



2019
**Downtown Appleton Business
Improvement District Operating Plan**

Downtown Appleton Business Improvement District Operating Plan 2019

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 2019 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI).

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 2017 which shall be the Sixteenth “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 2019.

A. Plan of Action

The Plan of Action Work Plan was developed by the BID and ADI 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, strategies identified role and tasks are identified in the Work Plan and align with the City of Appleton Comprehensive plan Chapter 14. (**Appendix A**)

B. 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 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 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 initiatives, strategies and tasks for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan.

D. 2017 Annual Report

The 2017 annual report is attached. The total assessed value of properties for the District for 2017 was \$123,013,300 2016 a 1.014% increase over the previous year. The vacancy rate of 18% was calculated based on a total of 227 total BID properties and condo units represents a decrease of one percent over the previous year.

Also included as **Appendix B** is the 2018 Midyear BID/ADI/CDA review summary

E. 2019 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 revenues of 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 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 this contracted and approved expenditures with ADI, and are expected to pay for about 30 percent of the projected by annual budget to implement a full downtown management program. Additional funds will be raised by ADI 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.

III. 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 pink and indicated by property in blue on **Appendix G**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of September 1, 2001. 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 zoned for commercial use by the City of Appleton Assessor on both sides of boundary streets are included in the District. The District includes 223 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 G**.

IV. 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. 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.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the BID Board for review and input.
3. ADI Staff and Board will edit the plan and submit it to the BID Board for approval based on comments by the BID Board.
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval.
5. The Common Council will act on the proposed BID Operational Plan for the following Plan Year.
6. 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.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

V. 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

VI. Method of Assessment - no change has been made to this section from the previous year.

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 zoned for 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 or owned by government agencies will not be assessed.

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 and BID Board. As is stated below, the assessment rate of \$2.50 for each \$1000 of assessed value remains for the thirteenth year with no increase recommended. The minimum and maximum also remain with no increase recommended.

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 2018 assessment shown in **Appendix E** was calculated as \$2.50 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,000 and no parcel assessed less than \$250, 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 2019 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.

**The 2018 BID assessment total is anticipated to be \$198,468
Assessment adjustments compared to previous year:**

| | Property Owner | Address | Adjustment amount | |
|---------------------------------------|-------------------------------------|-----------------------|-------------------|------------|
| Removed | | | | |
| 31-2-0384-00 | Valley Premier Property LLC | 222 Oneida St. | -211,000 | (527.50) |
| Added | | | | |
| 31-2-0144-00 | One Lawrence Street LLC | 209 S. Allen St. | +807,200 | \$ 2018.00 |
| 31-2-0333-00 | Lawrence University – Seth’s Coffee | 323 E. Washington St. | +155,200 | \$388.00 |
| 31-3-0878-00 | Four-M Properties LLC | 621 W. Lawrence St. | +124,000 | \$310.00 |
| 31-2-0343-00 | Lawrence University | 320 E. College | + 278,900 | \$455.25 |
| Increase | | | | |
| 79 properties experienced an increase | | | | |
| Decrease | | | | |
| 28 properties experienced a decrease | | | | |

D. Assessment Collection and Dispersal

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 2017 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 2017 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.

VII. City Role

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 June 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.

VIII. 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.

IX. 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.

X. 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

2019 Plan of Action

APPLETON DOWNTOWN INC., BUSINESS IMPROVEMENT DISTRICT and CREATIVE DOWNTOWN APPLETON INC. 2019 Plan of Action

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 BRIGHT FUTURE

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

1. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
2. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
3. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
4. Foster a culture of walking and biking
5. Promote quality development along the Fox River by embracing the region’s industrial and natural heritage
6. 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
7. Create a safe, welcoming, inclusive and accessible downtown
8. Grow downtown as an employment center for the region
9. Continue to support events and entertainment which draw visitors to downtown Appleton
10. Support a destination Fox Cities Exhibition Center as a unique attraction and community asset
11. Support unique, independent businesses

MARKET FINDINGS

The recently adopted Appleton Downtown Market Analysis identifies the following key assets and subsequent development and community priorities that reflect the public input and discussion throughout the plan development.

Key Assets

1. Large daytime workforce
2. A thriving arts/entertainment/culture/educational scene
3. The Fox River, an extensive parks system, and growing trail network

4. Diverse events and programs draw thousands of visitors
5. Strong business mix
6. College Avenue, which is walkable and economically vibrant

Development Priorities

- Residential Development - A mix of multifamily, townhouse, and condo housing into downtown, with a focus north of College Avenue.
- Office Development - New office downtown, including north of College Avenue.
- Hospitality - Few deficiencies exist, more restaurants.
- Retail/Commercial - Focus on strategically filling existing spaces.
- City Center Plaza/Public Market - Explore public market concept.

Community Priorities

- Successful Operation of the Fox Cities Exhibition Center
- Balanced Riverfront revitalization
- New or remodeled Appleton Public Library
- Develop Ellen Kort Peace Park & redevelop Jones Park
- A walkable Downtown
- Strong livable Downtown neighborhoods
- Traffic flow Improvements
- Accessible and affordable parking solutions
- Enhanced streetscapes throughout Downtown
- Expand Public Art & Creative Culture
- Continued Partnership with Lawrence University

Key Accomplishments from the Past Year

Over the last 12 months our organization has experienced significant progress through several key initiatives and new projects including:

- Economic Development support including our involvement on the Library planning Core team and promoting the new TIF Districts 11 and 12 and the supporting grant programs. Distribution of support pieces including the downtown lifestyle and market study summary pieces. A state of the Downtown event was again hosted in cooperation with the City of Appleton to share information on the new TIF districts, PACE funding, Historic Tax Credits and residential mixed use development interest.
- Riverfront Spaces and Places plan in process in cooperation with East Central Wisconsin Regional Planning Commission to create an activation plan to identify opportunities to enhance the walkability of the riverfront and connectivity to downtown. Such a plan may include beautification elements, wayfinding signage, lighting or other placemaking enhancements to the area. This plan will help support a Riverfront BID creation process.
- Expansion of the Downtown CARE (Clean.Assess.Refresh.Enhance) Program in cooperation with Riverview Gardens and the City of Appleton with the addition of 10 hours a week of contracted cleaning with the Gumbuster with the Service Works program. The CARE program is

designed to provide employability skills to those experiencing homelessness or other barriers to employment while providing general cleaning service to the public areas of the Downtown district.

- Contributions to the Creative Environment included our partnership on the Acre of Art sculpture project which will place additional sculptures for a two year period. The program will be an annual project to allow for rotating pieces and acquisition of a piece every two years. Support and coordination for the completion of the Neenah Papers mural which will enhance the trail experience along the river. Our partnership on Mile of Music, additional steps in our pet friendly campaign, little libraries and continuing to enhance the public space areas with interactive games and activities like Creative Kids program, live music and public art.
- Embracing and supporting the Appleton Dignity and Respect campaign brings important discussion and initiatives to Downtown to become a more inclusive and welcoming community. Downtown is a place where everyone needs to feel a safe sense of belonging and opportunities for success are supported equally.

The State of Downtown Appleton

The state of Downtown Appleton is strong. Across the nation there is a trend toward urban living amidst vibrant cultural districts. People, especially those without children, are desiring convenient, car-optional neighborhoods where residents can walk to work, shop and access entertainment. Downtown Appleton has benefited from this trend and the ADI and BID boards are optimistic that we are emerging as a destination for urban living.

Downtown Appleton has become the central social district in the area. ADI sponsored programs such as the Saturday Farm Market and Thursday concerts continue to grow in popularity. Special events such as the Mile of Music and Octoberfest are attended by tens of thousands of people. With the Exhibition Center now open, Downtown Appleton is poised to see even greater growth in visitors.

The employer base in Downtown Appleton is thriving and demand for office space has increased of late. Opportunities exist to further engage workers to take advantage of what Downtown Appleton has to offer. The market study indicates leakage in grocery and more opportunity for experiential and specialty retail. As big box retailers are struggling and closing around the country, Downtown's are positioned to welcome independent retailers and smaller scale national retail service centers in active walkable urban corridors.

Downtown Appleton enjoys many assets, and the opportunity to better leverage these assets is exciting: a riverfront district that is growing in popularity; a highly regarded university that brings world-class entertainment to Downtown Appleton; and historic buildings that are the core of good urban design.

Statistics indicate that Appleton is one of the safest cities in the country. However, as more people come downtown there are more security incidents and a concern about the safety of downtown. More crowds also make it challenging to keep our downtown clean. Today, downtown cleanliness is of utmost importance. Increasing the accountability of the CARE program is expected to improve downtown cleanliness, but we need to do more and ensure that we have a long term solution in place for continued financial support and growth.

The City of Appleton Dignity and Respect campaign continues to foster strong collaboration in our community's efforts to become for inclusive and welcome. ADI has much to learn and our goal for this year is to better understand how we can make positive improvements. We look forward to our participation in the campaign and the creation of a Downtown Dignity and Respect video in cooperation with the City's Diversity and Inclusion Director. Our goal is a downtown where ALL people feel safe and welcome.

Our work to create One Great Place is also about talent attraction. As the premier arts and entertainment district of the Fox Cities, downtown is a quality of life benefit highlighted by employers throughout the region to attract and retain a talented workforce. Employees are more often making a decision on job selection based on community and quality of life. By adopting a creative placemaking approach to activating public spaces, recruiting a healthy business mix and integrating public art, we position downtown for employment growth and increased residential capacity.

Forward

For the next year, the ADI and BID boards will continue to advance the three imperatives for advancing ADI's Mission:

1. Advance downtown living to increase the number of downtown residents and the economic diversity of those residents
2. Play a more integrated role in business recruitment and retention efforts in partnership with Downtown property owners
3. Curate walkability and livability enhancements throughout the Riverfront corridor and the West end of College Ave.

The Chapter 14 Downtown Plan will be implemented through seven initiatives and their associated strategies. The BID/ADI/CDA Plan aligns its work plan within the following initiatives and strategies.

2019 WORK PLAN

The following plan integrates Appleton Downtown Inc., Creative Downtown Appleton Inc. and the Business Improvement District. This work plan is aligned with the Initiatives and Strategies from Chapter 14 of the City of Appleton 2017 Comprehensive Plan – the Downtown chapter.

- **Major Partner** – ADI/BID/CDA is a primary partner, organizer, and contributor.
- **Contributor** – Another stakeholder owns this initiative, but ADI/BID/CDA will have significant execution responsibilities.
- **Support and Promote** – Another stakeholder owns this initiative and there is no apparent ADI/BID/CDA work effort, but ADI/BID/CDA leadership will help promote the effort and be present at key times to help explain how the initiative impacts or benefits downtown and ADI/BID/CDA.

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|------------------------------|--|----------------------|---|---------------|--------|--------------|
| #1 Urban Form & Design | 1.1 Continue development of entry features on major routes into the downtown | Major Partner | Entry Signage for Downtown <ul style="list-style-type: none"> • Maintain and program the Message Center on the Red Ramp • Continue to work on entry signage plan for main routes into downtown. | | X | X |
| | 1.2 Continue to enhance the civic campus south of Lawrence Street | Support and Promote | | | | |
| | 1.3 Implement appropriate streetscaping projects throughout the downtown | Contributor | <ul style="list-style-type: none"> • Develop a vision plan for streetscape enhancements for the next three years. • Continue to fund the flowers in the planters along College Ave. • Partner with DPW on sidewalk kiosk updates | X | X X | X X |
| | 1.4 Install sculpture, murals, and other art in public locations throughout the downtown | Major Partner | <ul style="list-style-type: none"> • Be a partner on the Acre of Art program to support annual temporary sculptures. • Promote and curate additional interactive public art in the district. • Establish a Quarterly City Public Art Committee meeting with Creative Downtown Appleton (CDA) | | X X | X X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|---|---|----------------------|--|---------------|------------------|----------------|
| #1 Urban Form & Design | 1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures | Contributor | <ul style="list-style-type: none"> Continue to offer the Façade Grant program for exterior building and access improvements. Identify opportunities to enhance the grant program through matching support from vendors or other local partners. Create a set of façade standards to include with the grant and share with all buildings within the CBD. | X | X X | X X |
| | 1.6 Add flexible outdoor space throughout the downtown area | Major Partner | <ul style="list-style-type: none"> Focus on adding seating options on the West end and riverfront Draft a proposal and budget for a seasonal parklet option for the west end. | | X | X |
| #2 Tourism, Arts, Entertainment & Education | 2.1 Maintain and strengthen the vitality of the arts and entertainment niche | Major Partner | <ul style="list-style-type: none"> W/partners: Conduct an inventory of public art downtown and riverfront and identify gaps and potential future public art locations. Continue to host 100+ events annually. Continue to partner with Mile of Music and Octoberfest on event coordination. Recruit and support an organization to own and manage a monthly night market on College Ave – preferably on the West end Host monthly hospitality committee and creative committee meetings | X | X X X X | X X |
| | 2.2 Pursue opportunities to attract more artists and arts related businesses to the downtown | Contributor | <ul style="list-style-type: none"> Provide exhibit and sales opportunities for local artisans. Music movement partner with Mile of Music to become a more musician friendly city | | | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|--|---|----------------------|---|---------------|------|--------------|
| #2 Tourism, Arts, Entertainment & Education | 2.3 Create new venues for arts and entertainment activities in the downtown | Contributor | <ul style="list-style-type: none"> Pop up gallery support and promote the “how to” guide available soon on our website Explore underutilized space on the west end and riverfront for arts related activities or events: ie Thompson Center parking lot Music Movement support to venues – more collaborative promotion for live music, create a secret shopper type program with musicians to provide free venue audits | | X | |
| | 2.4 Continue to support the Fox Cities Exhibition Center as a vital component of the downtown | Contributor | <ul style="list-style-type: none"> Assist the Convention and Visitors Bureau (CVB) and Red Lion with convention and event attraction. One Great Place for your convention promotion video. Grow the Ambassador program focused on connecting convention visitors to the downtown businesses & attractions. | X | X | X |
| | 2.5 Foster an arts education focus downtown | Support and Promote | <ul style="list-style-type: none"> W/partners grow Creative Kids program with Art on the Town Fund free to the public arts workshops with local artists during Art on The Town - CDA | X | X | |
| | 2.6 Create more Fox River to Downtown tourism opportunities and connections | Contributor | <ul style="list-style-type: none"> Include riverfront messaging and wayfinding in marketing and promotions. Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Create a new promo video: Explore Downtown’s backyard -The Fox Riverfront! Highlight: outdoor dining, tour boat, kayak and bike rentals, live music, bird watching, | | X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|--|---|----------------------|---|---------------|------------------|--------------|
| #2 Tourism, Arts, Entertainment & Education | 2.7 Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton | Support and Promote | <ul style="list-style-type: none"> Continue to be an advocate for a new library in Downtown Appleton Provide communication to our members about library developments | | | |
| | 2.8 Establish an Arts and Culture Plan for the City | Contributor | <ul style="list-style-type: none"> Collaborate with City Public Art Committee Establish a public art inventory database and map Submit public art project ideas to the committee annually for consideration Provide opportunities for multicultural inclusion in events and public art projects | | X X X X | X |
| #3 Neighborhood & Residential Development | 3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized sites on the edge of downtown | Contributor | <ul style="list-style-type: none"> Continue to support second floor façade building improvements in our façade program Host an Annual Downtown Summit Partner with the Home Builders Association, and Downtown residential spaces to feature a Downtown Living Tour | X | X X X | X |
| | 3.2 Preserve and enhance historic neighborhoods adjacent to downtown | Support and Promote | | | | |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|---|--|----------------------|--|---------------|------------|--------------|
| #3 Neighborhood & Residential Development | 3.3 Promote development of neighborhood serving businesses to meet the basic shopping and service needs of downtown and nearby residents | Major Partner | <ul style="list-style-type: none"> Annual Downtown resident survey Host a Downtown resident night at a concert series and offer free wristband and drink ticket to all Downtown Residents for completing a survey Create a Welcome to Downtown residential packet – Guide, welcome message, discount coupons from businesses, survey to provide feedback to us. Continue efforts to make downtown pet-friendly: waste stations, leash hooks, and a downtown dog park. Assemble a bike share program proposal with smart bikes as Lime Bikes | | X X | X X |
| | 3.4 Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed-use areas bordering the downtown CBD | Support and Promote | | | | |
| | 3.5 As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD) | Support and Promote | | | | |
| | 3.6 Enhance the image of downtown north of College Avenue | Contributor | <ul style="list-style-type: none"> Host monthly Washington Square committee monitor and track daily reports, manage security contract Microtarget spaces that are not safe, comfortable, or interesting for improvement. Partner with area residents, business and churches for quick, inexpensive improvements. | | X X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|--|---|----------------------|--|-------------------------------|------------------|------------------|
| | 3.7 Support green energy and sustainable infrastructure development | Support and Promote | <ul style="list-style-type: none"> Research solar powered charging stations for Houdini Plaza and the parklet | | X | X X |
| | 3.8 Promote a broad spectrum of housing types within the downtown study area | Contributor | <ul style="list-style-type: none"> Partner with the Home Builders Association and Downtown residential spaces to feature a Downtown Living Tour night as part of Art on the Town or other event | | X | |
| | 3.9 Fund and implement a “Quiet Zone” | Support and Promote | | | X | |
| | 3.10 Promote well-designed transitional areas between higher density development downtown and adjacent, largely single family neighborhoods | Support and Promote | | | | |
| #4 Downtown Development & Business Retention | 4.1 Sustain and grow the retail niches which have formed downtown | Major Partner | <ul style="list-style-type: none"> Continue to offer business Recruitment grant program Administer a business retention survey Continue to offer marketing grant program Increase brand and image marketing to highlight our retail nodes Support a new Shop Appleton Campaign and Retail promotion and events in cooperation with ANBA Recruit and promote retail pop up shops in vacant store fronts | X X X X X | X X X X | X X X X |
| | 4.2 Identify and aggressively recruit target industries | Major Partner | <ul style="list-style-type: none"> Develop vacant property mini-plans to activate storefronts and assist with business recruitment – econ dev committee Request community input on what businesses and amenities would you like to see Downtown: Post Crescent and online campaign Participate in statewide WDAC second location program | X | X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|---|---|----------------------|---|------------------------|------------------------------|--------------|
| #4 Downtown Development & Business Retention | 4.3 Protect the existing retail blocks on College Avenue | Major Partner | <ul style="list-style-type: none"> Continue grant programs: business recruitment, façade improvement, marketing Coordinate a business mentorship program for retail and hospitality businesses | X X | X X | X |
| | 4.4 Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square | Major Partner | <ul style="list-style-type: none"> Continue Business recruitment strategies Vacant property plans and promotion See 4.2 | X X | X X | X |
| | 4.5 Facilitate and pursue entrepreneurial business development in the downtown | Contributor | <ul style="list-style-type: none"> Approach entrepreneurial support programs and organizations to partner in the downtown message, offer support and grant program opportunities (gBeta, venture center, WWBIC, LU, kinnector) Pop up shop support | | X X | X |
| | 4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue | Major Partner | <ul style="list-style-type: none"> Continue to host an annual State of the Downtown event Continue façade and recruitment grant programs Create an internal system for tracking available properties | X X | X X | X |
| | 4.7 Maintain an environment favorable to larger employers in the downtown | Major Partner | <ul style="list-style-type: none"> Expand our message about the role downtown and ADI's work plays in talent attraction for the region Annual presentation at SHRM to share the Downtown story Create a Downtown Appleton piece for inclusion in the Relocate Fox Cities packets Create and distribute a New Downtown Employee packet: guide, coupons, Connect into the I41 Corridor Strategies initiative with ECWRPC Connect into New North and encourage inclusion in regional messaging | X X | X X X X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|-------------------------|---|----------------------|--|---------------|---------------------|--------------|
| | 4.8 Support private sector efforts to redevelop and invest in downtown | Contributor | <ul style="list-style-type: none"> Continue to host an annual State of the Downtown event and actively distribute recruitment and market analysis materials to brokers and developers Continue grant programs: business recruitment and façade improvement, Cooperatively market the City TIF grant program | | X X X | |
| | 4.9 Implement the block level conceptual ideas contained in Section 4 of the full chapter | Support and Promote | | | | |
| #5 Mobility and Parking | 5.1 Support Access Appleton initiatives through the City & BID | Contributor | <ul style="list-style-type: none"> Continue to include accessibility improvements in façade grant criteria. Conduct a Walk Audit of Downtown using the AARP Walk Audit Tool Kit | X | X X | X |
| | 5.2 Continue to proactively address real and perceived parking needs as they arise | Support and Promote | <ul style="list-style-type: none"> Participate in discussing, promoting and lobbying for parking solutions Coordinate a parking promotion to highlight the parking App, ramps, variety of meters, best practices etc.. Social, window clings, ads | X | X X | X X |
| | 5.3 Improve pedestrian and bicycle connections to and through the downtown | Contributor | <ul style="list-style-type: none"> Promote walking and biking routes Conduct a Walk Audit and implement enhancement recommendations Work with city on adding bike friendly amenities: ie racks, fix stations, lockers etc.. Assemble a bike share program proposal with smart bikes as Lime Bikes | | X X X | |
| | 5.4 Implement the recommendations contained in the 2016 Downtown Mobility Plan | Support and Promote | <ul style="list-style-type: none"> Participation in Appleton Street reconstruction project and help communicate to businesses and public | | X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|------------------------|--|----------------------|--|----------------|----------------------|--------------|
| | 5.5 Endorse a system of public transportation centered on downtown | Support and Promote | <ul style="list-style-type: none"> Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. Propose option to transit commission to add a second trolley to reduce the route to 15-20 minutes and service all needed stops | | X X | X |
| | 5.6 Plan, design, and implement bike and pedestrian wayfinding signage | Contributor | <ul style="list-style-type: none"> Design a system of riverfront wayfinding signage to propose with the Riverfront BID | | | X |
| | 5.7 Promote downtown development best practices which encourage walkability | Contributor | <ul style="list-style-type: none"> Implement walkability elements to west end and riverfront Continue support for CARE program to keep Downtown clean (see #6) | X X | X X | |
| #6 Downtown Management | 6.1 Update the Downtown Plan as initiatives are completed or new opportunities arise | Support and Promote | <ul style="list-style-type: none"> Continued participation in annual plan reviews | | X | X |
| | 6.2 Uphold support for Appleton Downtown, Inc. and the Business Improvement District | Major Partner | <ul style="list-style-type: none"> Manage cooperative agreement between the BID and ADI Create a more structured internship program to work with high school and college students Grow the new volunteer program to add support for event management, office help and the Ambassador program Develop a plan for adding a riverfront BID part time staff member | X X | X X X X | X |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|-------------------------------------|--|----------------------|--|---------------|------|--------------|
| #6 Downtown Management | 6.3 Ensure the cleanliness and safety of the downtown and surrounding neighborhoods | Major Partner | <ul style="list-style-type: none"> Continue support for the CARE program, in partnership with Riverview Gardens and the City of Appleton, to ensure daily clean up of all downtown areas. Work with law enforcement, businesses, and residents to develop a security strategy for side streets and transitional areas between downtown and neighborhoods. Continue to manage the cooperative agreement for a Washington Square security guard Provide diversity training video and group sessions for our members that reflects our aspiration for all cultures and communities of people to feel safe and welcome downtown. | X | X | |
| | 6.4 Continue to explore potential for formation of a Riverfront Business Improvement District (BID) | Major Partner | <ul style="list-style-type: none"> Apply the ECWRPC spaces and places plan findings into a Riverfront BID plan. Adoption of riverfront BID in 2019 for budget year 2020 | | X | |
| #7 Public Spaces & Riverfront | 7.1 Complete proposed trail segments along the Fox River | Support and Promote | <ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park | | X | X |
| | 7.2 Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river | Support and Promote | | | | |
| | 7.3 Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down | Support and Promote | <ul style="list-style-type: none"> Continue to participate on the library planning team | | | |

| Initiatives | Strategies | ADI/BID/CD A Role | DRAFT: 2019 Work Plan | BID Funded | 2019 | Thru 2020 |
|-------------|--|----------------------|--|---------------|--------|--------------|
| | 7.4 Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park | Contributor | <ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park | | X | X |
| | 7.5 Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue | Major Partner | <ul style="list-style-type: none"> Propose, fundraise for and implement a parklet on the west end of College Ave. Encourage more sidewalk café seating on the west end of College Ave. | | X X | X |
| | 7.6 Promote the identity of the riverfront through creative use of lighting | Support and Promote | <ul style="list-style-type: none"> Propose LED lighting options as riverfront enhancement | | X | X |
| | 7.7 Support creation of a new or remodeled library downtown providing space for contemplation, creation & collaboration. | Support and Promote | <ul style="list-style-type: none"> Participate in APL planning process and assist with communication with neighboring businesses | | X | |
| | 7.8 Continue both public and private redevelopment along the Fox River Corridor | Major Partner | <ul style="list-style-type: none"> Adoption of riverfront BID in 2019 for budget year 2020 | | X | X |

Appendix B

2018 Midyear Review

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|------------------------|--|-------------------------|--|---------------|------|--------------|--|
| #1 Urban Form & Design | 1.1 Continue development of entry features on major routes into the downtown | Major Partner | <p>Entry Signage for Downtown</p> <ul style="list-style-type: none"> Develop an entry signage plan for main routes into downtown. Work with the City and private funding partners to implement entry signage plan. | | X | X | ADI has been offered a free electronic message center from Fox Cities Sign. ADI Board review of an agreement more information needed on replacement costs: \$12,000 and lifespan of the unit – 20 years. Next would be an approach to the City about installing on the Red parking ramp at the corner of Lawrence and Appleton St. Must be sure it is a quality unit with longevity and easy to use. |
| | 1.2 Continue to enhance the civic campus south of Lawrence Street | Support and Promote | | | | | |
| | 1.3 Implement appropriate streetscaping projects throughout the downtown | Contributor | <ul style="list-style-type: none"> Develop a vision plan for streetscape improvements for the next three years. Work with the City and private funding partners to implement. Continue to fund the flowers in the planters along College Ave. Re-imagine how to use the College Avenue wayfinding kiosks (e.g., display QR codes for parking app, ADI web site, etc.). | X | X | X X | <p>Sidewalk kiosk updates – held until library decision is made</p> <p>City: Crosswalks updated this year and Johnston street improvements</p> <p>Flowers are planted</p> <p>Pet friendly station on west end is ready to install</p> <p>West End walkability round tables forming to explore placemaking amenities and cross promotional opportunities</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|---|---------------|------|--------------|--|
| | 1.4 Install sculpture, murals, and other art in public locations throughout the downtown | Major Partner | <ul style="list-style-type: none"> Be a partner on the Acre of Art program to support annual temporary sculptures. Promote and curate additional mural art in the district. | | X | X | <p>Acre of Art 2018 requests have begun. 2 year sculpture rental: \$5000 over 2 years. slow response!!</p> <p>Creative committee has drafted a matrix to evaluate project ideas brought to our committee. 2109 potential projects: west end parklet, riverfront lighting, Acre of Art, another musical instrument</p> <p>Musical Instrument – now working on Plan C – approaching PAC about under their overhang.</p> <p>Neenah Paper wall mural complete. Private donor payment in full. Artist paid in full.</p> |
| | 1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures | Contributor | <ul style="list-style-type: none"> Continue to offer the Façade Grant program for exterior building improvements. Create a set of façade standards to include with the grant and share with all buildings within the CBD. | X | X | X | <p>Façade grant and TIF grant programs are fully invested for 2018</p> <ul style="list-style-type: none"> OB Brau House: \$5000 Lillians: \$1000 Player 2: \$1000 Scooter G's: \$1000 Dr. Jeckyls: \$1000 IlAngolo: \$2000 Brewed Awakenings: \$2000 Red Lion Hotel : \$5000 423 W. College Ave: Dealer Inspire: \$5000 Spats: \$1000 Josef's Gyros: \$1000 <p>Total of \$25,000</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|---|--|-------------------------|---|---------------|------|--------------|--|
| | 1.6 Add flexible outdoor space throughout the downtown area | Major Partner | <ul style="list-style-type: none"> Add more seating options to public spaces. | | X | X | Researching a community table placement and cost. Location is our obstacle – another reason to explore perm. Parklets 34 Houdini Plaza plastic chairs placed Applied to AARP grant process for an outdoor seating area under the awning near City Center East. |
| #2 Tourism, Arts, Entertainment & Education | 2.1 Maintain and strengthen the vitality of the arts and entertainment niche | Major Partner | <ul style="list-style-type: none"> Continue to host 100+ events annually. Continue to partner with Mile of Music and Octoberfest on event coordination. Continue to coordinate brand marketing and promotions. | X | X | X | <p>Farm Market, Annual Meeting, Vacation Destination, Ladies Day, Mini Golf, Craft Beer Walk, Lunchtime Live, Concert Series, Street Music support, Make Music Day support, concert at Heid Music during AOTT.</p> <p>Contracts with Mile and Octoberfest in negotiations</p> <p>Marketing report attached</p> |
| | 2.2 Pursue opportunities to attract more artists and arts related businesses to the downtown | Contributor | <ul style="list-style-type: none"> Provide exhibit and sales opportunities for local artisans. | | | X | <p>Art on the Town May – September Farm Market vendor booths Octoberfest Arts and Crafts area managed by ADI</p> <p>Worked with Door County artist on downtown location search</p> <p>Discussion with Avenue art about coming back downtown. Unfortunately, they selected a nonretail location in a business park.</p> <p>New interest in creating a 1000 seat music venue</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|---|---------------|-------------|--------------|--|
| | 2.3 Create new venues for arts and entertainment activities in the downtown | Contributor | <ul style="list-style-type: none"> Create a “How To” guide for pop up shops and galleries to encourage more activity in underutilized or vacant spaces. Pursue sponsors for Jones Park amphitheater | | X | | <p>Assisted LU in location for Rabbit Gallery Assisted photographer with pop up location for Mile of Music</p> <p>Working on Pop up How To for Downtown potential location options, temp leases, insurance, rent rates, marketing ideas, event alignment</p> <p>City has informed us they have a potential sponsor for the amphitheater</p> |
| | 2.4 Continue to support the Fox Cities Exhibition Center as a vital component of the downtown | Contributor | <ul style="list-style-type: none"> Assist the Convention and Visitors Bureau (CVB) and the Radisson with convention and event attraction. One Great Place for your convention promotion brochure and video. Implement the Ambassador program focused on connecting convention visitors to the downtown businesses & attractions. | X X | X X X | X X | <p>Assisted Kiwanis with Kids Expo planning at FCEC</p> <p>Working with Kinnecto to bring their annual event to the FCEC</p> <p>Assisted WAMCI conference on finding a mobile workshop for attendees</p> <p>Tour the CVB staff on downtown updates and new businesses and attractions.</p> <p>Ambassador program first four volunteers are recruited for training. Requesting a list of conference dates, purchase of a tablet and vests. Lisa will lead the Volunteer program internally and work with the Vol Center on recruitment and scheduling</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|-----------|---------------|------|--------------|---|
| | 2.5 Foster an arts education focus downtown | Support and Promote | | | | | <p>Fiscal agent for Mile of Music education series</p> <p>Expansion of the Creative Kids program with AOTT YMCA, Building for Kids, APL, Paper Discovery Center,</p> <p>Partner in Make Music Day</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|--|---------------|------------------------------|--------------|--|
| | 2.6 Create more Fox River to Downtown tourism opportunities and connections | Contributor | <ul style="list-style-type: none"> • Include riverfront messaging and wayfinding in marketing and promotions. • Collaborate with other stakeholders to plan the provision of riverfront amenities (e.g., hot dog carts, and book sharing). • Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. • Promote the Fox Trot Trail app and create additional walking and biking routes to further enhance connectivity to the riverfront. Explore mobile apps as a more convenient alternative to paper maps | | X X X X | X X | <p>Fam tours with downtown businesses on the River tour boat and Riverheath locations</p> <p>ECWRPC Riverfront Spaces and Places Plan sessions in process Scheduling river business visits</p> <p>Trolley relationship continuing</p> <p>We help monitor the Fox Trot trail map container and fill also promoted on our website under Exploring Downtown</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|--|---------------|--------|--------------|--|
| | 2.7 Support creation of a new or remodeled library downtown, which will significantly contribute to the arts and culture of downtown Appleton | Support and Promote | | | | | <p>Invited to participate on the Core Plus team for library planning several 4 to 5 hour sessions are booked with the consultants in addition to the public input sessions. Also recommended that Mark Behnke be invited to participate on the committee</p> <p>Continue to express concerns about parking and access for the 100 E. College tenants south side of the street.</p> |
| | 2.8 Establish an Arts and Culture Plan for the City | Contributor | <ul style="list-style-type: none"> • CDA to be a lead partner on the development of an arts and culture plan with the City of Appleton • Provide opportunities for multicultural inclusion in events and public art projects | | X X | X | <p>City Public Art Committee moving to application process Once established would like to have Creative Downtown present to the committee and work together.</p> <p>May AOTT has a cultural art focus – will move to August in 2019 Discussion with NEWAA about reaching out to more diverse artists to include in AOTT and other Downtown events Discussion with Indus on developing a cultural program to present annually with Art on the Town.</p> <p>Shared interest with Make Music Day partners to invite cultural groups to participate next year.</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|---|--|-------------------------|--|---------------|---------------------|--------------|--|
| #3 Neighborhood & Residential Development | 3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized sites on the edge downtown | Contributor | <ul style="list-style-type: none"> Define trends and craft a vision and messaging for residential investment Encourage second floor residential improvements to increase property values, retain tenants and increase rental rates Partner with the City and private developers to identify sites for potential housing options and projects Continue real estate investment club outreach | X | X X X | | <p>Created the Lifestyle piece as support material for downtown property owners and agent – need to distribute more widely</p> <p>Hosted the Downtown Summit with a focus on residential mixed use development</p> <p>Included in several conversation on potential developments that include residential or temporary housing.</p> <p>Home Builder Association still has interest in hosting a downtown event with us</p> |
| | 3.2 Preserve and enhance historic neighborhoods adjacent to downtown | Support and Promote | | | | | |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|--|-------------------------|---|---------------|---------------------|--------------|---|
| | 3.3 Promote development of neighborhood serving businesses to meet the basic shopping and service needs of downtown and nearby residents | Major Partner | <ul style="list-style-type: none"> In partnership with the Downtown Appleton Neighborhood Group (DANG), administer a Downtowner survey to identify needs and desired amenities Explore the creation of a concierge service for downtown residents to provide an order process and pick up space for services such as grocery, dry cleaning, UPS pick up. Continue efforts to make downtown pet-friendly: waste stations, leash hooks, and a downtown dog park. | | X X X | | <p>Reached out to DANG but they are no longer active. Requested input from the City on potential survey tool for reaching downtown residents – the challenge is how to get the online survey to them!</p> <p>No work on this</p> <p>Second waste station maintenance partner now secured with Acoca Coffee. Request for installation. Will approach the CARE team to also help with waste stations</p> <p>Still have two leash hooks to distribute as well.</p> |
| | 3.4 Evaluate the need to amend the Zoning Code and other tools to facilitate redevelopment in mixed-use areas bordering the downtown CBD | Support and Promote | | | | | Recently approved amendment to allow first floor residential on non College Ave streets within the CBD. |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|---|---------------|------|--------------|--|
| | 3.5 As future housing is added downtown, coordinate efforts with the Appleton Area School District (AASD) | Support and Promote | | | | | |
| | 3.6 Enhance the image of downtown north of College Avenue | Contributor | <ul style="list-style-type: none"> • Microtarget spaces that are not safe, comfortable, or interesting for improvement. Partner with are residents, business and churches for quick, inexpensive improvements. | | X | X | Washington Square inclusion of OuterEdge building to the North – more need to expand walkability elements to the North, to the West and the Riverfront |
| | 3.7 Support green energy and sustainable infrastructure development | Support and Promote | <ul style="list-style-type: none"> • Pursue electric car charging stations in downtown. • Work with City DPW to develop a car optional plan | | | X X | No progress. DPW said they have done some research on car charging stations. No progress |
| | 3.8 Promote a broad spectrum of housing types within the downtown study area | Contributor | <ul style="list-style-type: none"> • Host a Tour of Homes event to showcase the variety and quality of downtown living options. | | X | | Inclusion of home builders association in the Downtown Development Summit. Still interest in hosting a home tour downtown. |
| | 3.9 Fund and implement a “Quiet Zone” | Contributor | <ul style="list-style-type: none"> • Develop a noise improvement plan in collaboration with the City of Appleton. Survey downtown residents regarding major noise sources. | | X | | Fox River House noise variance support and discussion. Will be included in the residential survey we are working on for the fall. And Business survey |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|--|---|-------------------------|---|---------------------|-----------------|-----------------|--|
| | 3.10 Promote well-designed transitional areas between higher density development downtown and adjacent, largely single family neighborhoods | Support and Promote | | | | | |
| #4 Downtown Development & Business Retention | 4.1 Sustain and grow the retail niches which have formed downtown | Major Partner | <ul style="list-style-type: none"> Continue to offer a business Recruitment grant program Administer a business retention survey Increase brand and image marketing to highlight our retail nodes Continue to offer marketing grant to BID property tenants | X X X | X X X | X X X | <p>Business Recruitment Grants: total distributed: \$8042 Player 2: \$2000 Scooter G's: \$1800 POSH: \$1460 Author's Kitchen and Bar: \$2000 Blank Slate Collective: 782</p> <p>Member business survey not crafted – moved to fall project Marketing grants total to date: \$1250 Potential to reallocate to façade or recruitment based on need and the BID Board</p> <p>Fall project with AASD Student Marketing Team – develop a city wide Shop Appleton campaign in cooperation with ANBA</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|---|---------------|--------|--------------|---|
| | 4.2 Identify and aggressively recruit target industries | Major Partner | <ul style="list-style-type: none"> Continue Business recruitment strategies that support the market analysis recommendations | X | X | X | <p>July-August work for ED committee: Develop a plan template for available property and meet with each agent/owner to discuss:</p> <ul style="list-style-type: none"> Property specs, features, challenges Potential uses and neighborhood fit Generate a leads list Assist agent/owner with recruitment materials and calls |
| | 4.3 Protect the existing retail blocks on College Avenue | Major Partner | <ul style="list-style-type: none"> Continue grant programs: business recruitment, façade improvement, marketing | X | X | X | ADI continues to offer events and promos that support retail such as Ladies Fashion Show, coupon pages for conventions, businesses want Giving Hope back. |
| | 4.4 Add depth to retail nodes beyond College Avenue by encouraging new businesses on side streets and fronting Soldier's Square | Major Partner | <ul style="list-style-type: none"> Continue Business recruitment strategies | X | X | X | Jennifer continues to work one on one with business interests but cold call recruitment is minimal. More direct work with the agents and landlords needed. |
| | 4.5 Facilitate and pursue entrepreneurial business development in the downtown | Contributor | <ul style="list-style-type: none"> Participate in the development of a Business Diversity Council Coordinate an entrepreneur focused session or round table at annual State of the Downtown event with regional partners. | | X X | X | <p>Support for Blank Slate collective through recruitment grant</p> <p>Working with Kinnecter (Launch WI) event moving to Appleton this fall. We are talking about a downtown focus or track.</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|--|-------------------------|--|---------------|-------------|--------------|---|
| | 4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue | Major Partner | <ul style="list-style-type: none"> Continue Business recruitment strategies Continue to host an annual State of the Downtown event | X | X X | X X | Tracking available space is more difficult with CoStar now unaffordable. Hosted the Downtown Summit attendance down a little this year. The added tour was a great new feature. Create two tracks: Public and Developer. Keep it all Free. More activities, take a ways, networking |
| | 4.7 Maintain an environment favorable to larger employers in the downtown | Major Partner | <ul style="list-style-type: none"> Expand our message about the role downtown and ADI's work plays in talent attraction for the region | X | X | X | Participating in Regional conversation about messaging and how to help move the needle on talent attraction Conversation on how to educate HR recruiters on highlighting downtown as a recruitment benefit to the Fox Cities area. Offered to give a presentation to SHRM would also include Future Neenah |
| | 4.8 Support private sector efforts to redevelop and invest in downtown | Major Partner | <ul style="list-style-type: none"> Continue to host an annual State of the Downtown event and actively distribute recruitment and market analysis materials to brokers and developers Continue grant programs: business recruitment, façade improvement, marketing | | X X X | | Hosted the Downtown Summit attendance down a little this year. The added tour was a great new feature. Create two tracks: Public and Developer. Keep it all Free. More activities, better take a way materials, networking May need to look at expanding 2019 façade and recruitment Grant programs. Suggestion to limit one grant per three years to each building |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------------------|---|-------------------------|--|---------------|--------|--------------|--|
| | 4.9 Implement the block level conceptual ideas contained in Section 4 of the full chapter | Support and Promote | | | | | |
| #5 Mobility and Parking | 5.1 Support Access Appleton initiatives through the City and BID | Contributor | <ul style="list-style-type: none"> Continue to include accessibility improvements in façade grant criteria in partnership with Access Appleton. | X | X | X | Grants continue to include access improvements and big bell Will host in the fall a Walk Audit using the AARP Walk Audit materials |
| | 5.2 Continue to proactively address real and perceived parking needs as they arise | Support and Promote | <ul style="list-style-type: none"> Coordinate a parking promotion to highlight the parking App, ramps, variety of meters, best practices etc.. Social, window clings, ads | X | X | | We continue to express concerns about the loss of parking once the blue ramp comes down and the proposed library development has also raised many concerns about parking access and capacity More parking will be lost with Appleton Street reconstruction Need to work closer with DPW on parking promotion. - Passport App is promoted on our website |
| | 5.3 Improve pedestrian and bicycle connections to and through the downtown | Support and Promote | <ul style="list-style-type: none"> Create and promote new walking and biking routes with an App. Encourage enforcement of the Walk Your Wheels city campaign | | X X | | An app is not a cost effective approach. The new public art walking map is a great addition Otocast public art tour also great. Encouraging a second bike coral on the West end side street Walk your wheels - New emblems are much better |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|------------------------|--|-------------------------|---|---------------|------|--------------|--|
| | 5.4 Implement the recommendations contained in the 2016 Downtown Mobility Plan | Support and Promote | <ul style="list-style-type: none"> Participation in Appleton Street reconstruction project | | X | X | 2019 Appleton Street reconstruction – no new information at this time. |
| | 5.5 Endorse a system of public transportation centered on downtown | Support and Promote | <ul style="list-style-type: none"> Continue to fund 40% of the trolley service for Thursday night, Friday night and all-day Saturday. | | X | X | Trolley partnership continues Riverheath promoting as great way to get to their concerts! Eagle Flats residents also continue to ride often Trolley rider numbers: 1182 through June 28 |
| | 5.6 Plan, design, and implement bike and pedestrian wayfinding signage | Support and Promote | | | | | Spaces and Places plan work |
| | 5.7 Promote downtown development best practices which encourage walkability | Contributor | <ul style="list-style-type: none"> Add question to the annual business survey to share block improvements to neighboring building facades or infrastructure Continue support for CARE program to keep Downtown clean (more in management) | X | X | | Business survey late summer early fall CARE team expansion (see #6) |
| #6 Downtown Management | 6.1 Update the Downtown Plan as initiatives are completed or new opportunities arise | Support and Promote | <ul style="list-style-type: none"> Continued participation in plan reviews | | X | X | |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|--|-------------------------|---|---------------|----------------------|--------------|---|
| | 6.2 Uphold support for Appleton Downtown, Inc. and the Business Improvement District | Major Partner | <ul style="list-style-type: none"> • Manage cooperative agreement between the BID and ADI • Revise ADI Operating Model to increase bandwidth available for non-event projects • Complete an event and promotion ROI evaluation including business survey responses, board and staff reviews • Create a more structured internship program to work with high school and college students • Enhance our social media depth with original content creation including a podcast series | X | X X X X | X | <p>Staff role transitions since Anne retiring, Lisa joining the team, Lynn in Marketing role and Brian assisting with LTL management and more involvement with economic development committee</p> <p>Staff completed an event review. The Board has requested to spend more time at the retreat on event evaluation as well as riverfront inclusion in our program of work</p> <p>Working with the Volunteer Center to create a more structured volunteer program for our events, office needs, and the Ambassador program we still plan to launch this year.</p> <p>Marketing report attached: More video creation this year. Facebook live Instagram much more active Farm Market and concert filters created</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|---|-------------------------|---|----------------------------|--|--------------|---|
| | 6.3 Ensure the cleanliness and safety of the downtown and surrounding neighborhoods | Major Partner | <ul style="list-style-type: none"> • Add monitoring mechanisms to the CARE program, in partnership with Riverview Gardens and the City of Appleton, to ensure regular pickup of all downtown areas. • Work with law enforcement, business, and residents to develop a security strategy for side streets and transitional areas between downtown and neighborhoods. • Implement residential garbage strategies for shared container areas • Continue to manage the cooperative agreement for a Washington Square security guard • Provide diversity training sessions for our members that reflects our aspiration for all cultures and communities of people to feel safe and welcome downtown. Include in podcast • | <p>X</p> <p>X</p> <p>X</p> | <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> | | <ul style="list-style-type: none"> • Expand the CARE program to add a transitional employee to add 10 hours a week of dedicated cleaning • City has agreed to start sidewalk sweeping with their machine monthly. • Octoberfest agreed to a powerwashing after their event. • City has agreed to shared invoice on a summer washing – Lakeshore is working to schedule • TRASH TALK! We continue to struggle with managing the garbage container areas – unauthorized dumping, non participation but providing no solution for tenants • Washington Square Security guard program continues to expand. New drop in center will add options for homeless for a place to go and be productive. • Jenifer continues to review daily reports and forward to the committee. • Report tracking now happens monthly and is reported to the committee. • Promotion of the Dignity and Respect campaign and events. Continue to encourage business owners to sign on and support. Plan with Karen Nelson to create a short video to share with all business owners. |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------------------------|--|-------------------------|---|---------------|------|--------------|---|
| | 6.4 Continue to explore potential for formation of a Riverfront Business Improvement District (BID) | Major Partner | <ul style="list-style-type: none"> Adoption of riverfront BID in 2018 for budget year 2019 | | X | | ECWRPC spaces and places workshop received feedback maps from 21 people. Participants from LU, Riverheath, Marriott, Edison building, Stone Arch, Fox River Mills, City, Eagle Flats, Creative Downtown, Sculpture Valley, etc... |
| #7 Public Spaces & Riverfront | 7.1 Complete proposed trail segments along the Fox River | Support and Promote | <ul style="list-style-type: none"> Continue involvement in Ellen Kort Park planning and encourage the trail connection to Jones Park | | X | X | No new involvement |
| | 7.2 Construct a grand stair case and similar stair and ramp linkages which connect downtown to the river | Support and Promote | | | | | |
| | 7.3 Consider developing a civic plaza on a portion of the YMCA ramp site when it comes down | Support and Promote | | | | | Library core plus team involvement |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|--|-------------------------|---|---------------|------|--------------|--|
| | 7.4 Plan, design, and construct improvements to Jones Park and Ellen Kort Peace Park | Contributor | <ul style="list-style-type: none"> Recruit private funding for Jones Park stage and participate in final design | | X | X | <p>Jones Park plan scaled back. Hillside play area and water feature removed. Budget exceeded \$225,000 for hillside, \$100,000 for water feature.</p> <p>Creative Downtown secured \$100,000 support from Principal for Jones Park remaining playground</p> <p>Meeting inclusion on stage & sound logistics also power locations in the parking lot.</p> <p>We continue to voice our concern for the inability to stage portable toilets or food trucks within Jones Park. Toilets and food trucks must be staged in the parking lot behind the stage. Parking lot is rented separately from parking utility. Moving concert series to Jones less likely.</p> |
| | 7.5 Continue to support public and private efforts to identify and develop pocket parks, alleyways, and other pedestrian opportunity zones off of College Avenue | Major Partner | <ul style="list-style-type: none"> Creative Downtown to revisit exploration of alley between Radisson and Durty Leprechaun for a mini pocket park as well as additional opportunities Request process for city ordinance amendment to allow licensed permitted rooftop patios | | X | X | <p>Creative project evaluation process matrix discussed at the last Creative meeting. How we vet projects: including impact, cost, logistics, support and partnerships</p> <p>Current research and discussion with west end owners on creating a public use parklet in parking stalls on College Ave. or side streets. Need to open discussion with City about a proposal process</p> |

| Initiatives | Strategies | ADI/BID/ CDA Role | Work Plan | BID Funded | 2018 | Thru 2020 | Midyear 2018 Updates |
|-------------|--|-------------------------|--|---------------|------|--------------|--|
| | 7.6 Promote the identity of the riverfront through creative use of lighting | Support and Promote | <ul style="list-style-type: none"> Research LED lighting options used in neighboring communities - engage Creative Downtown committee | | X | | Bridge lighting continues to surface as a possible creative project. I'll request our committee research other communities and their process, equipment and cost |
| | 7.7 Support creation of a new or remodeled library downtown providing space for contemplation, creation and collaboration. | Support and Promote | <ul style="list-style-type: none"> Support the inclusion of the library in a downtown mix used facility | | X | | Jennifer is a Core plus committee member. Support for the library development but expressed concerns about lost parking and access to back of properties |
| | 7.8 Continue both public and private redevelopment along the Fox River Corridor | Major Partner | <ul style="list-style-type: none"> Adoption of riverfront BID in 2018 for budget year 2019 | | X | | Riverfront Spaces and Places an important step in moving this forward |

APPENDIX C

2019

Budget

Business Improvement District Budget 2019

| REVENUE | | 2018 Budget | 2019 PROPOSED Budget |
|---|------------------------------|----------------|----------------------|
| | BID Assessments | 196,750 | 198,468 |
| | Carry Over from Prior Year | 10,500 | |
| | Cancelled Special Assessment | | |
| | Interest Income | | |
| | Total | 207,250 | 198,468 |
| EXPENSES | | | |
| Contracted Services | | | |
| | ADI Staff | 50,000 | 50,000 |
| | Security Washington Square | 2,500 | 2,750 |
| Administrative | | 6,750 | 6,418 |
| | Telephone | | |
| | Office Supplies | | |
| | Postage | | |
| | Dues, Fees, Subscriptions | | |
| | Space Lease/Rental Fees | | |
| | Internet Fees | | |
| BID Audit/Accounting | | 2,500 | 2,800 |
| Marketing | | 65,000 | 67,000 |
| | Website | | |
| | Image Advertising | | |
| | Design services | | |
| Economic Development | | | |
| | Façade Grants | 25,000 | 20,000 |
| | Marketing Grant | 10,500 | 10,000 |
| | Recruitment Grant | 10,000 | 10,000 |
| | Business Recruitment | 10,000 | 6,500 |
| Maintenance & Concierge services | | | |
| | Maintenance | 20,000 | 20,000 |
| | Ambassador program | 5,000 | 3,000 |
| | | 207,250 | 198,468 |

APPENDIX D

2019 BID Board List

| Board Member | Business | Category |
|--------------------------|-------------------------------------|--|
| Monica Stage – Treasurer | City of Appleton | City Government |
| Pam Ulness | Ulness Health and Downtown Resident | Property owner / Business Owner – service / Downtown Resident |
| Brad Schweb | Newmark Grubb Pfefferle | Property owner representative |
| Gary Schmitz – President | Universal Insurance | Business office / service |
| Marcie Harris | Triumph Engineering | Property and Business Owner – office |
| Mark Behnke – Secretary | Behnke Enterprises | Property Owner / Business Owner Hospitality |
| Jason Druxman | Avenue Jewelers | Retail & property/co-owner |
| Leah Fogle | Appleton Beer Factory | Business Owner : Hospitality |
| Nate Weyenberg | Angels Forever Windows of Light | Property Owner / Business Owner: Retail |

Appendix E

Schedule of Assessments

| PINLINK | Owner Last Name | Owner Name | Improvement Value | Land Value | Total Value | % Condo | Prop Unit | Prop Address | Living Unites | Assessmt | | Total Assessmt |
|-----------|------------------------|-----------------------------|-------------------|------------|-------------|---------|-----------|-------------------|---------------|--------------|------------|----------------|
| 310006900 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 269000 | 0 | 269000 | | | 119 E COLLEGE AVE | 0 | \$ 672.50 | \$ 672.50 | \$ 672.50 |
| 310006900 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 239900 | 0 | 239900 | | | 109 W COLLEGE AVE | 0 | \$ 599.75 | \$ 599.75 | \$ 599.75 |
| 310033700 | BGO LLC | BGO LLC | 73500 | 0 | 73500 | | | 304 E COLLEGE AVE | 0 | \$ 183.75 | \$ 250.00 | \$ 250.00 |
| 310097602 | VANG | MAI VANG | 37300 | 0 | 37300 | | | 104 S MEMORIAL DR | 0 | \$ 93.25 | \$ 250.00 | \$ 250.00 |
| 312000200 | WP & R INC | WP & R INC | 171400 | 128600 | 300000 | | | 303 E COLLEGE AVE | 0 | \$ 750.00 | \$ 750.00 | \$ 750.00 |
| 312000300 | NOYCE MANAGEMENT LLC | NOYCE MANAGEMENT LLC | 92300 | 54900 | 147200 | | | 305 E COLLEGE AVE | 0 | \$ 368.00 | \$ 368.00 | \$ 368.00 |
| 312000400 | 311 COLLEGE AVE LLC | 311 COLLEGE AVE LLC | 117000 | 43000 | 160000 | | | 311 E COLLEGE AVE | 1 | \$ 400.00 | \$ 400.00 | \$ 400.00 |
| 312000700 | PHIMMASENE | JIMMY PHIMMASENE | 237800 | 68300 | 306100 | | | 321 E COLLEGE AVE | 0 | \$ 765.25 | \$ 765.25 | \$ 765.25 |
| 312001700 | LOUBERTS PROPERTIES | LOUBERTS PROPERTIES LLC | 281400 | 68600 | 350000 | | | 233 E COLLEGE AVE | 2 | \$ 875.00 | \$ 875.00 | \$ 875.00 |
| 312002000 | ISAKSON | PETER ISAKSON | 93400 | 30700 | 124100 | | | 227 E COLLEGE AVE | 2 | \$ 310.25 | \$ 310.25 | \$ 310.25 |
| 312002100 | GREENE ET AL | THOMAS GREENE ET AL | 91900 | 32100 | 124000 | | | 225 E COLLEGE AVE | 2 | \$ 310.00 | \$ 310.00 | \$ 310.00 |
| 312002200 | 223 COLLEGE LLC | 223 COLLEGE LLC | 123300 | 59400 | 182700 | | | 223 E COLLEGE AVE | 2 | \$ 456.75 | \$ 456.75 | \$ 456.75 |
| 312002300 | SJSOCZKA LLC | SJSOCZKA LLC | 45600 | 59400 | 105000 | | | 219 E COLLEGE AVE | 0 | \$ 262.50 | \$ 262.50 | \$ 262.50 |
| 312002500 | MUELLER | ANTHONY MUELLER | 112600 | 59400 | 172000 | | | 217 E COLLEGE AVE | 0 | \$ 430.00 | \$ 430.00 | \$ 430.00 |
| 312002600 | KORN ACQUISITIONS | KORN ACQUISITIONS R.E. LLC | 254300 | 59700 | 314000 | | | 215 E COLLEGE AVE | 2 | \$ 785.00 | \$ 785.00 | \$ 785.00 |
| 312002700 | STUDIO 213 LLC | STUDIO 213 LLC | 162300 | 59700 | 222000 | | | 213 E COLLEGE AVE | 1 | \$ 555.00 | \$ 555.00 | \$ 555.00 |
| 312002900 | WELLS | JOSEPH WELLS | 84700 | 118900 | 203600 | | | 209 E COLLEGE AVE | 0 | \$ 509.00 | \$ 509.00 | \$ 509.00 |
| 312003000 | WELLS | JOSEPH WELLS | 51700 | 59400 | 111100 | | | 207 E COLLEGE AVE | 0 | \$ 277.75 | \$ 277.75 | \$ 277.75 |
| 312003100 | WELLS | JOSEPH WELLS | 203600 | 125500 | 329100 | | | 201 E COLLEGE AVE | 0 | \$ 822.75 | \$ 822.75 | \$ 822.75 |
| 312003800 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 194700 | 37900 | 232600 | | | 101 E COLLEGE AVE | 1 | \$ 581.50 | \$ 581.50 | \$ 581.50 |
| 312003900 | SOMA CORPORATION | SOMA CORPORATION | 426700 | 122300 | 549000 | | | 103 E COLLEGE AVE | 0 | \$ 1,372.50 | \$1,372.50 | \$ 1,372.50 |
| 312004000 | ASPLUND | RAYMON ASPLUND | 124000 | 49400 | 173400 | | | 107 E COLLEGE AVE | 2 | \$ 433.50 | \$ 433.50 | \$ 433.50 |
| 312004100 | DKS REALTY WISCONSIN | DKS REALTY WISCONSIN IV LLC | 127000 | 53000 | 180000 | | | 109 E COLLEGE AVE | 3 | \$ 450.00 | \$ 450.00 | \$ 450.00 |
| 312004200 | DKS REALTY WISCONSIN | DKS REALTY WISCONSIN IV LLC | 136000 | 53000 | 189000 | | | 111 E COLLEGE AVE | 3 | \$ 472.50 | \$ 472.50 | \$ 472.50 |
| 312004300 | ISAKSON | PETER ISAKSON | 97600 | 55100 | 152700 | | | 113 E COLLEGE AVE | 2 | \$ 381.75 | \$ 381.75 | \$ 381.75 |
| 312004400 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 104600 | 152900 | 257500 | | | 115 E COLLEGE AVE | 1 | \$ 643.75 | \$ 643.75 | \$ 643.75 |
| 312004600 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 113200 | 46400 | 159600 | | | 121 E COLLEGE AVE | 1 | \$ 399.00 | \$ 399.00 | \$ 399.00 |
| 312004700 | ECO PROPERTIES LLC | ECO PROPERTIES LLC | 115100 | 44900 | 160000 | | | 123 E COLLEGE AVE | 1 | \$ 400.00 | \$ 400.00 | \$ 400.00 |
| 312004800 | SOMA CORPORATION | SOMA CORPORATION | 157800 | 47500 | 205300 | | | 125 E COLLEGE AVE | 2 | \$ 513.25 | \$ 513.25 | \$ 513.25 |
| 312004900 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 126100 | 58700 | 184800 | | | 127 E COLLEGE AVE | 1 | \$ 462.00 | \$ 462.00 | \$ 462.00 |
| 312005000 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 182700 | 58700 | 241400 | | | 129 E COLLEGE AVE | 3 | \$ 603.50 | \$ 603.50 | \$ 603.50 |
| 312005100 | TAYLOR-CHANCE LLC | TAYLOR-CHANCE LLC | 247600 | 58700 | 306300 | | | 133 E COLLEGE AVE | 0 | \$ 765.75 | \$ 765.75 | \$ 765.75 |
| 312005101 | GREENSIDE PROPERTIES | GREENSIDE PROPERTIES LLC | 135600 | 61900 | 197500 | | | 135 E COLLEGE AVE | 0 | \$ 493.75 | \$ 493.75 | \$ 493.75 |
| 312006900 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 120000 | 90100 | 210100 | | | 107 W COLLEGE AVE | 0 | \$ 525.25 | \$ 525.25 | \$ 525.25 |
| 312007000 | ZUELKE BUILDING LLC | ZUELKE BUILDING LLC | 1789000 | 133100 | 1922100 | | | 101 W COLLEGE AVE | 0 | \$ 4,805.25 | \$4,805.25 | \$ 4,805.25 |
| 312007200 | APPLETON CENTER | APPLETON CENTER ASSOCIATES | 7315900 | 519100 | 7835000 | | | 100 W LAWRENCE ST | 0 | \$ 19,587.50 | \$5,000.00 | \$ 5,000.00 |
| 312007400 | SHAH BECK GROUP LLC | SHAH BECK GROUP LLC | 2264800 | 533600 | 2798400 | | | 221 W COLLEGE AVE | 0 | \$ 6,996.00 | \$5,000.00 | \$ 5,000.00 |
| 312007800 | BAD BADGER INVESTMENTS | BAD BADGER INVESTMENTS LLC | 207500 | 98400 | 305900 | | | 215 W COLLEGE AVE | 0 | \$ 764.75 | \$ 764.75 | \$ 764.75 |

| | | | | | | | | | | | | |
|-----------|------------------------|----------------------------------|----------|---------|----------|--------|-----------|---------------------|---|--------------|------------|-------------|
| 312007900 | SOMA CORPORATION | SOMA CORPORATION | 308100 | 146200 | 454300 | | | 211 W COLLEGE AVE | 0 | \$ 1,135.75 | \$1,135.75 | \$ 1,135.75 |
| 312008000 | TUSLER PROPERTIES LLC | TUSLER PROPERTIES LLC | 226900 | 73000 | 299900 | | | 207 W COLLEGE AVE | 0 | \$ 749.75 | \$ 749.75 | \$ 749.75 |
| 312008100 | HECKENLAIBLE | STEVEN HECKENLAIBLE | 231800 | 43200 | 275000 | | | 205 W COLLEGE AVE | 2 | \$ 687.50 | \$ 687.50 | \$ 687.50 |
| 312008200 | CLEO'S REAL ESTATE | CLEO'S REAL ESTATE PARTNERSHIP | 260100 | 44200 | 304300 | | | 203 W COLLEGE AVE | 3 | \$ 760.75 | \$ 760.75 | \$ 760.75 |
| 312008300 | PARILLA PROPERTIES LLC | PARILLA PROPERTIES LLC | 249100 | 53100 | 302200 | | | 201 W COLLEGE AVE | 0 | \$ 755.50 | \$ 755.50 | \$ 755.50 |
| 312008400 | THEOBALD-APPLETON | THEOBALD-APPLETON RENTAL | 114000 | 24200 | 138200 | | | 117 S APPLETON ST | 1 | \$ 345.50 | \$ 345.50 | \$ 345.50 |
| 312009200 | MCGREGORS LLC | MCGREGORS LLC | 93800 | 56200 | 150000 | | | 343 W COLLEGE AVE | 0 | \$ 375.00 | \$ 375.00 | \$ 375.00 |
| 312009201 | KONIETZKI HOLDINGS LLC | KONIETZKI HOLDINGS LLC | 123800 | 44000 | 167800 | | | 345 W COLLEGE AVE | 0 | \$ 419.50 | \$ 419.50 | \$ 419.50 |
| 312009500 | APPLETON LAND LLC | APPLETON LAND LLC | 3112600 | 321700 | 3434300 | 21.00% | | 333 W COLLEGE AVE | 0 | \$ 8,585.75 | \$5,000.00 | \$ 1,050.00 |
| 312009600 | APPLETON LAND LLC | APPLETON LAND LLC | 12287000 | 1963700 | 14250700 | 79.00% | | 333 W COLLEGE AVE | 0 | \$ 35,626.75 | \$5,000.00 | \$ 3,950.00 |
| 312014400 | ONE LAWRENCE STREET | ONE LAWRENCE STREET LLC | 87100 | 720100 | 807200 | | | 209 S ALLEN ST | 0 | \$ 2,018.00 | \$2,018.00 | \$ 2,018.00 |
| 312023300 | FOX CITIES CHAMBER OF | FOX CITIES CHAMBER OF COMMERCE | 475400 | 179600 | 655000 | | | 125 N SUPERIOR ST | 0 | \$ 1,637.50 | \$1,637.50 | \$ 1,637.50 |
| 312023500 | HVN COMMERCIAL | HVN COMMERCIAL HOLDINGS LLC | 1328900 | 401100 | 1730000 | | | 342 W COLLEGE AVE | 0 | \$ 4,325.00 | \$4,325.00 | \$ 4,325.00 |
| 312023800 | EVANS | STEPHEN EVANS | 2010700 | 332300 | 2343000 | | | 330 W COLLEGE AVE | 0 | \$ 5,857.50 | \$5,000.00 | \$ 5,000.00 |
| 312024200 | STREUR TRUST ET AL | WILLIAM STREUR TRUST ET AL | 179500 | 110500 | 290000 | | | 322 W COLLEGE AVE | 0 | \$ 725.00 | \$ 725.00 | \$ 725.00 |
| 312024300 | BATRA HOSPITALITY | BATRA HOSPITALITY GROUP INC | 500300 | 326700 | 827000 | | | 318 W COLLEGE AVE | 0 | \$ 2,067.50 | \$2,067.50 | \$ 2,067.50 |
| 312024800 | WEYENBERG | NATHAN WEYENBERG | 105000 | 57000 | 162000 | | | 310 W COLLEGE AVE | 0 | \$ 405.00 | \$ 405.00 | \$ 405.00 |
| 312025000 | FOX CITIES HOTEL | FOX CITIES HOTEL INVESTORS LLC | 6618300 | 333700 | 6952000 | | | 300 W COLLEGE AVE | 0 | \$ 17,380.00 | \$5,000.00 | \$ 5,000.00 |
| 312025300 | BANK ONE | BANK ONE | 158300 | 378300 | 536600 | | | 131 N APPLETON ST | 0 | \$ 1,341.50 | \$1,341.50 | \$ 1,341.50 |
| 312025700 | 222 BUILDING LLC | 222 BUILDING LLC | 10472900 | 567800 | 11040700 | | | 222 W COLLEGE AVE | 0 | \$ 27,601.75 | \$5,000.00 | \$ 5,000.00 |
| 312026000 | PATTEN PROPERTIES LLC | PATTEN PROPERTIES LLC | 706800 | 144200 | 851000 | | | 210 W COLLEGE AVE | 0 | \$ 2,127.50 | \$2,127.50 | \$ 2,127.50 |
| 312026300 | BANK ONE | BANK ONE | 1369000 | 305100 | 1674100 | | | 200 W COLLEGE AVE | 0 | \$ 4,185.25 | \$4,185.25 | \$ 4,185.25 |
| 312027201 | COUTU LLC | COUTU LLC | 280600 | 57700 | 338300 | | | 124 N APPLETON ST | 0 | \$ 845.75 | \$ 845.75 | \$ 845.75 |
| 312027202 | HIETPAS | DAVID HIETPAS | 225200 | 49800 | 275000 | | | 115 W WASHINGTON ST | 0 | \$ 687.50 | \$ 687.50 | \$ 687.50 |
| 312027303 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 100 | 6400 | 6500 | 1.30% | UNIT 50B | 100 W COLLEGE AVE | 0 | \$ 16.25 | \$ 250.00 | \$ 65.00 |
| 312027304 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 100 | 3900 | 4000 | 0.80% | UNIT 50C | 100 W COLLEGE AVE | 0 | \$ 10.00 | \$ 250.00 | \$ 40.00 |
| 312027305 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 100 | 3900 | 4000 | 0.80% | UNIT 50D | 100 W COLLEGE AVE | 0 | \$ 10.00 | \$ 250.00 | \$ 40.00 |
| 312027306 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 3200 | 2500 | 5700 | 0.50% | UNIT 50E | 100 W COLLEGE AVE | 0 | \$ 14.25 | \$ 250.00 | \$ 25.00 |
| 312027308 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 0 | 0 | 0 | 4.50% | UNIT 50G | 100 W COLLEGE AVE | 0 | \$ - | \$ - | \$ - |
| 312027310 | THE BUILDING FOR KIDS | THE BUILDING FOR KIDS INC | 19900 | 0 | 19900 | 0.00% | UNIT 100A | 100 W COLLEGE AVE | 0 | \$ 49.75 | \$ 250.00 | \$ - |
| 312027312 | PFEFFERLE FAMILY LTD | PFEFFERLE FAMILY LTD PARTNERSHIP | 87700 | 5900 | 93600 | 1.20% | UNIT 100C | 116 N APPLETON ST | 0 | \$ 234.00 | \$ 250.00 | \$ 60.00 |
| 312027330 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 987400 | 74000 | 1061400 | 15.00% | UNIT 300A | 100 W COLLEGE AVE | 0 | \$ 2,653.50 | \$2,653.50 | \$ 750.00 |
| 312027340 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 992200 | 74500 | 1066700 | 15.10% | UNIT 400A | 100 W COLLEGE AVE | 0 | \$ 2,666.75 | \$2,666.75 | \$ 755.00 |
| 312027341 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 4400 | 500 | 4900 | 0.10% | UNIT 400B | 100 W COLLEGE AVE | 0 | \$ 12.25 | \$ 250.00 | \$ 5.00 |

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|-----------|------------------------|-----------------------------------|---------|---------|---------|--------|-----------|-------------------|---|-------------|------------|-------------|
| 312027342 | ISLAND MEDICAL LLC | ISLAND MEDICAL LLC ET AL | 6900 | 500 | 7400 | 0.10% | UNIT 400C | 100 W COLLEGE AVE | 0 | \$ 18.50 | \$ 250.00 | \$ 5.00 |
| 312028200 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 1928800 | 447100 | 2375900 | 34.00% | UNIT 001 | 122 E COLLEGE AVE | 0 | \$ 5,939.75 | \$5,000.00 | \$ 1,700.00 |
| 312028201 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 7100 | 2200 | 9300 | 0.17% | UNIT 002 | 122 E COLLEGE AVE | 0 | \$ 23.25 | \$ 250.00 | \$ 8.50 |
| 312028202 | WASHINGTON STREET R.E. | WASHINGTON STREET R.E. INVESTMENT | 1194600 | 123900 | 1318500 | 9.42% | UNIT 101 | 122 E COLLEGE AVE | 0 | \$ 3,296.25 | \$3,296.25 | \$ 471.00 |
| 312028203 | WASHINGTON STREET R.E. | WASHINGTON STREET R.E. INVESTMENT | 19500 | 7100 | 26600 | 0.54% | UNIT 102 | 122 E COLLEGE AVE | 0 | \$ 66.50 | \$ 250.00 | \$ 27.00 |
| 312028204 | WASHINGTON STREET R.E. | WASHINGTON STREET R.E. INVESTMENT | 71600 | 12200 | 83800 | 0.93% | UNIT 103 | 122 E COLLEGE AVE | 0 | \$ 209.50 | \$ 250.00 | \$ 46.50 |
| 312028205 | HOFFMAN HOLDINGS LLC | HOFFMAN HOLDINGS LLC ET AL | 19000 | 7600 | 26600 | 0.58% | UNIT 104 | 122 E COLLEGE AVE | 0 | \$ 66.50 | \$ 250.00 | \$ 29.00 |
| 312028206 | APPLETON EDUCATION | APPLETON EDUCATION FOUNDATION INC | 674300 | 0 | 674300 | 12.68% | UNIT 105 | 122 E COLLEGE AVE | 0 | \$ 1,685.75 | \$1,685.75 | \$ 634.00 |
| 312028207 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 1606800 | 166700 | 1773500 | 0.38% | UNIT 201 | 122 E COLLEGE AVE | 0 | \$ 4,433.75 | \$4,433.75 | \$ 19.00 |
| 312028208 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 13800 | 5000 | 18800 | 18.52% | UNIT 202 | 122 E COLLEGE AVE | 0 | \$ 47.00 | \$ 250.00 | \$ 926.00 |
| 312028210 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 2327500 | 243500 | 2571000 | 0.26% | UNIT 204 | 122 E COLLEGE AVE | 0 | \$ 6,427.50 | \$5,000.00 | \$ 13.00 |
| 312028211 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 10000 | 3400 | 13400 | 0.27% | UNIT 205 | 122 E COLLEGE AVE | 0 | \$ 33.50 | \$ 250.00 | \$ 13.50 |
| 312028212 | PFEFFERLE INVESTMENTS | PFEFFERLE INVESTMENTS INC ET AL | 9700 | 3600 | 13300 | 3.45% | UNIT 206 | 122 E COLLEGE AVE | 0 | \$ 33.25 | \$ 250.00 | \$ 172.50 |
| 312028213 | WASHINGTON STREET R.E. | WASHINGTON STREET R.E. INVESTMENT | 410700 | 45400 | 456100 | 4.37% | UNIT 301 | 122 E COLLEGE AVE | 0 | \$ 1,140.25 | \$1,140.25 | \$ 218.50 |
| 312028214 | WASHINGTON STREET R.E. | WASHINGTON STREET R.E. INVESTMENT | 554800 | 57500 | 612300 | 6.64% | UNIT 106 | 122 E COLLEGE AVE | 0 | \$ 1,530.75 | \$1,530.75 | \$ 332.00 |
| 312028215 | HOFFMAN HOLDINGS LLC | HOFFMAN HOLDINGS LLC ET AL | 871800 | 87300 | 959100 | | UNIT 107 | 122 E COLLEGE AVE | 0 | \$ 2,397.75 | \$2,397.75 | \$ - |
| 312028700 | APPLETON HOTEL GROUP | APPLETON HOTEL GROUP LLC | 227700 | 60300 | 288000 | | | 100 E COLLEGE AVE | 0 | \$ 720.00 | \$ 720.00 | \$ 720.00 |
| 312029001 | TAM LLC | TAM LLC | 769500 | 1209400 | 1978900 | | | 10 E COLLEGE AVE | 0 | \$ 4,947.25 | \$4,947.25 | \$ 4,947.25 |
| 312030200 | DAUNTLESS PROPERTIES | DAUNTLESS PROPERTIES LLC | 114000 | 26000 | 140000 | | | 130 N MORRISON ST | 0 | \$ 350.00 | \$ 350.00 | \$ 350.00 |
| 312030300 | MORRISON BUILDING LLC | MORRISON BUILDING LLC | 332400 | 96500 | 428900 | | | 120 N MORRISON ST | 0 | \$ 1,072.25 | \$1,072.25 | \$ 1,072.25 |
| 312031100 | BROUILLARD | ROBERT BROUILLARD | 123400 | 37100 | 160500 | | | 129 N DURKEE ST | 2 | \$ 401.25 | \$ 401.25 | \$ 401.25 |
| 312031200 | 200 EAST LLC | 200 EAST LLC | 527400 | 102600 | 630000 | | | 200 E COLLEGE AVE | 0 | \$ 1,575.00 | \$1,575.00 | \$ 1,575.00 |
| 312031300 | FA & VB LLC | FA & VB LLC | 272500 | 97500 | 370000 | | | 204 E COLLEGE AVE | 5 | \$ 925.00 | \$ 925.00 | \$ 925.00 |
| 312031500 | TENNIE'S JEWELRY | TENNIE'S JEWELRY PROPERTIES LLC | 92500 | 47500 | 140000 | | | 208 E COLLEGE AVE | 2 | \$ 350.00 | \$ 350.00 | \$ 350.00 |
| 312031600 | VANDINTER | BRADLEY VANDINTER | 88300 | 49700 | 138000 | | | 212 E COLLEGE AVE | 4 | \$ 345.00 | \$ 345.00 | \$ 345.00 |
| 312031700 | QUEEN BEE RESTAURANT | QUEEN BEE RESTAURANT INC | 242300 | 97200 | 339500 | | | 216 E COLLEGE AVE | 4 | \$ 848.75 | \$ 848.75 | \$ 848.75 |
| 312031900 | SCOTT | HELEN SCOTT | 275600 | 94000 | 369600 | | | 218 E COLLEGE AVE | 5 | \$ 924.00 | \$ 924.00 | \$ 924.00 |

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|-----------|------------------------|----------------------------------|---------|--------|---------|--------|------------|---------------------|---|-------------|------------|-------------|
| 312032100 | HALEY'S PROPERTIES ONE | HALEY'S PROPERTIES ONE LLC | 140900 | 45900 | 186800 | | | 222 E COLLEGE AVE | 0 | \$ 467.00 | \$ 467.00 | \$ 467.00 |
| 312032200 | THE WEIDERS LLC | THE WEIDERS LLC | 355000 | 78500 | 433500 | | | 224 E COLLEGE AVE | 1 | \$ 1,083.75 | \$1,083.75 | \$ 1,083.75 |
| 312032300 | CJW PROPERTIES LLC | CJW PROPERTIES LLC | 113800 | 67300 | 181100 | | | 230 E COLLEGE AVE | 4 | \$ 452.75 | \$ 452.75 | \$ 452.75 |
| 312032400 | CJW PROPERTIES LLC | CJW PROPERTIES LLC | 138500 | 60500 | 199000 | | | 232 E COLLEGE AVE | 3 | \$ 497.50 | \$ 497.50 | \$ 497.50 |
| 312032500 | CJW PROPERTIES LLC | CJW PROPERTIES LLC | 60700 | 8400 | 69100 | | | 109 N DURKEE ST | 1 | \$ 172.75 | \$ 250.00 | \$ 250.00 |
| 312032701 | WAGNER ET AL | TIMOTHY WAGNER ET AL | 123600 | 37400 | 161000 | | | 118 N DURKEE ST | 2 | \$ 402.50 | \$ 402.50 | \$ 402.50 |
| 312032800 | RICKS REVOC LIV TRUST | DREW RICKS REVOC LIV TRUST | 51600 | 107400 | 159000 | | | 309 E WASHINGTON ST | 0 | \$ 397.50 | \$ 397.50 | \$ 397.50 |
| 312033300 | LAWRENCE UNIV OF WI | LAWRENCE UNIV OF WI | 12300 | 142900 | 155200 | | | 323 E WASHINGTON ST | 0 | \$ 388.00 | \$ 388.00 | \$ 388.00 |
| 312033400 | 331 PROPERTIES LLP | 331 PROPERTIES LLP | 195500 | 42500 | 238000 | | | 331 E WASHINGTON ST | 0 | \$ 595.00 | \$ 595.00 | \$ 595.00 |
| 312033700 | BGO LLC | BGO LLC | 107500 | 206600 | 314100 | | | 300 E COLLEGE AVE | 0 | \$ 785.25 | \$ 785.25 | \$ 785.25 |
| 312034000 | BGO LLC | BGO LLC | 183700 | 96300 | 280000 | | | 308 E COLLEGE AVE | 0 | \$ 700.00 | \$ 700.00 | \$ 700.00 |
| 312034200 | BOMB ALLEY LLC | BOMB ALLEY LLC | 136500 | 45600 | 182100 | | | 314 E COLLEGE AVE | 0 | \$ 455.25 | \$ 455.25 | \$ 455.25 |
| 312034300 | LAWRENCE UNIV OF WI | LAWRENCE UNIV OF WI | 115000 | 163900 | 278900 | | | 320 E COLLEGE AVE | 0 | \$ 697.25 | \$ 697.25 | \$ 697.25 |
| 312035300 | FIRSTAR BANK APPLETON | FIRSTAR BANK APPLETON | 947500 | 492500 | 1440000 | | | 200 N DURKEE ST | 0 | \$ 3,600.00 | \$3,600.00 | \$ 3,600.00 |
| 312036300 | 230 N MORRISON LLC | 230 N MORRISON LLC | 209800 | 115600 | 325400 | | | 230 N MORRISON ST | 0 | \$ 813.50 | \$ 813.50 | \$ 813.50 |
| 312036600 | FOND DU LAC BLDG ASSOC | FOND DU LAC BLDG ASSOC LLP | 341200 | 88800 | 430000 | 8.19% | UNIT 100-A | 200 E WASHINGTON ST | 0 | \$ 1,075.00 | \$1,075.00 | \$ 409.50 |
| 312036601 | PFEFFERLE ENTERPRISES | PFEFFERLE ENTERPRISES | 1006500 | 177600 | 1184100 | 20.73% | UNIT 200 | 200 E WASHINGTON ST | 0 | \$ 2,960.25 | \$2,960.25 | \$ 1,036.50 |
| 312036602 | FOND DU LAC BLDG ASSOC | FOND DU LAC BLDG ASSOC LLP | 910500 | 177600 | 1088100 | 20.73% | UNIT 300 | 200 E WASHINGTON ST | 0 | \$ 2,720.25 | \$2,720.25 | \$ 1,036.50 |
| 312036603 | FOND DU LAC BLDG ASSOC | FOND DU LAC BLDG ASSOC | 910500 | 177600 | 1088100 | 20.73% | UNIT 400 | 200 E WASHINGTON ST | 0 | \$ 2,720.25 | \$2,720.25 | \$ 1,036.50 |
| 312036604 | FOND DU LAC BLDG ASSOC | FOND DU LAC BLDG ASSOC | 910500 | 177600 | 1088100 | 20.73% | UNIT 500 | 200 E WASHINGTON ST | 0 | \$ 2,720.25 | \$2,720.25 | \$ 1,036.50 |
| 312036605 | FOND DU LAC BLDG ASSOC | FOND DU LAC BLDG ASSOC | 416900 | 88800 | 505700 | 8.89% | UNIT 100-B | 200 E WASHINGTON ST | 0 | \$ 1,264.25 | \$1,264.25 | \$ 444.50 |
| 312037100 | CONNER LLC | ETHEL CONNER LLC | 125000 | 65000 | 190000 | | | 229 E FRANKLIN ST | 0 | \$ 475.00 | \$ 475.00 | \$ 475.00 |
| 312040400 | SEC PROPERTIES LLC | SEC PROPERTIES LLC | 138700 | 132200 | 270900 | | | 231 W FRANKLIN ST | 0 | \$ 677.25 | \$ 677.25 | \$ 677.25 |
| 312040500 | 214 SUPERIOR LLC | 214 SUPERIOR LLC | 153400 | 21500 | 174900 | | | 214 N SUPERIOR ST | 1 | \$ 437.25 | \$ 437.25 | \$ 437.25 |
| 312040800 | BERKEN | SCOTT BERKEN | 136600 | 86500 | 223100 | | | 233 N APPLETON ST | 1 | \$ 557.75 | \$ 557.75 | \$ 557.75 |
| 312041700 | VINTAGE-SPECIALTY | VINTAGE-SPECIALTY PROPERTIES LLC | 105000 | 30500 | 135500 | | | 211 N APPLETON ST | 3 | \$ 338.75 | \$ 338.75 | \$ 338.75 |
| 312041800 | JK APOLLON LLC | JK APOLLON LLC | 184100 | 34600 | 218700 | | | 207 N APPLETON ST | 2 | \$ 546.75 | \$ 546.75 | \$ 546.75 |
| 312041900 | S & S ENTREPRENEURS | S & S ENTREPRENEURS LLC | 254700 | 58300 | 313000 | | | 201 N APPLETON ST | 4 | \$ 782.50 | \$ 782.50 | \$ 782.50 |
| 312042800 | GANNETT MIDWEST | GANNETT MIDWEST PUBLISHING INC | 672100 | 455200 | 1127300 | | | 306 W WASHINGTON ST | 0 | \$ 2,818.25 | \$2,818.25 | \$ 2,818.25 |
| 312043006 | HOERSCH | ROBERT HOERSCH | 142200 | 71100 | 213300 | | | 218 N DIVISION ST | 0 | \$ 533.25 | \$ 533.25 | \$ 533.25 |
| 312045800 | STELLA LUNA PROPERTIES | STELLA LUNA PROPERTIES LLC | 177000 | 42000 | 219000 | | | 130 E FRANKLIN ST | 0 | \$ 547.50 | \$ 547.50 | \$ 547.50 |
| 313084700 | MIP LLC | MIP LLC | 300400 | 72000 | 372400 | | | 201 S WALNUT ST | 1 | \$ 931.00 | \$ 931.00 | \$ 931.00 |
| 313084900 | DEXTERS PUB LLC | DEXTERS PUB LLC | 121200 | 28800 | 150000 | | | 211 S WALNUT ST | 1 | \$ 375.00 | \$ 375.00 | \$ 375.00 |
| 313085500 | NORWEST BANK WISCONSIN | NORWEST BANK WISCONSIN APPLETON | 141900 | 375900 | 517800 | | | 516 W EIGHTH ST | 0 | \$ 1,294.50 | \$1,294.50 | \$ 1,294.50 |
| 313087600 | THAO PROPERTIES LLC | THAO PROPERTIES LLC | 144800 | 61200 | 206000 | | | 206 S MEMORIAL DR | 0 | \$ 515.00 | \$ 515.00 | \$ 515.00 |
| 313087700 | THAO REVOCABLE TRUST | CHUNGYIA THAO REVOCABLE TRUST | 28500 | 34800 | 63300 | | | 625 W LAWRENCE ST | 0 | \$ 158.25 | \$ 250.00 | \$ 250.00 |
| 313087800 | FOUR-M PROPERTIES LLC | FOUR-M PROPERTIES LLC | 46300 | 77700 | 124000 | | | 621 W LAWRENCE ST | 0 | \$ 310.00 | \$ 310.00 | \$ 310.00 |

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|-----------|------------------------|----------------------------------|--------|--------|---------|--|--|-------------------|----|-------------|------------|-------------|
| 313087900 | BEHNKE PROPERTIES LLC | BEHNKE PROPERTIES LLC | 45600 | 42900 | 88500 | | | 617 W LAWRENCE ST | 0 | \$ 221.25 | \$ 250.00 | \$ 250.00 |
| 313088300 | DECLREENE-ZELLNER LLC | DECLREENE-ZELLNER LLC | 448300 | 145700 | 594000 | | | 215 S MEMORIAL DR | 0 | \$ 1,485.00 | \$1,485.00 | \$ 1,485.00 |
| 313093400 | BOYLE | JAMES BOYLE | 47400 | 77600 | 125000 | | | 131 S BADGER AVE | 0 | \$ 312.50 | \$ 312.50 | \$ 312.50 |
| 313093700 | S & K FOOD MART INC | S & K FOOD MART INC | 314900 | 132800 | 447700 | | | 911 W COLLEGE AVE | 0 | \$ 1,119.25 | \$1,119.25 | \$ 1,119.25 |
| 313093800 | NEVINS REVOCABLE TRUST | LANCE NEVINS REVOCABLE TRUST | 321000 | 115600 | 436600 | | | 843 W COLLEGE AVE | 0 | \$ 1,091.50 | \$1,091.50 | \$ 1,091.50 |
| 313094300 | AMS 823/825 LLC | AMS 823/825 LLC | 16200 | 63800 | 80000 | | | 823 W COLLEGE AVE | 0 | \$ 200.00 | \$ 250.00 | \$ 250.00 |
| 313094302 | AMS 827 LLC | AMS 827 LLC | 400 | 44600 | 45000 | | | 827 W COLLEGE AVE | 0 | \$ 112.50 | \$ 250.00 | \$ 250.00 |
| 313094400 | PIERRI REVOCABLE TRUST | SARA PIERRI REVOCABLE TRUST | 79200 | 25200 | 104400 | | | 819 W COLLEGE AVE | 1 | \$ 261.00 | \$ 261.00 | \$ 261.00 |
| 313094500 | PIERRI REVOCABLE TRUST | SARA PIERRI REVOCABLE TRUST | 139500 | 40500 | 180000 | | | 815 W COLLEGE AVE | 0 | \$ 450.00 | \$ 450.00 | \$ 450.00 |
| 313094501 | PIERRI REVOCABLE TRUST | SARA PIERRI REVOCABLE TRUST | 52500 | 20800 | 73300 | | | 813 W COLLEGE AVE | 0 | \$ 183.25 | \$ 250.00 | \$ 250.00 |
| 313094600 | PIONEER PROFESSIONAL | PIONEER PROFESSIONAL CARPET CARE | 62300 | 20200 | 82500 | | | 809 W COLLEGE AVE | 0 | \$ 206.25 | \$ 250.00 | \$ 250.00 |
| 313094700 | SMART INVESTING LLC | SMART INVESTING LLC | 67700 | 20200 | 87900 | | | 807 W COLLEGE AVE | 2 | \$ 219.75 | \$ 250.00 | \$ 250.00 |
| 313094800 | WENZ RENTAL PROPERTIES | WENZ RENTAL PROPERTIES LLC | 115200 | 46100 | 161300 | | | 801 W COLLEGE AVE | 0 | \$ 403.25 | \$ 403.25 | \$ 403.25 |
| 313096000 | 745 COLLEGE LLC | 745 COLLEGE LLC | 274500 | 29500 | 304000 | | | 745 W COLLEGE AVE | 8 | \$ 760.00 | \$ 760.00 | \$ 760.00 |
| 313096100 | I KNOW, RIGHT? LLC | I KNOW, RIGHT? LLC | 33300 | 45100 | 78400 | | | 741 W COLLEGE AVE | 0 | \$ 196.00 | \$ 250.00 | \$ 250.00 |
| 313096301 | THEADOCIA LLC | THEADOCIA LLC | 142700 | 64400 | 207100 | | | 733 W COLLEGE AVE | 0 | \$ 517.75 | \$ 517.75 | \$ 517.75 |
| 313096400 | YU ET AL | SHERMAN YU ET AL | 185300 | 114500 | 299800 | | | 719 W COLLEGE AVE | 0 | \$ 749.50 | \$ 749.50 | \$ 749.50 |
| 313097200 | PACIFICA APPLETON LLC | PACIFICA APPLETON LLC | 210000 | 269500 | 479500 | | | 127 S MEMORIAL DR | 0 | \$ 1,198.75 | \$1,198.75 | \$ 1,198.75 |
| 313097600 | MILLER ET AL | WILLIAM MILLER ET AL | 224600 | 69400 | 294000 | | | 623 W COLLEGE AVE | 8 | \$ 735.00 | \$ 735.00 | \$ 735.00 |
| 313097601 | VANG | MAI VANG | 48100 | 107500 | 155600 | | | 100 S MEMORIAL DR | 0 | \$ 389.00 | \$ 389.00 | \$ 389.00 |
| 313097900 | APPLETON WEST END | APPLETON WEST END REALTY LTD | 271700 | 202300 | 474000 | | | 609 W COLLEGE AVE | 4 | \$ 1,185.00 | \$1,185.00 | \$ 1,185.00 |
| 313098300 | DAS VENTURES HOLDINGS | DAS VENTURES HOLDINGS LLC | 488600 | 112500 | 601100 | | | 603 W COLLEGE AVE | 0 | \$ 1,502.75 | \$1,502.75 | \$ 1,502.75 |
| 313098500 | LISON | JAMES LISON | 168900 | 46100 | 215000 | | | 601 W COLLEGE AVE | 1 | \$ 537.50 | \$ 537.50 | \$ 537.50 |
| 313098600 | MCFLESHMAN'S COMMONS | MCFLESHMAN'S COMMONS LLC | 189600 | 63900 | 253500 | | | 115 S STATE ST | 0 | \$ 633.75 | \$ 633.75 | \$ 633.75 |
| 313098800 | HINZMAN | PAUL HINZMAN | 126500 | 83000 | 209500 | | | 121 S STATE ST | 0 | \$ 523.75 | \$ 523.75 | \$ 523.75 |
| 313099300 | BOXER ENTERPRISES LLC | BOXER ENTERPRISES LLC | 108100 | 59900 | 168000 | | | 620 W LAWRENCE ST | 0 | \$ 420.00 | \$ 420.00 | \$ 420.00 |
| 313099600 | MAZZA | ROBERT MAZZA | 138000 | 182000 | 320000 | | | 122 S MEMORIAL DR | 0 | \$ 800.00 | \$ 800.00 | \$ 800.00 |
| 313099800 | BOXER ENTERPRISES LLC | BOXER ENTERPRISES LLC | 35600 | 24400 | 60000 | | | 613 W COLLEGE AVE | 0 | \$ 150.00 | \$ 250.00 | \$ 250.00 |
| 313099900 | GREINER | JOHN GREINER | 151100 | 51800 | 202900 | | | 535 W COLLEGE AVE | 1 | \$ 507.25 | \$ 507.25 | \$ 507.25 |
| 313100300 | EFS LLC | EFS LLC | 724800 | 246400 | 971200 | | | 523 W COLLEGE AVE | 10 | \$ 2,428.00 | \$2,428.00 | \$ 2,428.00 |
| 313100400 | KOROLL PROPERTIES LLC | KOROLL PROPERTIES LLC | 336300 | 77600 | 413900 | | | 519 W COLLEGE AVE | 0 | \$ 1,034.75 | \$1,034.75 | \$ 1,034.75 |
| 313100800 | NORWEST BANK WISCONSIN | NORWEST BANK WISCONSIN APPLETON | 791700 | 341000 | 1132700 | | | 118 S STATE ST | 0 | \$ 2,831.75 | \$2,831.75 | \$ 2,831.75 |
| 313101500 | VICTORIA | CRESENCIO VICTORIA | 55700 | 24300 | 80000 | | | 510 W LAWRENCE ST | 0 | \$ 200.00 | \$ 250.00 | \$ 250.00 |
| 313101700 | HAUSSERMAN ET AL | ROBERT HAUSSERMAN ET AL | 78000 | 82000 | 160000 | | | 119 S WALNUT ST | 6 | \$ 400.00 | \$ 400.00 | \$ 400.00 |
| 313102000 | HVN COMMERCIAL | HVN COMMERCIAL HOLDINGS LLC | 415600 | 109400 | 525000 | | | 509 W COLLEGE AVE | 0 | \$ 1,312.50 | \$1,312.50 | \$ 1,312.50 |

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|-----------|------------------------|------------------------------|---------|--------|---------|--|--------|-------------------|---|-------------|------------|-------------|
| 313102100 | VICTORIAS APPLETON INC | VICTORIAS APPLETON INC | 250100 | 57600 | 307700 | | | 507 W COLLEGE AVE | 1 | \$ 769.25 | \$ 769.25 | \$ 769.25 |
| 313102200 | VICTORIAS APPLETON INC | VICTORIAS APPLETON INC | 238200 | 121400 | 359600 | | | 503 W COLLEGE AVE | 0 | \$ 899.00 | \$ 899.00 | \$ 899.00 |
| 313102300 | THE BAR GROUP LLC | THE BAR GROUP LLC | 789500 | 138200 | 927700 | | | 427 W COLLEGE AVE | 0 | \$ 2,319.25 | \$2,319.25 | \$ 2,319.25 |
| 313102500 | OTTPERTIES LLC | OTTPERTIES LLC | 193000 | 66200 | 259200 | | | 425 W COLLEGE AVE | 0 | \$ 648.00 | \$ 648.00 | \$ 648.00 |
| 313102700 | FERRUCCIO VC INC | FERRUCCIO VC INC | 97900 | 132500 | 230400 | | | 423 W COLLEGE AVE | 0 | \$ 576.00 | \$ 576.00 | \$ 576.00 |
| 313102800 | M & H PROPERTIES LLC | M & H PROPERTIES LLC | 242700 | 69300 | 312000 | | | 417 W COLLEGE AVE | 0 | \$ 780.00 | \$ 780.00 | \$ 780.00 |
| 313102900 | ZIMJET LLC | ZIMJET LLC | 167800 | 63500 | 231300 | | | 415 W COLLEGE AVE | 2 | \$ 578.25 | \$ 578.25 | \$ 578.25 |
| 313103000 | JTB APPLETON LLC | JTB APPLETON LLC | 203800 | 66200 | 270000 | | | 413 W COLLEGE AVE | 0 | \$ 675.00 | \$ 675.00 | \$ 675.00 |
| 313103100 | ELMAZI | MERIJE ELMAZI | 183800 | 66200 | 250000 | | | 411 W COLLEGE AVE | 1 | \$ 625.00 | \$ 625.00 | \$ 625.00 |
| 313103200 | GUYETTE | TIMOTHY GUYETTE | 128800 | 66200 | 195000 | | | 409 W COLLEGE AVE | 0 | \$ 487.50 | \$ 487.50 | \$ 487.50 |
| 313103300 | AH&M ENTERPRISES LLC | AH&M ENTERPRISES LLC | 1090700 | 277700 | 1368400 | | | 403 W COLLEGE AVE | 0 | \$ 3,421.00 | \$3,421.00 | \$ 3,421.00 |
| 315069300 | KRUEGER | LEWIS KRUEGER | 95200 | 71800 | 167000 | | | 305 N RICHMOND ST | 0 | \$ 417.50 | \$ 417.50 | \$ 417.50 |
| 315071200 | BLUE OFFICE LLC | BLUE OFFICE LLC | 385800 | 239200 | 625000 | | | 225 N RICHMOND ST | 0 | \$ 1,562.50 | \$1,562.50 | \$ 1,562.50 |
| 315105800 | STATEVIEW LLC | STATEVIEW LLC | 145400 | 51800 | 197200 | | | 532 W COLLEGE AVE | 4 | \$ 493.00 | \$ 493.00 | \$ 493.00 |
| 315105900 | THORNELL | ANDREW THORNELL | 121000 | 49000 | 170000 | | | 530 W COLLEGE AVE | 2 | \$ 425.00 | \$ 425.00 | \$ 425.00 |
| 315106000 | FLANAGAN | PATRICK FLANAGAN | 267300 | 201500 | 468800 | | | 524 W COLLEGE AVE | 0 | \$ 1,172.00 | \$1,172.00 | \$ 1,172.00 |
| 315106300 | MULDOON ET AL | LINDA MULDOON ET AL | 74900 | 51800 | 126700 | | | 516 W COLLEGE AVE | 2 | \$ 316.75 | \$ 316.75 | \$ 316.75 |
| 315106400 | MULDOON ET AL | LINDA MULDOON ET AL | 36600 | 103100 | 139700 | | | 514 W COLLEGE AVE | 0 | \$ 349.25 | \$ 349.25 | \$ 349.25 |
| 315106500 | CHUDACOFF ET AL | BRUCE CHUDACOFF ET AL | 98900 | 52400 | 151300 | | | 512 W COLLEGE AVE | 1 | \$ 378.25 | \$ 378.25 | \$ 378.25 |
| 315106700 | APPLETON WEST END | APPLETON WEST END REALTY LTD | 129400 | 55700 | 185100 | | | 508 W COLLEGE AVE | 4 | \$ 462.75 | \$ 462.75 | \$ 462.75 |
| 315106800 | APPLETON WEST END | APPLETON WEST END REALTY LTD | 121400 | 54700 | 176100 | | | 506 W COLLEGE AVE | 3 | \$ 440.25 | \$ 440.25 | \$ 440.25 |
| 315107000 | COLLEGE AVENUE | COLLEGE AVENUE ASSOCIATES | 100000 | 119700 | 219700 | | | 500 W COLLEGE AVE | 0 | \$ 549.25 | \$ 549.25 | \$ 549.25 |
| 315107500 | BELFEUIL RENTALS LLC | BELFEUIL RENTALS LLC | 88500 | 111500 | 200000 | | | 509 W FRANKLIN ST | 0 | \$ 500.00 | \$ 500.00 | \$ 500.00 |
| 315107502 | HAHNEMANN | TODD HAHNEMANN | 85000 | 55500 | 140500 | | | 437 W FRANKLIN ST | 0 | \$ 351.25 | \$ 351.25 | \$ 351.25 |
| 315107600 | CASTON | ROBERT CASTON | 66000 | 43200 | 109200 | | | 136 N STATE ST | 0 | \$ 273.00 | \$ 273.00 | \$ 273.00 |
| 315110000 | KWIK TRIP INC | KWIK TRIP INC | 1546200 | 401700 | 1947900 | | | 306 N RICHMOND ST | 0 | \$ 4,869.75 | \$4,869.75 | \$ 4,869.75 |
| 315110100 | 400 NORTH LLC | 400 NORTH LLC | 610100 | 67700 | 677800 | | UNIT 1 | 400 N RICHMOND ST | 0 | \$ 1,694.50 | \$1,694.50 | \$ 1,694.50 |
| 315110120 | 400 NORTH LLC | 400 NORTH LLC | 117800 | 16800 | 134600 | | UNIT 2 | 400 N RICHMOND ST | 0 | \$ 336.50 | \$ 336.50 | \$ 336.50 |
| 315110121 | 400 NORTH LLC | 400 NORTH LLC | 415300 | 85200 | 500500 | | UNIT 3 | 400 N RICHMOND ST | 0 | \$ 1,251.25 | \$1,251.25 | \$ 1,251.25 |
| 315110122 | 400 NORTH LLC | 400 NORTH LLC | 141900 | 14100 | 156000 | | UNIT 4 | 400 N RICHMOND ST | 0 | \$ 390.00 | \$ 390.00 | \$ 390.00 |
| 315113900 | PETROLEUM REALTY IV | PETROLEUM REALTY IV LLC | 8200 | 104500 | 112700 | | | 226 N RICHMOND ST | 0 | \$ 281.75 | \$ 281.75 | \$ 281.75 |
| 315114700 | BOYCE | JAMIE BOYCE | 60300 | 34700 | 95000 | | | 208 N RICHMOND ST | 1 | \$ 237.50 | \$ 250.00 | \$ 250.00 |
| 315114800 | BOYCE | JAMIE BOYCE | 69500 | 50500 | 120000 | | | 200 N RICHMOND ST | 3 | \$ 300.00 | \$ 300.00 | \$ 300.00 |
| 315114801 | BOYCE | JAMIE BOYCE | 66300 | 14700 | 81000 | | | 204 N RICHMOND ST | 1 | \$ 202.50 | \$ 250.00 | \$ 250.00 |
| 315115800 | OLD BRICK PROPERTIES | OLD BRICK PROPERTIES LLC | 489100 | 630900 | 1120000 | | | 110 N RICHMOND ST | 0 | \$ 2,800.00 | \$2,800.00 | \$ 2,800.00 |
| 315115900 | HANSEN TRUST | JOHN HANSEN TRUST | 35900 | 41700 | 77600 | | | 638 W COLLEGE AVE | 0 | \$ 194.00 | \$ 250.00 | \$ 250.00 |
| 315116000 | SPARKY MARK LLC | SPARKY MARK LLC | 67500 | 53500 | 121000 | | | 600 W COLLEGE AVE | 2 | \$ 302.50 | \$ 302.50 | \$ 302.50 |
| 315116200 | KRUEGER | SHANE KRUEGER | 88300 | 32600 | 120900 | | | 602 W COLLEGE AVE | 1 | \$ 302.25 | \$ 302.25 | \$ 302.25 |
| 315116300 | FDS LLC | FDS LLC | 102100 | 28500 | 130600 | | | 604 W COLLEGE AVE | 0 | \$ 326.50 | \$ 326.50 | \$ 326.50 |
| 315116400 | VANHANDEL | FREDERICK VANHANDEL | 90800 | 24300 | 115100 | | | 606 W COLLEGE AVE | 1 | \$ 287.75 | \$ 287.75 | \$ 287.75 |
| 315116500 | VANHANDEL | FREDERICK VANHANDEL | 98600 | 20200 | 118800 | | | 610 W COLLEGE AVE | 1 | \$ 297.00 | \$ 297.00 | \$ 297.00 |
| 315116600 | INVESTMENT CREATIONS | INVESTMENT CREATIONS LLC | 103700 | 16300 | 120000 | | | 612 W COLLEGE AVE | 1 | \$ 300.00 | \$ 300.00 | \$ 300.00 |

| | | | | | | | | | | | |
|-----------|-----------------------|--------------------------------------|---------|--------|---------|--|-------------------|------------|-------------|------------|----------------------|
| 315116700 | ASCHENBRENER | JAMES ASCHENBRENER | 86900 | 15100 | 102000 | | 614 W COLLEGE AVE | 1 | \$ 255.00 | \$ 255.00 | \$ 255.00 |
| 315116800 | YDE | JOHN YDE | 61700 | 11000 | 72700 | | 616 W COLLEGE AVE | 1 | \$ 181.75 | \$ 250.00 | \$ 250.00 |
| 315116900 | BARQUET-LEYTE ET AL | ANTAR BARQUET-LEYTE ET AL | 30900 | 9700 | 40600 | | 618 W COLLEGE AVE | 0 | \$ 101.50 | \$ 250.00 | \$ 250.00 |
| 315117300 | GRANITE PEAK PROPERTY | GRANITE PEAK PROPERTY INVESTMENTS LP | 1409300 | 790700 | 2200000 | | 700 W COLLEGE AVE | 0 | \$ 5,500.00 | \$5,000.00 | \$ 5,000.00 |
| 315118400 | CHRISTENSEN LAND CO | CHRISTENSEN LAND CO | 414000 | 227200 | 641200 | | 137 N RICHMOND ST | 8 | \$ 1,603.00 | \$1,603.00 | \$ 1,603.00 |
| 315121200 | MAY REVOCABLE TRUST | JOHN MAY REVOCABLE TRUST | 864000 | 251500 | 1115500 | | 900 W COLLEGE AVE | 0 | \$ 2,788.75 | \$2,788.75 | \$ 2,788.75 |
| 315121600 | CAPITAL CREDIT UNION | CAPITAL CREDIT UNION | 387500 | 251200 | 638700 | | 926 W COLLEGE AVE | 0 | \$ 1,596.75 | \$1,596.75 | \$ 1,596.75 |
| 315191800 | 500 W FRANKLIN STREET | 500 W FRANKLIN STREET LLC | 160100 | 69900 | 230000 | | 500 W FRANKLIN ST | 0 | \$ 575.00 | \$ 575.00 | \$ 575.00 |
| 315222601 | GRISHABER | FRANK GRISHABER | 42200 | 39800 | 82000 | | 407 W FRANKLIN ST | 0 | \$ 205.00 | \$ 250.00 | \$ 250.00 |
| | | | | | | | | 166 | | | \$ 198,468.00 |
| | | | | | | | | | | | |

Appendix G

Map of District

