

2018 Business Improvement District Work Plan

7/12/2017

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 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/CDA Role	Work Plan	BID Funded	2018	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"> • 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
	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
	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
	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
	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

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#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	
	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	
	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		
	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	
	2.5 Foster an arts education focus downtown	Support and Promote					
	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	

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	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				
	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
#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	
	3.2 Preserve and enhance historic neighborhoods adjacent to downtown	Support and Promote				
	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

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	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"> Microtarget spaces that are not safe, comfortable, or interesting for improvement. Partner with are residents, business and churches for quick, inexpensive improvements. 		X	X
	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
	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	
	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	
	3.10 Promote well-designed transitional areas between higher density development downtown and adjacent, largely single family neighborhoods	Support and Promote				

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#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
	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
	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
	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
	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
	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
	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
	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

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	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	
	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		
	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	
	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	
	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	
	5.6 Plan, design, and implement bike and pedestrian wayfinding signage	Support and Promote					
	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	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 plan reviews 		X	X	

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	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
	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. • 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 • Implement residential garbage strategies for shared container areas • Continue to manage the cooperative agreement for a Washington Square security guard 	X X	X 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"> • Adoption of riverfront BID in 2018 for budget year 2019 		X	
#7 Public Spaces &	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

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Riverfront	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				
	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
	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
	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	
	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	
	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	