



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
	\$227,551	\$252,721
EXPENSES		
Contracted Services		
ADI Staff	50,350	50,000
Administrative	6,129	6,286
BID Audit	2,669	2,500
Marketing and Printing	69,390	73,000
Economic Development		
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
Maintenance Services		
Maintenance	11,209	30,000
	\$206,616	\$231,786
CARRY OVER	\$20,935	\$20,935

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
Basil'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
DVS N
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