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

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 Downtown.

Bernie Pearlman Downtown 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
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 President’s Award – Gabriel Lofts
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.

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

TODD FRIEDHOFF
Lynn Hardy
COMMUNITY PARTNERSHIP DIRECTOR
Djanna Hudgahl

EVEET COORDINATOR
Meghan Warner
MARKETING DIRECTOR
Lynn Hardy
EVENT SPECIALIST
Greg Otis
OFFICE MANAGER
Sandy Storch

#onegreatplace
appletondowntown.org

& BUSINESS IMPROVEMENT DISTRICT & CREATIVE DOWNTOWN APPLETON

Looking Forward
Looking Forward: Downtown Livability

- 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 recreation
- Events and activation

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.

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.

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

Gift Certificates
3,117 Downtown Gift Certificates sold
$81,336 Generated in Downtown spending!
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

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Marketing and Events

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

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

COMMUNITY PUBLIC MARKET

20 MATCHING MARKETING GRANTS: $8,538

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

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20 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

Business Employee & Recruitment Grant 8,000 15,000

Linear Services 50,350 50,000

Marketing Grant 8,538 10,000

Façade Grant 47,831 35,000

Marketing Grant 8,538 10,000

Façade Grant 47,831 35,000

Business Employee & Resident Recruitment 2,500 10,000

Maintenance Services 11,209 30,000

CARRY OVER $20,935 $20,935

Economic Development

• Miss Brown’s Fine Foods II
• Author’s Kitchen & Bar
• RxLink University Pharmacy
• Green Gecko Grocer & Deli
• DVSN 1
• Köderē Salon
• The S13
• La Belle Maison, LLC

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

2020 AWARD WINNERS

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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 contributed 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 neighborhood.

New Business of the Year Award – Poppy Avenue Boutique
Presented to a business that has invested in the physical appearance of the building they call home in our Downtown neighborhood.

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

Looking Forward