

Downtown Appleton Market Study Summary

Demographic Indicator	2015	2020
Resident Population	8948 (up 1% 2010-2015)	9,097 (up est. 1% 2015-2020)
Median HH Income	\$36,189	\$41,307
Owner-occupied Units	1,536	1,580
Renter-occupied Units	1,897	1,940
Median Home Value	\$120,667	\$140,185
Average Home Value	\$134,951	\$183,191

Note: The median HH income for the City of Appleton is \$54,092. Tapestry data confirms the study area income and individual net worth is lower than that of the City-wide population. Note: Renter occupied data does not account for all the multifamily units in development just outside the study area

library education
culture
OneGreatPlace **FUN**
amenities **FOOD** walkingtrails
Family countyseat
laughter art
Downtown Appleton
city hall
riverfront-connectivity
museums



MOVING FORWARD

The City of Appleton and Appleton Downtown Inc are committed to work together to foster opportunities for business and residential growth downtown.



City of Appleton
Community & Economic Development
100 N. Appleton Street
Appleton, WI 54911
(920) 832-6468 Direct Phone
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Appleton Downtown, Inc.
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(920) 954-9112 Direct Phone
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DOWNTOWN

4925 Public Parking Stalls

6146 HOUSEHOLDS within one mile

70 Retail Stores

12 Months of Farm Market

7500 EMPLOYEES

2000 PERFORMING SEAT ARTS CENTER

10 Attractions & Museums

70 Live Music Venues

20 RESTAURANTS COFFEE SHOPS PUBS & CLUBS

110+ Community EVENTS

Welcoming **500,000+** Visitors

1530 LAWRENCE UNIVERSITY STUDENTS **FROM 43** DIFFERENT COUNTRIES

40,000 SQ. FT. EXHIBITION SPACE

The Perfect Space for Your Business!

ONE GREAT PLACE

Greetings from
DOWNTOWN
Appleton

One Great Place!

FOX CITIES BUILDING FOR THE ARTS
THE TRUMPT MUSEUM GALLERY

H O P L A Z I N A

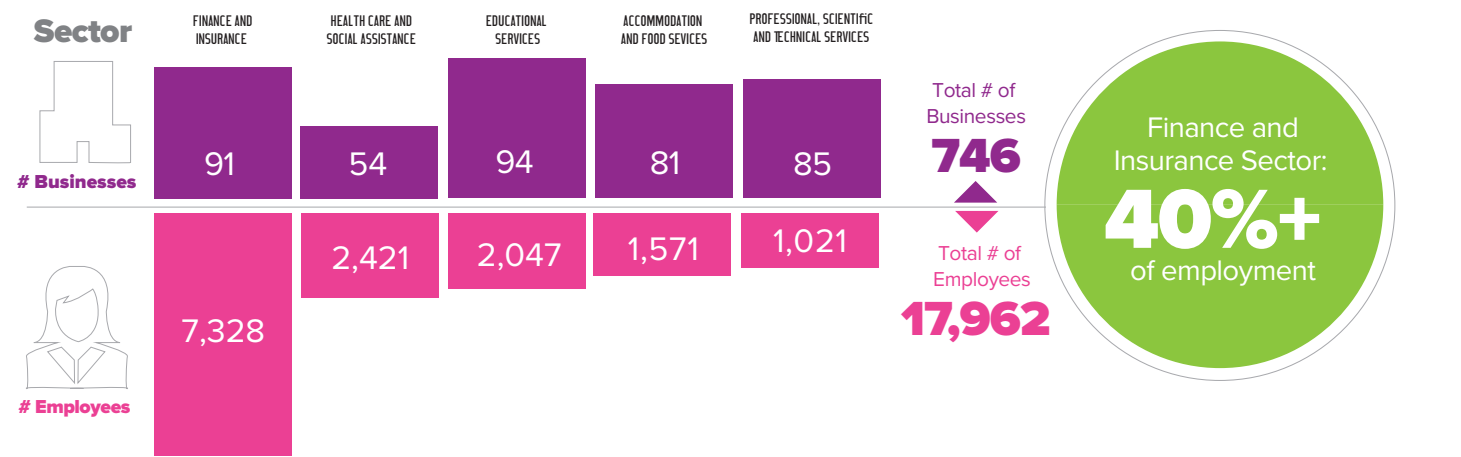
DOWNTOWN APPLETON IS A BUSY, VIBRANT PLACE

with the potential to be even greater. Inside this report, the most current data on Downtown is highlighted and paints the picture of success, with more opportunity within reach.

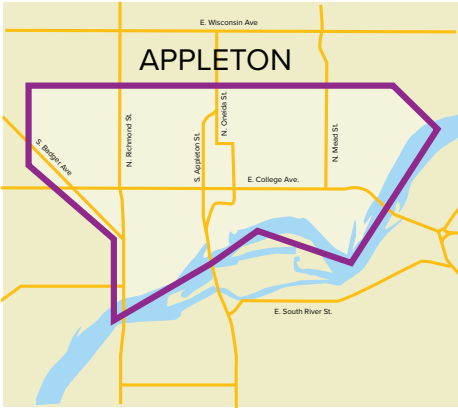
READ ON TO FIND OUT MORE REASONS DOWNTOWN
APPLETON IS ONE GREAT PLACE!



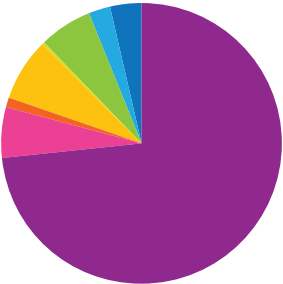
Live, Work or Play in Downtown Appleton!



Study Area

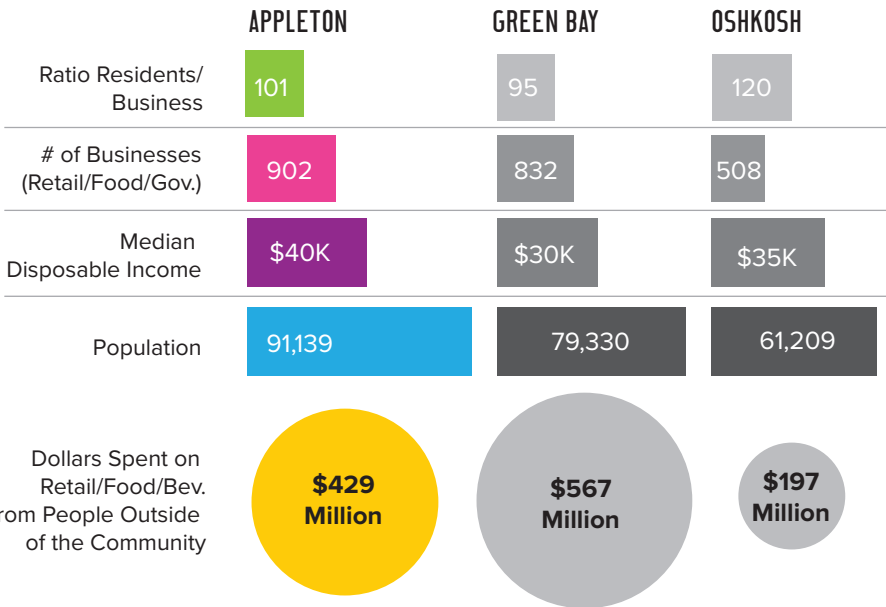


A Diverse Downtown



- White
- Black
- American Indian
- Asian
- Pacific Islander
- Hispanic
- Some other race
- Two or more races

Downtown Appleton Shines in Comparison



Numbers are based on the area within a 10-minute drive time from the center of downtown

62.5% of residents in the study area have some college or a degree.

Real Estate Overview

Downtown Appleton's development prospects are bright. With an existing inventory of great retail, office and commercial spaces, there are a variety of opportunities for new businesses to open and grow in the heart of Downtown.

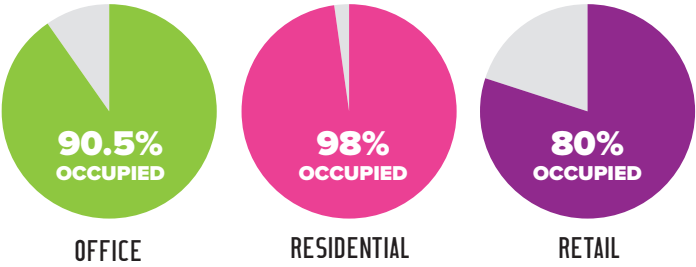
Retail: Bring your business to Downtown Appleton, be part of the vibe! We have the right space in the right place for your business. The growing cluster of more than 70 unique retail shops provides a thriving environment for success.

Office: Downtown Appleton is primed for redevelopment of large sites into new corporate headquarter locations. With all the great restaurants and entertainment venues, as well as services for employees, it's the perfect place to be at the center of all the action and expand your office location with residential, retail and hospitality amenities within reach.

Hospitality: The variety of food, beverage and entertainment options in downtown Appleton distinguish us as a unique destination. And with three high end hotels and new exhibition center space coming online, residents, employers and visitors find what they need downtown for meetings, meals out, entertaining guests or hosting a conference.

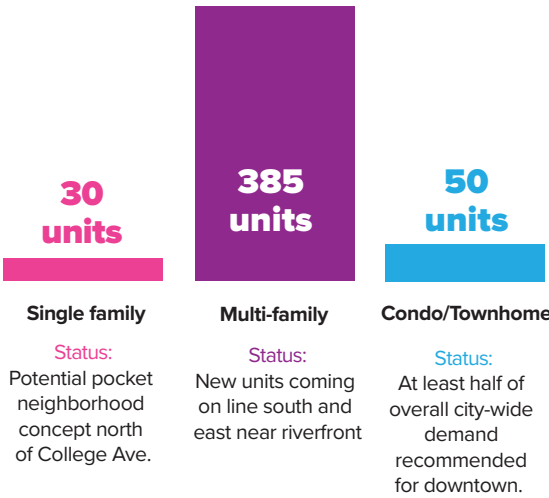
Residential: Opportunity for new housing is strong and interest is high in downtown Appleton. People want to live downtown and the demand for housing city wide vs. downtown bears this out.

Trends



- Consumers demand a multi-media, primarily mobile approach to shopping.
- Consumers are spending in a more focused, deliberate manner; less overall.
- Retailers must be adept at marketing in multiple channels.
- Retail and office space is being leased and used more efficiently, so needs appear to be shrinking.
- Downtown residential demand is growing.

Downtown Appleton Demand for Housing 2016-2021



52% City-wide survey respondents said they are interested in living downtown

City of Appleton Demand for Housing 2016-2021

Year	Total Demand	Single Family	Multifamily For-Sale	For Rent
2016	300	80	20	140
2017	320	90	20	150
2018-2021	1,050	300	60	480
Total	1,670	470	100	770