

ON THE

RISE

Appleton Downtown, Inc.

2021 ANNUAL REPORT



Appleton
DOWNTOWN
incorporated

**BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON**

2021 ADI & CDA HIGHLIGHTS

Over the past year, Downtown has continued on a path through recovery. Our climb is steady as we work to retain a vital business mix, restore valuable foot traffic and attract new tenants. As we celebrated the vibrancy of our community, we welcomed 14 dynamic entrepreneurs, 89 new residential units and the return of many of our events. The mission of our collaborative organization has become even more important as we create an environment that supports small business and attracts residents, visitors and investments that will keep Downtown on the rise.

- **Laura Vargosko**, President of ADI Board of Directors,
Thrivent Financial

ADI/BID/CDA: Our Strategic Core

DISTRICT SERVICES

The cornerstone of a GREAT Downtown is a clean, safe and hospitable environment. We collaborate to address cleanliness and walkability in the public realm. We partner with property owners and many others to support the live/work/visit experience.

STAKEHOLDER SUPPORT & ADVOCACY

Our grant programs aim to attract new business neighbors, sustain and enhance the value of the properties within the district and support business retention. We represent and advocate for our stakeholders and keep them informed on issues impacting Downtown.

MARKETING

We market Downtown as the unique epicenter for business, culture, education, living and entertainment for our region through content creation and curation.

EVENTS

Our events and promotions showcase Downtown's diverse attractions, amenities and offerings. They serve as economic drivers for Downtown businesses; create welcoming settings for people to explore Downtown; and raise funds for special initiatives.

PLACEMAKING

Public space beautification, activation and management plays a fundamental role in creating exceptional experiences. We focus on improving the public realm experience with cultural events and a variety of artistic expression to create reasons for all people to linger, explore and return to One Great Place!

Downtown Livability

Urban Living has Downtown Appleton on the RISE! With an estimated total value of over \$60.5 million dollars, the following developments bring a total of **461** units to Downtown (101 low moderate income units).

Gabriel Lofts	Park Central
Avant Apartments	Zuelke Building
Crescent Lofts	Merge Urban Dev. Ph. I
320 E. College	Merge Urban Dev. Ph. II
Block 800	Rise

Gift Certificates

2,699 Downtown Gift Certificates sold

\$71,532 Generated additional Downtown spending!



Marketing and Events

303,452

WEBSITE VISITS

68%

MOBILE

29%

DESKTOP

3%

OTHER



17,127

LIKES +5%



6,012

FOLLOWERS +8%



841

BLOG POSTS



17,518

LIKES +6%



70+

PLEDGES



2021 CREATIVE DOWNTOWN APPLETON HIGHLIGHTS:



LIGHT UP APPLETON



DOWNTOWN CREATES: ARTFUL CHAIRS



AVENUE OF ICE



LUNCHTIME LIVE



DOWNTOWN CREATES: PAINT OUT



TASTE OF THAI MURAL

2021 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

Business Improvement District total assessed value of the 206 BID properties: \$137,653,700

1.33% 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 \$1000 of assessed value, with a minimum of \$275 and maximum of \$5500.

BID Grant Investments:

Grant Support:

- 20 Matching Marketing Grants totaling \$9,342
- 14 Business Recruitment Grants totaling \$13,250
- 25 Façade Improvement Grants totaling \$57,215

City of Appleton TIFs #11 & #12 Business Enhancement Grants were awarded to 11 properties totaling over \$63,000 and leveraging another \$165,673 in private investment in these districts.



The C.A.R.E. Team, in partnership with Riverview Gardens and the City of Appleton, in 2021 completed 454 hours of cleaning and collected 384 bags of garbage. The program helped 46 ServiceWorks participants acquire employability training while contributing to the cleanliness of the district.



Business Recruitment Grants supported 14 new businesses. Welcome to Downtown:

- Dreyer Wealth Management
- Olive & Rose Boutique
- The Hypnosis Institute of Wisconsin
- The Statement Piece
- Brian Hodgkiss Injury Lawyers
- Evolve Management Solutions Inc.
- Sunny Side Up Yoga
- Fitzgerald Properties / Fitzgerald Law
- Queen B Braids
- Amanda Furman Real Estate Collective
- Shear Images by Carla
- Voyageurs Bakehouse
- HOLA Wisconsin
- Coalesce Marketing Inc.



To access the 2022 Collaborative BID/ADI/CDA Operating Plan

280
Welcome
Packets

were distributed to new residents and employees to help introduce them to businesses in their new neighborhood.

BUSINESS IMPROVEMENT DISTRICT

REVENUE	2021 Actual	2022 Budget
BID Assessments	231,786	235,485
Carryover from Prior Year	20,937	21,805
	\$252,723	\$257,290
EXPENSES		
Contracted Services		
ADI Staff	50,000	50,000
Administrative	6,147	6,485
BID Audit	2,971	2,500
Marketing and Printing	73,040	74,000
Economic Development		
Façade Grant	57,215	40,000
Marketing Grant	9,342	10,000
Recruitment Grant	13,250	15,000
Business Employee & Resident Recruitment	2,440	7,500
Maintenance Services		
Maintenance/Flowers	16,513	30,000
	\$230,918	\$235,485
CARRYOVER	\$21,805	\$21,805

APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2021

PRESIDENT

Laura Vargosko, Thrivent Financial

VICE PRESIDENT

Lyssa King, Downtown Resident & King Brokerage

SECRETARY

Tom Klister, FORE Development + Investment Group

TREASURER

Steve Lonsway, Stone Arch Brewpub

Monica Stage, City of Appleton

Kevin Wirth, US Venture

Natasha Banks, Queen of Soul Food

AJ Olander, Salelytics

Natalie Klika, Johnson Financial Group

Madera Allen, Lawrence University

Kolby Knuth, Knuth Financial Planning and The 513

Jay Lison, Pixel Pro Audio

Kara Manuel, Lillians of Appleton

Audra Balof, Poppy Avenue Boutique

BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2021

PRESIDENT

Gary Schmitz, Community Advocate

TREASURER

Monica Stage, City of Appleton

SECRETARY

Jason Druxman, Avenue Jewelers

Leah Fogle, Appleton Beer Factory

Brad Schwebs, Pfefferle Management

Nate Weyenberg, Angels Forever-Windows of Light

Marcie Hoffman, Triumph Engineering

Bill Wetzel, ACOCA Coffee

Benjamin King, Downtown Resident and
King Brokerage

APPLETON DOWNTOWN, INC. STAFF 2021

Jennifer Stephany
EXECUTIVE DIRECTOR

Abby Reich
MARKETING AND
COMMUNICATIONS
MANAGER

Djuanna Kath
COMMUNITY
PARTNERSHIP
DIRECTOR

Meghan Warner
EVENT DIRECTOR/FARM
MARKET DIRECTOR

Sandy Storch
EVENTS
COORDINATOR

Cindy Shell
ADMINISTRATIVE
ASSISTANT
**Welcome to
the ADI Staff!**

THANK YOU

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

4imprint	Consolidated Construction Co.	Hoffman Planning, Design & Construction Inc.	State Farm - Jordyn Hendzel
Abby Bank	CopperLeaf Boutique Hotel	Investors Community Bank	Stellar Blue Technologies
ACOCA	Crane Engineering	Ivory Rose Bridal Boutique	Steve & Teri Winter
ADI Board of Directors	Crazy Sweet	Jeff & Lisa Geiger	Stone Arch Brewpub
ADI Staff	Cumulus Media Radio Group	Johnson Financial Group	Sure-Dry Basement Systems
Acre Realty	D2 Sports Pub	Kay Distributing	The 513
Action Painting & Services	EPS	Kimberly-Clark Cares Foundation	The Bar on the Avenue
Appleton Beer Factory	Edible Door Magazine	Knuth Financial Life Planning	The Post-Crescent
Appleton International Airport - ATW	Festival Foods	Lee Beverage	The Trout Museum of Art
Appleton YMCA	First Weber Realty	Lillians of Appleton	ThedaCare
AT&T	Float Light	McCain Foods	TDS
Avenue Jewelers	Fore Development & Investments	McFleshman's Brewing Co.	Tech Village
AZCO Inc.	Fox Cities Magazine	Maritime Tavern	THZ Insurance Group
Bayland Builders	Fox Cities Sign & Lighting	Menasha Corporation	Tennie's Jewelry
Bazil's Pub & Provisions/No Idea Bar!	Fox Communities Credit Union	Midwest Communications	Triumph Engineering
BConnected Inc.	Fratellos Waterfront Restaurant	Mile of Music Festival	Tundraland/ Renewal by Andersen
BioLife Plasma Services	Gateway Chiropractic	NAI Pfefferle	U.S. Venture
Boldt Co.	General Beer	Network Health	Ulness Health
Brian Hodgkiss Injury Lawyers	GNC - Great Northern Corporation	Nicolet National Bank	Valley Transit Inc.
CLA - CliftonLarsonAllen	Harrison Printing & Promotions	Orange Theory Fitness	Warning Lites of Appleton, Inc.
City of Appleton	Healthy Living Magazine	Red Lion Paper Valley Hotel	WE Energies
Community First Credit Union	Heid Music & Heid Music Foundation	Regency Wealth Management	Willems Marketing
Community Foundation		Ridgeway Country Club	Wisconsin Distributors
Bright Idea Fund - Grant		Run Away Shoes	Woodward Communications
		Sabre Lanes	Radio Group

Thank you to our
Star Supporters!



2021 AWARD WINNERS

Business of the Year Award – The Fire

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

Bernie Pearlman Downtowner Award – Tim Hanna

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

The Mike Pfefferle Dreamers & Doers Award – Irineo Medina

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.

President's Award – BLOCK 800

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.

Harvey Samson Outstanding Volunteer Award – Don Schumann

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.

New Face of Downtown Façade Award – ACOCA Coffee

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

Rising Star Award – Ivory Rose Bridal 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 – Stone Arch Brewpub

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
333 W College Ave, Suite 100, Appleton, WI 54911
920-954-9112 • Fax 920-954-0219 • info@appletondowntown.org

appletondowntown.org #onegreatplace

