 2017 Budget allocated \$36,000 to Fox Cities Regional Partnership, Remaining \$17,500

Appleton Downtown Inc. (ADI) Request	<i>Requested</i>	<i>Recommend</i>
The Trolley		
Art on the Town - 5 events - May-September		
Light up the Night/Window Walk		
Downtown for the Holidays		
State of the Downtown Report		
Small Business Saturday		
Summer Support Banner displayed at 14 Thursday concerts and Farm Market		
Total	\$15,000	\$15,000

- ADI did not break out the sponsorships

Habitat for Humanity Request	<i>Requested</i>	<i>Recommend</i>
Rock the Block - Arbutus Park Neighborhood - September	\$5,000	\$5,000
Total	\$5,000	\$5,000

Overall Total of	\$20,000
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*2017 Budget allocated \$36,000 to Marketing, Business Services and Other Contracts

\$3,800 previously allocated to 6 vendors – Remaining balance \$12,200



FOX CITIES
CHAMBER

SPONSORSHIP
CATALOG

2016-2017





TERMS AND CONDITIONS

- Right of first refusal is granted to all prior year's sponsors. You will have 30 days from the start of the campaign to commit for this year.
- Sponsorships/tables sold after the campaign may be sold at higher prices.
- Sponsorships will be invoiced 30 days after contract is signed and are due Net 30.
- Sponsor logos must be submitted by due date or with payment, whichever is earliest. The Fox Cities Chamber will use logos in its library if no updated logo is submitted.
- The Chamber reserves the right to modify a sponsor logo in regards to it being presented in color, black or white for inclusion on Chamber artwork.
- See completed signed contract for any additional terms and conditions that may apply.

PRIMARY CONTACT

Patty Milka
Vice President of Talent & Education
Fox Cities Chamber of Commerce
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(920) 734-7101



Fox Cities Chamber of Commerce
125 N. Superior Street, Appleton, Wisconsin 54911
www.foxcitieschamber.com





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ABOUT THE CHAMBER

INSPIRING COMMUNITY | STRENGTHENING BUSINESS | INVESTING IN PEOPLE

The Fox Cities Chamber is your resource for making your business goals possible. Our mission is to promote growth and prosperity in the Fox Cities. Our vision is to recognize the Fox Cities as a world-class community.

The Chamber is a dynamic group of dedicated professionals that provides business services to businesses of all sizes within the Fox Cities Region. The Chamber acts as an access point for solving business challenges, establishing and growing professional and social networks, and providing assistance for business leaders to achieve their goals.

The Fox Cities Chamber of Commerce captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its business members. The Chamber serves all of the Fox Cities communities within the counties of Outagamie, Calumet and the northern portion of Winnebago. The Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin.



125 N. Superior Street | Appleton, WI 5911 | (920) 734-7101 | info@foxcitieschamber.com

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BOARD OF DIRECTORS

BOARD OF DIRECTORS 2016-2017

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Ted Galloway
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Dean Kaufert
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Chris Matheny
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Program Coordinator, Talent & Education
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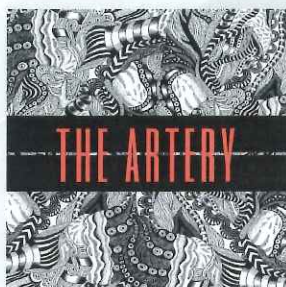
SPONSORSHIP OPPORTUNITIES & BENEFITS

The Artery

Ongoing/Seasonal

CONTACT INFORMATION:

Adrienne Palm
Director, Pulse Young Professionals Network
EMAIL: apalm@foxcitieschamber.com
PHONE: 920-734-7101



The Artery is the Fox Cities first urban market. This seasonal event has given local Wisconsin artists a platform to sell their work, meet fellow makers and keep driving the creative economy forward in Northeast Wisconsin.

* EARLY AUGUST *

* DOWNTOWN/RIVERFRONT *



SPONSORSHIP LEVELS

	Sponsor Level Title	Annual Presenting	Presenting (Available when Annual commitment is not fulfilled)	Sustaining Patron	Local Art Advocate
	Sponsor Price	\$6,000	\$3,500	\$1,000	\$300
	Number of Sponsors Needed	1		4	Unlimited
SPONSOR BENEFITS	Top placement on all marketing materials, including the "Presented By" tagline with your company name on all web & print recognition pre & post event	•			
	First right of refusal for all future events	•			
	First consideration for all media interviews (Television, Radio & Print)	•	•		
	Inclusion in all paid advertising	•	•		
	Access to Vendor information - Name/Business/Contact Info (with their explicit approval)	•	•		
	Logo Inclusion on all marketing pieces, web & print (Website Event page, Facebook Event page, Monthly Pulse Newsletter, Chamber Up2Date, Press Release, Signage, etc...)	•	•	•	
	Name Inclusion in all marketing pieces, web & print (see above)	•	•	•	•
	Name inclusion in all event communications	•	•	•	•
	Social Media Mention on two separate platforms up to 3x pre-event (Facebook & Twitter)	•	•	•	
	Custom Social Media Engagement	•	•		
	Customizable on-site activation/performance	•			
	On-site Booth Space with the ability to distribute materials/information/widgets to attendees	•			
	Logo on day-of signage	•	•	•	

Some events may be subject to change and have limitations due to existing sponsorships for coinciding state-related events.
We will do our best to accommodate your needs and requests.

Bazaar After Dark (Night Market)

Ongoing/Seasonal

* SEPTEMBER *
* WISCONSIN AVE *

CONTACT INFORMATION:

Adrienne Palm
Director, Pulse Young Professionals Network
EMAIL: apalm@foxcitieschamber.com
PHONE: 920-734-7101



Bazaar After Dark, the Fox Cities first night market, brings together live music, art vendors, food trucks, family activities and a few other quirky surprises. The free event attracts 3,000+ community members of all ages for an evening of fun, celebration and to support local businesses in the area.



SPONSORSHIP LEVELS

	Sponsor Level Title	Sponsor Price			
		Presenting	Premier	Contributing	Supporting
		\$9,000	\$5,000	\$2,500	\$1,000 & <
	Number of Sponsors Needed	1	2	4	Unlimited
SPONSOR BENEFITS	Top placement on all marketing materials, including the "Presented By" tagline with your name on all web & print representation pre & post event	•			
	First right of refusal for all future events	•			
	First consideration for all media interviews (Television, Radio & Print)	•			
	Inclusion in all paid advertising	•	•		
	Exclusivity of Industry (i.e. no industry competitors)	•	•		
	Logo Inclusion on all marketing pieces, web & print (Website Event page, Facebook Event page, Event Program to be handed out at the event, Monthly Pulse Newsletter, Chamber Up2Date, Press Release, Signage, etc...)	•	•	•	
	Access to Vendor information - Name/Business/Contact Info (with their explicit approval)	•	•	•	
	Name Inclusion in all marketing pieces, web & print (see above)	•	•	•	•
	Name inclusion in all event communications	•	•	•	•
	Social Media Mention on two separate platforms up to 3x pre-event (Facebook & Twitter)	•	•	•	
	Custom Social Media Engagement	•	•		
	Customizable on-site activation/performance	•			
	VIP Lounge Access for all employees, clients and guests of your choosing	•	•		
	On-site Booth Space with the ability to distribute materials/information/widgets to attendees	•	•	•	
	Custom invitation to distribute internally to all employees	•	•	•	

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YP Week

Last Week of April

4/22 - 4/29
Various locations

CONTACT INFORMATION:

Adrienne Palm
Director, Pulse Young Professionals Network
EMAIL: apalm@foxcitieschamber.com
PHONE: 920-734-7101



ypWeek

YPWeek is a weeklong platform for discovery, adventure and meaningful conversations about the issues that matter among young professionals in Wisconsin. YPWeek brings together key leaders in the community, at purposefully chosen locations that integrate the unique cultural assets with meaningful learning or social interaction. The activities engage the millennial workforce in experiences that are important, while educating employers on the important role these functions play in retaining workforce.



SPONSORSHIP LEVELS

	Sponsor Level Title	SPONSORSHIP LEVELS		
		Presenting	Full Week	Single Event
	Sponsor Price	\$10,000	\$5,000	\$2,500
	Number of Sponsors Needed	1	2	2
SPONSOR BENEFITS	Top placement on all marketing materials, including the "Presented By" tagline with your name/logo on all web & print representation pre & post event	*		
	First right of refusal for annual YP Week Events (subject to price change)	*		
	Access to statewide network of YP leaders via email introduction	*		
	First consideration for all local and statewide media interviews (Television, Radio & Print)	*		
	Inclusion in all local paid advertising	*	*	
	Exclusivity of Industry (i.e. no industry competitors will be permitted to sponsor)	*	*	
	Logo Inclusion in statewide website & regional media coverage	*	*	
	Logo Inclusion on all local marketing pieces, web & print (Website Event page, Facebook Event page, Event Program, Monthly Pulse Newsletter, Chamber Up2Date, Press Release, Signage, etc...)	*	*	Applies to the specific event to be hosted
	Recognition in all marketing pieces, web & print (see above)	Logo	Logo	Name
	Recognition in all event communications	Logo	Logo	Name
	Social Media Mentions	30 (minimum)	15 (minimum)	5 (minimum)
	Custom Social Media Engagement	*		
	Customizable on-site program introduction	3	1	1
	Provide program content (subject to committee review)	3	1	n/a
	On-site Booth Space with the ability to distribute materials/information/widgets to attendees	3	2	1

Some events may be subject to change and have limitations due to existing sponsorships for coinciding state-related events. We will do our best to accommodate your needs and requests.



TALENT UPLOAD FOX CITIES TOUR

A PROGRAM OF 

Fall 2016: FINAL REPORT

september 29-october 1, 2016

2015

INTERNATIONAL ECONOMIC
DEVELOPMENT COUNCIL
EXCELLENCE
IN ECONOMIC DEVELOPMENT
AWARDS

WINNER OF IEDC'S 2015 BEST IN SHOW

FOX CITIES
REGIONAL
PARTNERSHIP
A DIVISION OF 

FoxCitiesRegion.com/talent-upload

THANK YOU

16 PARTICIPATING EMPLOYERS LOOKING FOR:

139 engineering interns | 58 entry-level engineering hires
37 IT or computer science interns | 33 entry-level IT or computer science hires

GIGABYTE EMPLOYERS



MEGABYTE EMPLOYERS



KILOBYTE EMPLOYERS



CONTRIBUTING SPONSORS



J. J. Keller & Associates, Inc. is a proud participant in Talent Upload program since its inception. As a growing company, with a strong focus on hiring technology talent, it is critical that we have engaging ways to connect with students. Talent Upload is a valuable and meaningful program that exposes students to career opportunities and hiring companies within the Fox Cities.

Cindy Enli, Talent Acquisition Manager
J. J. Keller & Associates, Inc.

THANK YOU

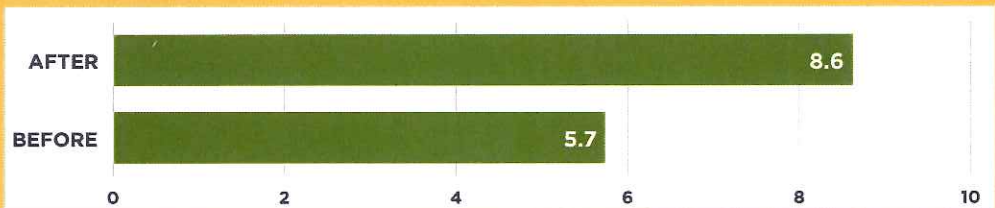
74 STUDENTS FROM 13 PARTICIPATING UNIVERSITIES

13 seeking engineering internships
27 seeking FT entry-level engineering positions
30 seeking IT or computer science internships
7 seeking FT entry-level IT or computer science positions

Lawrence University | Michigan Tech | Purdue University | UW Stout
UW-Platteville | UW-Stout | UW-Madison | UW-Green Bay | UW-Eau Claire
UW-Milwaukee | UW-Oshkosh | UW-Stevens Point | Valparaiso University

BEFORE & AFTER TALENT UPLOAD STUDENT SURVEY RESULTS

What is your perception of starting your career in the Fox Cities?



What is your perception of living in the Fox Cities?



What is your perception of living as a young professional in the Fox Cities?



How likely are you to pursue a job/internship in the Fox Cities?



March 14, 2017

Karen Harkness
Director of Community and Economic Development
100 N. Appleton Street
Appleton, WI 54911

Dear Karen,

Downtown Appleton has become the premiere arts and culture district for the entire Fox Cities, and support from the City of Appleton is critical to maintaining our annual calendar of quality events, programs and attractions. Now is the time for the city to secure your spot as a sponsor at some of our most popular events. This special package rate detailed below will increase your exposure and demonstrate your commitment to downtown.

For your \$15,000 contribution in 2017, the City of Appleton will receive recognition associated with the following events/amenities in downtown: The Trolley, Art on the Town (5 events May-Sept), Light Up Night/Window Walk, Downtown for the Holidays, the State of Downtown report, Small Business Saturday, and our Summer Support Banner (displayed at 14 Thursday concerts and every weekend at the Farm Market). Given your history of support, we can offer the City of Appleton this discounted package to maximize your sponsorship dollars.

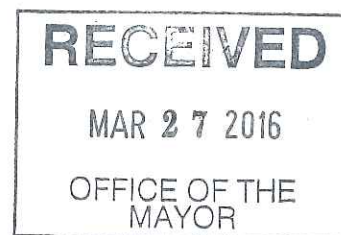
As you know, Appleton's vibrant downtown contributes to the community's economic vitality and improves quality of life for residents and businesses. Statistics show that the arts and culture sector in Wisconsin generates \$535 million in economic activity, \$65 million in local and state revenue, and \$479 million in resident income, according to the Wisconsin Arts Board (Economic Impact Study, 2010).

You know better than almost anyone the powerful way these events transform public spaces into desirable places for people. Your sponsorship of Appleton Downtown's events builds on your investment in Houdini Plaza, College Ave and the surrounding areas.

Thanks for your consideration. I look forward to hearing from you soon!

Warmly,


Jennifer Stephany
Executive Director
Appleton Downtown Inc.



March 21, 2017

Mayor Tim Hanna
City of Appleton
100 N Main Street
Appleton, WI 54911

Dear Tim,

Our thanks to the City of Appleton for supporting "Rock the Block." The City's \$5,000 contribution will help support our work on this September's Columbus School Area Rock the Block and our continued work in the Pierce Avenue neighborhood.

Rock the Block continues to be a great catalyst for neighborhood improvement. We expect to work on over 30 properties around Columbus School. Neighborhood meetings are beginning soon to both encourage residents to sign up for repairs and become involved in helping their neighbors. Over 500 volunteers will again be engaged. The Chamber of Commerce will host a "Bazaar After Dark" to kick off the event. The entire event will bring tremendous energy and excitement to the improvement of the neighborhood.

We thank the City of Appleton for being a great partner in this effort. It is a great city and we are proud to report that the community is coming together to make it even better.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Weyenberg".

John Weyenberg
President-Executive Director

CDBG Fact Sheet

City of Appleton (2012PY-2016PY)

CDBG Allocation in the Last 5 Years:

Activities Funded in the Last 5 Years

The City of Appleton's CDBG funding has primarily focused on the following activities in the last 5 years:

- Housing rehabilitation (homeowner and rental)
- Neighborhood public facility improvements and revitalization
- Public Services
 - Domestic violence shelter
 - Homeless shelter and supportive services for families
 - Emergency homeless shelter for individuals
 - Emergency financial assistance programs
 - Mental health programs
 - Job readiness training programs
- Fair Housing services

Populations Served in the Last 5 Years

The City of Appleton has served many populations under the CDBG program during the last 5 years, almost all of which low- to moderate-income.

- Under **housing rehabilitation efforts**, the primary beneficiaries were first-time homebuyers, seniors, and disabled persons
- For **public facility improvements and revitalization**, working families and at-risk youth benefited the greatest.
- Our City's **public services** focused on serving clients that were homeless, domestic violence victims, disabled, and substance abuse recoverees.
- The Fair Housing services provided services to a range of beneficiaries, including seniors, veterans, disabled persons, working families, private landlords, renters, homeowners, and students.

Important Outcomes

Over the past 5 years, the City of Appleton has served many beneficiaries in the low- to moderate-income population through a variety of activities funded through the CDBG program. While the numbers don't paint a complete picture of how these programs and activities greatly benefit our community, it provides a sense of how impactful their services have been and are to City of Appleton residents and how committing CDBG dollars to these activities has assisted.

- Down-payment assistance—22 households
- Housing Rehabilitation—171 units
- Providing shelter & supportive services to homeless—1,896 individuals served
- Providing shelter & supportive services to domestic abuse victims—765 women & children served
- Emergency assistance—161 households

- Public facilities improved/revitalized—5
- Services/training for individuals with mental illness—11 individuals
- Job training for individuals recovering from substance abuse—170 individuals

Photos/Video of Projects

These links provided do not reflect an all-inclusive list of organizations funded through the CDBG program.

(STEP Industries) <https://www.youtube.com/watch?v=35ZQMmORIMk&feature=youtu.be>

(LEAVEN) <http://www.leavenfoxcities.org/stories-of-hope/>

(Harbor House) <https://www.youtube.com/watch?v=ltPCeO2r068>

(Homeless Connections) <http://homelessconnections.net/gallery/>

(Fox Valley Warming Shelter) <https://www.youtube.com/watch?v=mlvD59EqWqU>

(Housing Partnership of the Fox Cities) <http://www.housing-partnership.org/index.php/what-we-do/community-partnerships>

Impact of the Elimination of the CDBG Program

The City of Appleton's CDBG program serves as a funding source for a variety of nonprofit organizations throughout the Fox Cities area. While it is only a portion of their overall budget, without this funding, several projects and programs would not be sustainable or even exist. Furthermore, the capacity at which the agencies currently operate would be significantly affected by decreased or eliminated funding.

- The Salvation Army would be forced to allocate funds that were otherwise dedicated to their pantry program towards repairing their facility roof.
- The Mooring Programs, which provide housing and services for individuals suffering from addiction and substance abuse, would not be able to rehabilitate and maintain their housing stock.
- The Appleton Housing Authority's capacity to rehabilitate properties would decrease by about 6 homes.
- The local homeless shelters/domestic violence shelter would be required to reallocate or eliminate funding and ultimately serve fewer clients for services and programs offered
- Fewer households will receive emergency financial assistance, resulting in higher eviction rates and increased homeless counts

In addition to being a source of funding for various subrecipients throughout the community, loss of CDBG funding would impact City of Appleton programs and staff directly.

- The City of Appleton's Homeowner Rehabilitation Loan Program would have to rely heavily on program reserves and program income for sustainability, and likely serve fewer households overall
- The Neighborhood Program would need to seek additional funding to support their grant program for public facility improvements
- Administratively, the City of Appleton would lose approximately 20% funding annually

Most nonprofit agencies throughout the City of Appleton intricately work hand-in-hand with one another. Because of this relationship, the loss or decrease of funding for one agency will affect the operation and stability of another agency.

Overall, if CDBG is eliminated, the City of Appleton's low and moderate-income residents will be the most affected by this loss. This loss will result in fewer or no services or opportunities available to the individuals and families in need, which will ultimately increase the homeless concerns already identified.

Contact Person

If you have any questions, please do not hesitate to contact Nikki Gerhard, Community Development Specialist, at (920) 832-6469 or nikki.gerhard@appleton.org