



# LOOKING FORWARD



Appleton Downtown, Inc.  
**2020 ANNUAL REPORT**

Appleton  
**DOWNTOWN**  
*incorporated*

& BUSINESS IMPROVEMENT DISTRICT  
& CREATIVE DOWNTOWN APPLETON

# 2020 ADI & CDA HIGHLIGHTS

The past year brought unprecedented challenges for most. ADI harnessed the power of collaboration and continued to bring awareness, support and vibrancy to Downtown and the members we serve.

At the onset of COVID-19, we deviated from our business-as-usual marketing, events and community development to efforts that were specific to helping our Downtown businesses withstand the impacts of the pandemic.

As we begin our work in 2021, we continue to focus on the changing needs of our Downtown businesses and work every day to maintain a clean, safe and welcoming Downtown with dynamic street level activation to welcome people back.

We're looking forward to Downtown returning as the vibrant and accessible destination for business, learning, living and leisure it is!

- *Deb Johnson, President of ADI Board of Directors,  
General Manager of CopperLeaf Boutique Hotel & Spa*

## Looking Forward:

- Business retention and recruitment
- Monthly marketing promotions
- Bring people safely back Downtown for shopping, dining and recreation
- Sidewalk cleanliness and walk amenities
- Creative public elements
- Downtown resident engagement and livability needs
- Riverfront connectivity and business engagement
- Events and activation

## Downtown Livability

Downtown welcomed **54** new living units at Gabriel Lofts and avant Apartments and 110 units at Willow in 2020!

**In 2021 we look forward:**

- **20** units at Block 800
- **69** units at Crescent Lofts
- **28** units at 320 E. College Ave.
- **39** proposed units at 318 W. College Ave.

Our recent resident survey indicates a desire for more outdoor seating, service based businesses such as a public market, work out facilities, and nail salon as well as more public art.

## Marketing and Events



**4 Virtual Shop Hops:**  
**4,632** people joined us virtually to shop online with local retailers

**298,361**  
WEBSITE VISITS

**56%**  
MOBILE

**30%**  
DESKTOP

**14%**  
OTHER



**17,127**  
LIKES  
+6.5%



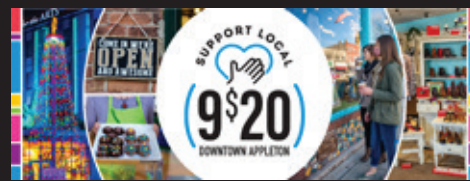
**6,012**  
FOLLOWERS  
+33%



**829**  
BLOG POSTS



**17,518**  
LIKES  
+4.7%



Pledge to Support Local by spending \$20 at 9 Downtown businesses!  
Pledgers generated over \$70,200 in Downtown spending during the holiday season.

## Gift Certificates

**3,117** Downtown Gift Certificates sold

**\$81,336** Generated in Downtown spending!



# 2020 CREATIVE DOWNTOWN APPLETON HIGHLIGHTS:



**DOWNTOWN UNITES MURAL**

**#1 Instagram Post**



**CHALK ON THE TOWN**



**PLEIN AIR**



**LUNCHTIME LIVE ON THE ROAD**



**HOPE**



**COMMUNITY PUBLIC MARKET**

# 2020 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

**Business Improvement District total assessed value of the 206 BID properties: \$135,837,300**

**2.44% INCREASE OVER PREVIOUS YEAR**

The 2021 BID Budget reflects the BID Board of Directors, City Planning Commission and City Council approved BID rate of \$2.75 per \$1,000 of assessed value, with a minimum of \$275 and maximum of \$5,500.



The CARE Team in partnership with Riverview Gardens and the City of Appleton continued efforts to keep Downtown clean each week while providing valuable employability skills training to participants.

**Downtown exterior building improvements:  
Total estimated project costs: \$430,861**

**Grant support:**

- BID Façade Restoration and Improvement Grant program: Total BID Investment: **\$47,831.25**
- City of Appleton TIF #12 Business Enhancement Grant: Total TIF #12 investment: **\$39,175.00**
- City of Appleton TIF #11 Business Enhancement Grant: Total TIF #11 investment: **\$55,756.50**



**20 MATCHING MARKETING GRANTS: \$8,538**



**8 NEW BUSINESSES opened in the District**

**BUSINESS RECRUITMENT GRANTS: \$8,000**

- Miss Brown's Fine Foods II
- Author's Kitchen & Bar
- RxLink University Pharmacy
- Green Gecko Grocer & Deli
- DVSN 1
- Kōdərē Salon
- The 513
- La Belle Maison, LLC

## BUSINESS IMPROVEMENT DISTRICT

REVENUE	2020 Actual	2021 Budget
BID Assessments	225,791	231,786
Carry Over from Prior Year	1,760	20,935
	<b>\$227,551</b>	<b>\$252,721</b>
EXPENSES		
<b>Contracted Services</b>		
ADI Staff	50,350	50,000
<b>Administrative</b>	6,129	6,286
<b>BID Audit</b>	2,669	2,500
<b>Marketing and Printing</b>	69,390	73,000
<b>Economic Development</b>		
Façade Grant	47,831	35,000
Marketing Grant	8,538	10,000
Recruitment Grant	8,000	15,000
Business Employee & Resident Recruitment	2,500	10,000
<b>Maintenance Services</b>		
Maintenance	11,209	30,000
	<b>\$206,616</b>	<b>\$231,786</b>
<b>CARRY OVER</b>	<b>\$20,935</b>	<b>\$20,935</b>

# APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2020

## PRESIDENT

**Deb Johnson**, CopperLeaf Boutique Hotel & Spa

## VICE PRESIDENT

**Laura Vargosko**, Thrivent Financial

## SECRETARY

**Lyssa King**, Downtown Resident & King Brokerage

## TREASURER

**Steve Lonsway**, Stone Arch Brewpub

**Tom Klister**, FORE Development +  
Investment Group

**Monica Stage**, City of Appleton

**Jill VanderLoop**, Joseph's Shoes

**Kevin Wirth**, US Venture

**Natasha Banks**, Cozy Corner and  
Val U Beauty Supplies

**A. J. Olander**, Salelytics

**Natalie Klika**, Johnson Financial Group

**Madera Allen**, Lawrence University

**Kolby Knuth**, Knuth Financial Life Planning  
and The 513

**Jay Lison**, Pixel Pro Audio

**Kara Manuel**, Lillian's of Appleton

# BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2020

## PRESIDENT

**Gary Schmitz**, Retired

## TREASURER

**Monica Stage**, City of Appleton

## SECRETARY

**Jason Druxman**, Avenue Jewelers

**Brad Schwebs**, Pfefferle Management

**Pam Ulness**, Ulness Health & Wellness

**Nate Weyenberg**, Angels Forever-Windows of Light

**Leah Fogle**, Appleton Beer Factory

**Marcie Hoffman**, Triumph Engineering

**Bill Wetzel**, ACOCA Coffee

# APPLETON DOWNTOWN, INC. STAFF 2020

## EXECUTIVE DIRECTOR

**Jennifer Stephany**

## MARKETING DIRECTOR

**Lynn Hardy**

## COMMUNITY PARTNERSHIP DIRECTOR

**Djuanna Hugdahl**

## EVENT COORDINATOR

**Meghan Warner**

## EVENT SPECIALIST

**Greg Otis**

## OFFICE MANAGER

**Sandy Storch**

# THANK YOU

to all who sponsor and support our events & creative projects throughout the year:

103.9 WVBO  
4imprint  
91.1 The Avenue  
95.9 KISS FM  
96.9 The Fox  
Abby Bank  
ACOCA Coffee  
Action Painting & Services  
Anne Wiegman  
Anonymous Friend  
Appleton International Airport  
AT&T  
Author's Kitchen & Bar  
Avenue Jewelers  
AZCO Inc.  
Bayland Builders  
Bazil's Pub & Provisions  
BConnected Inc.  
Beatnik Betty's Resale Butik  
Ben Stern  
BioLife Plasma Services  
Blue Moon Emporium  
Board & Brush  
Boldt Co.  
Brewed Awakenings  
City of Appleton  
CLA - CliftonLarsonAllen  
Community First Credit Union  
Community Foundation  
Bright Idea Fund - Grant  
Consolidated Construction Co.  
CopperLeaf Boutique Hotel  
Cozy Corner

Crazy Sweet  
Dale Schaber  
Deb Johnson  
Diane Putzer  
Djuanna Hugdahl  
DVSN 1  
Eat Street  
Edible Door Magazine  
Festival Foods  
Fika Tea Bar  
First Weber Realty  
Float Light Float Center  
FORE Development +  
Investment Group  
Fox Cities Magazine  
Fox Cities Sign & Lighting  
Fox Communities Credit Union  
Fox River Tours  
Gary & Alecia Schmitz  
Gateway Chiropractic  
General Beer  
Gerald & Deborah Wetter  
Habush, Habush & Rottier  
Charitable Fund  
Harrison Printing & Promotions  
Heid Music Foundation  
Hoffman Planning, Design &  
Construction Inc.  
Investors Community Bank  
Ivory Rose Bridal Boutique  
James & Marcie Harris  
James Lison  
Jeff & Lisa Geiger

Jennifer Stephany  
Jessica Thiel  
Joe & Ruby Wells  
John Bennett Family Fund  
John McFadden  
Johnson Financial Group  
Kara Homan  
Kara Manuel  
Karen Harkness  
Katie Heim  
Katsu-Ya of Japan  
Keli Budnik  
Kevin Wirth  
Kimberly Clark Cares Foundation  
Knuth Financial Life Planning  
KZ104.3  
Laura Vargosko  
Lesia Ryerson  
Lillian's of Appleton  
Linda Garvey  
Local 5 Live  
Lynn Hardy  
Lyssa King  
Maritime Bar  
Mike Emery  
Mile of Music  
Monica Stage  
Mr. Brews Taphouse  
NAI Pfefferle  
NASH FM  
Natalie Klika  
Nature's Pathways Magazine  
Network Health

No Idea Bar  
Octoberfest Grant  
Randy Shannon  
Red Lion Paper Valley Hotel  
Regency Wealth Management  
Renee Torzala  
Renewal by Andersen  
Ridgeway Country Club  
River Tyme Bistro  
Runaway Shoes  
Sandy Storch  
Shelley Nystrom  
Stellar Blue Technologies  
Steve & Teri Winter  
Stone Arch Brewpub  
Sure-Dry Basement Systems  
The Post Crescent  
ThedaCare  
THZ Insurance Group  
Tony & Jackie Gonzalez  
Tundraland  
US Venture  
Valley Transit Inc.  
WAPL  
Warning Lites of Appleton, Inc.  
WE Energies  
WHBY  
Willems Marketing & Events  
Wisconsin Distributors  
WNAM  
Women Magazine  
Y100 Country

# 2020 AWARD WINNERS

## Business of the Year Award – Blue Moon Emporium

Presented to the Business or entity that stands out from the rest and captured the admiration of the Downtown.

## Bernie Pearlman Downtowner Award – Greg Otis

Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

## The Dreamers & Doers Award – Author's Kitchen + Bar

A new award last year - Presented to the business, group or individual who has significantly enhanced, for years to come, the physical and/or economic landscape of the Downtown.

## The President's Award – Gabriel Lofts

Presented to an individual, group or business who, within their working relationship with ADI and the Downtown, went above and beyond that usual relationship to contribute to the success of Downtown.

## The Outstanding Volunteer Award – Harvey Samson

Presented to an individual whose time and commitment to the effort of building a strong Downtown highlights him or her as an outstanding volunteer and community advocate.

## Downtown Renovation Award – The 513

Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

## New Business of the Year Award – Poppy Avenue Boutique

Presented to a business new to Downtown in the last year that shows longevity and fulfills a need in the Downtown.

## Walter Kalata Landmark Award – Squire Stylist

Presented to a business that has withstood the test of time and operates with passion and a strong commitment to Downtown. A place where people can remember the past and converse about the future.

Thank you to the photographers and artists whose work graces the walls, sidewalks, windows and public spaces of our Downtown.

Appleton Downtown, Inc.

Creative Downtown Appleton, Inc.

Business Improvement District

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#onegreatplace    

appletondowntown.org

One Great Place!

**DOWNTOWN**

Appleton