



**2023**

**Downtown Appleton Business  
Improvement District Operating Plan**

## **Downtown Appleton Business Improvement District Operating Plan 2023**

### **I. Preface** - no change has been made to this section from the previous year.

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2023 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI) in partnership with the Business Improvement District Board of Directors and Appleton Downtown Board of Directors.

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for the calendar year of 2023 which shall be the Twentieth “Plan Year”. However, it is anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent



years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

## II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2023.

### A. Plan of Action

The Plan of Action Work Plan was developed by the BID Board of Directors and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following initiatives identified in the Work Plan align with the City of Appleton Comprehensive plan Chapter 14. (**Appendix A**)

### B. Goals and Objectives

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the district. The BID shall work to preserve and improve economic, cultural, and social conditions within the district by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement district development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the district in downtown Appleton can serve.

### C. Benefits

Money collected by the BID under this plan will be spent within the district or for the benefit of the district, and used to help property owners attract and retain tenants, keep downtown clean, safe and attractive, increase the value of property downtown and expand on a strong brand and marketing campaign for downtown. **Appendix A** outlines the initiatives, strategies and tasks for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan.

### D. 2021 Annual Report

The 2021 annual report is attached.

The total assessed value of properties for the district for 2021 was \$137,653,700 a 1.33% increase over previous year.

The total assessed value of the district properties for 2022 increased by 1.45% \$139,643,700

Also included as **Appendix B** is the 2022 Midyear update report

### E. 2023 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated (ADI) and Creative Downtown Appleton Inc. (CDA) including but not limited to sponsorships and donations, ADI memberships, and by revenues of events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI or CDA respectively but shall be applied to programs and services that further goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for this contracted and approved expenditures with ADI, and are expected to pay for about 30 percent of the projected annual budget to implement a full downtown management and event program. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

#### F. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.
6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.
10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

G. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton's Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

H. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

**III. District Boundaries** – no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in red and indicated by property in dark green on **Appendix F**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of June 2022.

The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties on both sides of boundary streets are included in the District. The District includes 205 contributing parcels and units. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix F**.

See Section: VI. *Method of Assessment, Item A. Parcels Assessed*: For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

**IV. Organization** no change has been made to this section from the previous year.

A. Operating Board

The BID Board ("Board") as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials

to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

**The BID Board shall be structured as follows:**

1. Board size maximum of 9
2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.
4. Compensation – None.
5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
6. Record keeping – Files and records of the Board’s affairs shall be kept pursuant to public records requirements.
7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list
9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

**Appendix D**

**B. Amendments**

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City’s Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year. Hosted 6/15/2022
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the ADI and BID Board for review and input.
3. ADI Staff will submit the plan draft it to the ADI Board for review. Hosted 7/26/2022
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval. Hosted 7/27/2022
5. The proposed plan will be submitted to the Community Development Department. Submitted on 8/3/2022
6. The Planning Commission and Common Council will act on the proposed BID Operational Plan as scheduled.
7. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members' terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

**V. Finance Method** no change has been made to this section from the previous year.

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as **Appendix C**.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

**VI. Method of Assessment** no change has been made to this section from the previous year.

**A. Parcels Assessed – Appendix E**

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and parcels classified as commercial use as shown on the City of Appleton Assessors records. Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building.

Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes, parcels classified as 'vacant' use by the City of Appleton Assessors records or owned by government agencies will not be assessed.

For identification of parcels that are assessed for the BID as contributing parcels based on their use and parcels that are non-contributing. Annual adjustments to contributing and non-contributing parcels in the BID are made based on parcel combinations and parcel divisions.

The Business Improvement District reassessment was completed by the City of Appleton Assessor's Office. The current property assessment list was generated by the Assessor's office and reviewed by the Finance Department and BID Board.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The BID Board of Directors approved BID rate for the 2023 plan year is \$2.75 per \$1000 of assessed value, minimum \$275 and maximum \$5500.

The 2023 plan year assessment list **Appendix E** shows the calculation with the current rate at \$2.75 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,500 and no parcel assessed less than \$275, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor's Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel's owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ration of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.

For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments – updated to reflect assessment adjustments presented by the City Assessor

The final form of this 2023 Operating Plan has attached as **Appendix E** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula.

- The 2023 BID assessment current rate of \$2.75/\$1000 with a maximum assessment of \$5500 and a minimum assessment of \$275
- The 2023 BID assessments are anticipated to generate: \$241,511.61 based on this methodology.



- Adjustments from previous year presented by the City Assessor include:

ADDED PARCELS:

- 312027309 at 100 W College unit 50H (no longer tax exempt)
- 312034300 at 320 E. College Ave. (was vacant lot 1/1/21, now new building)
- 313101700 at 119 S Walnut St. (included a commercial use on 1/1/22)

REMOVED PARCELS:

- 312027312 at 116 N. Appleton St. (now tax exempt church)
- 312043900 at 303 N. Oneida St. (now tax exempt church)

11 properties increased in value over the previous year. An increase in total assessed value of 1.45% or \$1,990,000

- 201 W. College
- 129 Durkee
- 300 Appleton
- 625 Lawrence
- 621 Lawrence
- 843 W. College
- 800 W. College
- 513 W. College
- 532 W. College
- 514 W. College
- 500 W. College



D. Assessment Collection and Dispersal

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15<sup>th</sup> day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2021 audit are available in the ADI office and a copy was submitted to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2021 report is attached.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit.

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

**VII. City Role** no change has been made to this section from the previous year.

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.
5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before **July 1** each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

**VIII. Required Statements** - no change has been made to this section from the previous year.

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec. 66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

**IX. Appleton Downtown Incorporated** - no change has been made to this section from the previous year.

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. Shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

**X. Severability and Expansion** - no change has been made to this section from the previous year.

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.



# **APPENDIX A**

## **2023 Plan of Action**



# BUSINESS IMPROVEMENT DISTRICT 2023 Plan of Action

## Mission

Our mission to establish a vibrant and accessible destination for business, learning, living and leisure is anchored in our focus to create an environment of success and sustainability for the new exhibition center, a robust employment center and a more livable Downtown. Our strategic initiatives build support for an exceptional visitor experience, a strong business climate and an attractive, accessible and inclusive downtown where more people want to live.

## BID Goals and Objectives:

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the District in downtown Appleton can serve.

## The State of Downtown Appleton (7/2022)

The BID and ADI remain committed to supporting downtown businesses through this time of economic recovery and labor instability. We continue to focus on sustaining a clean, safe, livable environment, promoting quality consumer experiences and attracting and retaining a strong business mix within the district.

Business retention is at the core of our work. With some businesses operating with employees working from home and others with limited hours and staff, the employee base in Downtown Appleton is in a rebounding state. Reduced staffing levels subsequently has an impact on hospitality, service and retail businesses in the district. An increased marketing focus will include promoting employment opportunities with a more comprehensive list on our website. We will continue to work with investing developers to attract new businesses to the district.

The future of commercial real estate is also of concern as some employers continue work at home solutions. Current conditions are improving as we welcome AZCO Inc.'s Appleton office to downtown and other expanding businesses are seeking additional space for employees. Monitoring trends and large employer plans will be an important focus. Adaptive reuse of commercial space may be a development shift in the future.

Our work to create One Great Place is also about talent attraction. As the premier arts and entertainment district of the Fox Cities, downtown is a quality of life benefit highlighted by employers throughout the region to attract and retain a talented workforce. Employees are more often making a decision on job selection based on community and quality of life. By adopting a creative placemaking approach to activating public spaces, recruiting a healthy business mix and integrating public art, we position downtown for employment growth and increased residential interest.

Across the nation the trend toward urban living amidst vibrant cultural districts continues. People are desiring convenient, car-optional neighborhoods where residents can walk to work, shop and access entertainment. With several residential developments are under construction, and more on the horizon, Downtown Appleton is benefited from this trend and the ADI and BID boards are optimistic that we are emerging as a destination for urban living. A focus on providing the needed amenities to support residents such as grocery, nail salon, package mailing facility, green space for dogs and others will need to be a priority for recruitment.

As the City's College North plan is adopted and potential development is explored, we aim to align with the work of the City Community Development department to leverage resources and collaborate as needed to support the growth opportunities. We will explore options to expand placemaking elements and walkability amenities.

Downtown Appleton continues to be a critical central social district. ADI sponsored programs such as the Saturday Farm Market, free concerts in the park and sidewalk activities continue to offer opportunities to engage in the community and connect with local food and local arts. Public art projects like the Downtown murals and sidewalk chalk walk continue to bring vibrancy in an open air walkable environment.

Downtown cleanliness is of utmost importance. Continuing our partnership with the CARE program and expanded services with private contracts are expected to improve downtown cleanliness. Ongoing safety measures are also an important focus for the BID, ADI and our business neighbors; monthly meetings that include Pillars, APD, the City of Appleton, Valley Transit and several other partners discuss and monitor activity. Assisting in monitoring traffic and sidewalk safety along with the new APD traffic safety officer will be an ongoing collaborative effort.

A Downtown for All message of inclusion through our programs and projects keeps us centered on diversity in our work such as event vendor mix, artists, music, murals, business recruitment and talent attraction.

## **OUR BRIGHT FUTURE**

As the City, BID, ADI, CDA and its partners continue to plan and invest in downtown Appleton, they will be guided by the following vision and principles set forth by the City: “Downtown Appleton is a great American urban neighborhood and employment center with world class arts and entertainment.”

1. Invest in the growth of downtown neighborhoods with diverse housing options and residential amenities
2. Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
3. Increase connectivity, trails, and recreation opportunities between the downtown, the Fox River, and the region
4. Foster a culture of walking and biking
5. Promote quality development along the Fox River by embracing the region’s industrial and natural heritage
6. Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing
7. Create a safe, welcoming, inclusive and accessible downtown
8. Grow downtown as the employment center for the region
9. Continue to support events and entertainment which safely draw visitors to downtown Appleton
10. Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center
11. Support the launch and growth of unique, independent businesses

### **MARKET FINDINGS**

The 2017 Appleton Downtown Market Analysis identifies the following key assets and subsequent development and community priorities that reflect the public input and discussion throughout the plan development.

#### **Key Assets:**

1. Sizeable daytime workforce
2. A thriving arts/entertainment/culture/educational scene
3. The Fox River, an extensive parks system, and growing trail network
4. Diverse events and programs draw thousands of visitors
5. Strong diverse business mix
6. College Avenue, which is walkable and economically vibrant

#### **Downtown Community Priorities:**

- A strong local economy that supports businesses of all size in all sectors
- An inclusive and welcoming downtown that encourages belonging
- Build downtown as a destination for leisure and business travel

- Strong livable Downtown neighborhoods with a variety of housing stock
- Improved traffic safety and walkability
- Improved connectivity to the Riverfront
- Accessible and affordable parking solutions
- Enhanced and expanded streetscapes throughout Downtown
- Expanding public art & creative culture
- Strengthened partnership with Lawrence University and Appleton Area School District

## **2023 BID/ADI/CDA Work Plan**

For the next year, the ADI, CDA and BID boards will continue to advance the four imperatives for advancing Downtown's mission and supporting downtown businesses through the current economic recovery:

1. Play an integral role in business retention and recruitment efforts to maintain an occupancy rate of 80% or greater.
2. Promote Downtown living options and curate livability enhancements to attract residents.
3. Collaborate with our community partners to boost our downtown tourism economy.
4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

The BID work Plan is aligned with the seven initiatives outlined in the City of Appleton Downtown Plan. The plan is presented as a collaborative plan incorporating efforts by the Business Improvement District, Appleton Downtown Inc and Creative Downtown Appleton Inc.

<b>#1 Urban Form &amp; Design</b>	<b>ADI/BID/CDA</b>
Annual flowers in the planters and Houdini Fountain area and street pole banner replacement as needed	BID/ADI
Manage the Façade Improvement grant program	BID/ADI
Increase flexible outdoor seating and enhance public use areas	ADI/CDA
Fund and have installed intersection lights at one or more of the following: Superior, Appleton, Oneida and Morrison	ADI/CDA
Work with DPW to update the graphics and information in the sidewalk kiosks	BID/ADI
Pursue permission to extend sidewalk cafes for licensed establishments with neighbor agreement	BID/ADI

<b>#2 Tourism, Arts, Entertainment &amp; Education</b>	<b>ADI/BID/CDA</b>
Maintain the Visitor Area kiosk within our office	BID/ADI
Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center	BID/ADI
Host annual events: Farm Market, Heid Music Concert Series, Lunchtime Live concert series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Mini Golf on the Town, Cultural Cuisine Walk, Light up Appleton, Downtown Creates walking features: Student Art, Street Music Night, Chalk Walk,	ADI/CDA



Paint out, Avenue of Ice	
Partner with Community organizations to co-host or support events and programs: Rhythms of the World, Mile of Music, Heid Music's Street Music Week, Fox Cities Chamber of Commerce Octoberfest, City of Appleton parades, Appleton Public Library Story Walk and more	ADI/CDA
Enhance Downtown environment with interactive art	ADI/CDA
Extend creative elements to side streets: such as painted intersections, murals, sculptures, sidewalk art	ADI/CDA

<b>#3 Neighborhood &amp; Residential Development</b>	<b>ADI/BID/CDA</b>
Host a downtown living Open House event and promote downtown living options	ADI
Promote and distribute Downtown Welcome packet for new residents	BID/ADI
Host Downtown resident meet and greet events twice a year	ADI/CDA
Add pet friendly amenities and explore options for a downtown dog friendly green space	ADI/CDA
Pursue business recruitment for: grocery store, nail salon, bookstore, teen hang outs, dry cleaners, more restaurants	BID/ADI
Work with APD to better manage and discourage cruising, street behavior and noise	BID/ADI

<b>#4 Downtown Development &amp; Business Retention</b>	<b>ADI/BID/CDA</b>
Collaborate with the City of Appleton to update Downtown development and recruitment materials and host a state of the downtown event	BID/ADI
Cooperatively market the City TIF and ARA grant programs	BID/ADI
Promote and distribute Downtown Welcome packet for new employees	BID/ADI
Manage and promote the Gift Certificate Program	BID/ADI
Manage the Business Recruitment grant program	BID/ADI
Manage the matching marketing grant program	BID/ADI
Host quarterly Business to Business event and initiative to promote services in downtown	BID/ADI
Establish a business recruitment team within the Econ Dev committee	BID/ADI
Establish an Employee Appreciation day promotion and activities	ADI
Revisit the Ambassador program with past Board members to make ongoing business visits	BID/ADI

<b>#5 Mobility and Parking</b>	<b>ADI/BID/CDA</b>
Include and promote accessibility improvements through the façade grant program	BID/ADI
Collaborate with the APD traffic safety officer to improve sidewalk and vehicle traffic safety	BID/ADI
Promote the use of the Passport parking app, meter options and permit information through social media and website	BID/ADI
Host walk audits of BID side streets to identify walkability improvement opportunities	ADI
Work with the City to create and install signage for accessing bike lanes and trails	ADI
Pursue parking system amendments based on survey results	ADI
Partner role in supporting the downtown trolley	ADI

<b>#6 Downtown Management</b>	<b>ADI/BID/CDA</b>
Manage the cooperative agreement between the BID, ADI and CDA	BID/ADI
Manage image marketing strategy to promote, shopping, dining, attractions, employment, living	BID/ADI
Communicate Weekly to our members with the Eblast system	BID/ADI
Create and manage a social media network for business members to connect and share resources	BID/ADI
Host monthly committee meetings: Marketing committee, Hospitality committee, Washington Square committee, Economic Development committee, Museum Directors, quarterly BID Board meetings	BID/ADI
Manage cleaning contracts and oversee project needs to enhance the cleanliness of the district	BID/ADI
Host annual networking events for members: ADI Business Awards, Golf Outing and BID/ADI Annual Meeting	BID/ADI
Establish internal systems for more accurate metric tracking	BID/ADI
Expand the membership structure as an investment support structure with greater reach to regional businesses that are looking to enhance workforce attractiveness of the Fox Cities	ADI

<b>#7 Public Spaces &amp; Riverfront</b>	<b>ADI/BID/CDA</b>
Partner role in supporting the downtown trolley	ADI
Partner with the City of Appleton to support Riverfront connectivity and wayfinding initiatives	ADI
Install the parklet in a new location on the east end	ADI/CDA

<b>Annual Statistics tracking: (2022 base tracking in process)</b>
Grant and sponsorship funds
Maintenance contract hours and results
Occupancy of commercial units
Occupancy of residential units
Marketing reach and social media following tracked quarterly
Business breakdown by industry within the BID: commercial, retail, hospitality, attraction, living
Member engagement and participation with annual events and promotions
Event attendance estimates

# **Appendix B**

## **2022 Midyear Review**

## 2022 BID Work Plan Second Quarter report

#1 Urban Form & Design	ADI/BID/CDA	Second Quarter 2022
Street pole banner replacement	BID/ADI	Replacement banners are up and more are ordered
Annual flowers in the planters and Houdini Fountain area	BID/ADI	Sidewalk flowers are in and we have connected with the master gardeners to design and maintain the areas around the fountain in Houdini Plaza
Manage the Façade grant program	BID/ADI	Applications listed below
Increase flexible outdoor seating and public use areas	ADI/CDA	Parklet area updated – still need to paint the tables The State street parklet is installed Would like to put Adirondack chairs back in Houdini Plaza – push back from neighboring businesses. Feedback appreciated

#2 Tourism, Arts, Entertainment & Education	ADI/BID/CDA	
Maintain the Visitor Area kiosk within our office	BID/ADI	With the expected office renovation we are looking at ways to expand our visitor area and create better access to the materials. Outdoor brochure box or holders will be added. Construction happening sooner than expected. Have requested more wall space for visitor information.
Collaborate with community partners to increasing leisure travel to Appleton and maximize the value of the Fox Cities Exhibition Center	BID/ADI	Conventions are back and visitor traffic is increasing. Recent WCMA conference we helped make dinner reservations for 85 of their attendees through signupgenius. Visitor spending increasing quickly in 2022. CVB reports we are near pre pandemic occupancy – 57.6%.
Explore opportunities to connect with sports tournament travelers	BID/ADI	We meet monthly with the CVB to connect with groups coming in. CVB has launched the tourism master plan process – ADI is involved on the committee.
Host annual events: Farm Market, Heid Music Concert Series, Lunchtime Live concert series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Mini Golf on the Town, Community Public Market events, Light up Appleton, Downtown Creates walking features: Playful Planter, Artful Chairs, Chalk Walk, Paint out, Avenue of Ice	ADI/CDA	<b>First quarter events:</b> 2 Community Public Markets, Vacation Destination, Death by Chocolate, Avenue of Ice, Ladies day tickets and Mini Golf Teams on sale now! <b>Second quarter events:</b> Ladies Day Fashion Show and shopping, Mini Golf, Craft Beer Walk, Dt Creates Student Gallery Walk, Memorial Day Parade, Concerts, Lunch Time Live, Flag Day Parade, Farm Market, Street Music Week, Make Music Day,
CDA to curate public art projects as the opportunities occur	ADI/CDA	Proposed mural on the Block 800 building. \$5000 committed and another \$5000 needed to start painting. Looking for additional

		support.
Partner with Community organizations to co-host or support events and programs: Rhythms of the World, Mile of Music, Heid Music's Street Music Week, Fox Cities Chamber of Commerce Oktoberfest, City of Appleton parades, Appleton Public Library Story Walk, and others	ADI/CDA	Current Planning committee involvement: Rhythms of the World, Street Music Week, Make Music Day, Festival of Cultures, Oktoberfest, Mile of Music,  The new museum pass will go on sale this summer and will be a month long pass for September unlimited visits to five museums for \$25/person or \$100 for a family.

<b>#3 Neighborhood &amp; Residential Development</b>	<b>ADI/BID/CDA</b>	
Host a downtown living Open House event with video promotion	ADI	As part of our image video work, we have several 2 minute videos in the work: the winter seasonal video, living in downtown, business attraction. Downtown Living video work part of the proposed group of new videos Tour at 320 East with the Econ Dev Committee June 22 12:30-1pm
Promote and distribute Downtown Welcome packet for new residents	BID/ADI	Updated Welcome packets are ready and being distributed
Host Downtown resident meet and greet events twice a year	ADI/CDA	Resident Meet and Greet will be moved to Sept. 10 for Rhythms of the World in Houdini Plaza.  We are also engaged in the Age Friendly Initiative with the City of Appleton and will host a listening session in downtown this summer and help distribute the survey.
Add pet friendly amenities and explore options for a downtown dog friendly green space	ADI/CDA	Private space for a dog park is no longer an option. Other options to look at: Kalata Place. City will install the second pet waste station on the west end. We will work with CARE to empty it weekly – a new application is now required.

<b>#4 Downtown Development &amp; Business Retention</b>	<b>ADI/BID/CDA</b>	
Downtown Development and recruitment event, webinar or video created to share data and information with developers and business interests	BID/ADI	Insight will host InDevelopment in Appleton on September 13, 2022. We are exploring a Downtown Update to developers for an October date.
Cooperatively market the City TIF and ARA grant programs	BID/ADI	TIF 12 and 11 boundaries have been amended. New maps are available on the City website. Several interested improvement projects have already reached out. We continue to promote the collaborative leverage of both programs.



Promote and distribute Downtown Welcome packet for new employees	BID/ADI	No new updates – packets are going out.
Manage and promote the Gift Certificate Program	BID/ADI	No new updates – sales continue to be steady throughout the year.
Manage the Business Recruitment grant program	BID/ADI	Murphy’s Family Barbershop and Salon All tied Up Floral Café Franklin Street Salon Studios Yoga 3 Appleton 3 Tall Pines Eroding Winds League of Woman Voters Tiffani’s Bridal
Manage the matching marketing grant program	BID/ADI	Grant program had committed on \$6227 in matching grant awards Program is still open until the dollars are granted
Increase brand and image marketing	BID/ADI	Appleton Mag will feature Appleton in April and we are working on an article and ad for the magazine. Other image ads: Fun in WI, Fox Cities Magazine, WI Event Guide, Airport, hotel guides, Downtown Guide. Met with CVB regarding additional options for partnership to extend our image marketing beyond the Fox Cities. We are exploring partner opportunities and setting a follow up meeting with CVB.  Current focus on vertical video – concepts for the first round: Video 1: B2B – Make your business stand out Video 2: Getting Around Downtown Video 3: Shop for Summer in Downtown Appleton Video 4: Full Day in Downtown  Travel WI summer campaign which targets 12 markets including Chicago, Duluth, Rochester, Cedar Rapids, Des Moines, Rockford. Looking for ways to play off of the Here’s to Summer in WI – with tag like: Here’s how we summer in Downtown Appleton <a href="https://www.industry.travelwisconsin.com/travel-promotion/seasonal-marketing-plan/">https://www.industry.travelwisconsin.com/travel-promotion/seasonal-marketing-plan/</a>

<b>#5 Mobility and Parking</b>	<b>ADI/BID/CDA</b>	
Include and promote accessibility improvements through	BID/ADI	Acoca Coffee applied for an automatic door addition to their

the façade grant program		building. The new bookstore is also interested in making accessibility improvements once they are up and operating.
Expand the sidewalk safety program: walk your wheels signage, social media messaging	BID/ADI	Concerns continue with the BIRD scooters. We reached out to BIRD with sidewalk parking and riding concerns. They would like to meet with us to look at solutions. Working on scheduling
Promote the use of the Passport parking app	BID/ADI	The downtown parking map available on our website is now updated and Refreshing our how to use the app video
Host walk audits of BID side streets to identify walkability improvement opportunities	ADI	Economic Development committee will look to fall for scheduling a walk of side streets. We walk the downtown discuss projects, facades, condition, walkability etc.. All are welcome to join us.

#6 Downtown Management	ADI/BID/CDA	
Cooperative agreement between the BID and ADI. Management of:		
Image and event marketing to promote, shopping, dining, attractions, employment, living: such as the Downtown Guide, Small Business Saturday, Vacation Destination, Golden Ticket Giveaway, One Great Give, I'm Worth It promotion,	BID/ADI	Marketing report is attached Please note Google Analytics is switching to a new platform called GA4 across the board for all users. During this transition, data was not being collected, therefore, we do not have analytics on our website for the month of April. All data shown above was resumed at the beginning of May. Normal data collection will resume in the Q3 report.
Weekly public and member Eblast	BID/ADI	weekly updates on happenings, committee minutes and City committee meetings
Create and manage a social media network for business members to connect and share resources	BID/ADI	The private business Facebook group was launched. Abby is using it to share information but it's intended use is to increase communication between business owners. 90 members and growing.
Host monthly committee meetings: Marketing committee, Hospitality committee, Washington Square committee, Economic Development committee, Museum Directors	BID/ADI	In addition to our committee meetings we also participate in monthly: Octoberfest meeting, age friendly network meetings, various City committees, Chamber of Commerce public policy meetings, Mile, CVB Master Plan Tourism, East Central Planning trail/bike community impacts study, WDAC state Board, WI Creates Board.
The BID Board of Directors quarterly meetings	BID	Next meeting June 15 following the joint board retreats
Manage and financially support the CARE team contract in partnership with Riverview Gardens and the City of Appleton, to ensure daily sidewalk cleanup. Additional contract services as needed.	BID/ADI	I receive weekly reporting from Pfefferle on any graffiti removed, damaged property reports, weed reports, large items, dumpster fires, etc.. I direct to the proper City department or the Pfefferle team cleans or removes as they can.
Host annual networking events for members: ADI	BID/ADI	First B2B luncheon is scheduled for June 28 11:30-1pm at J. Geiger

Business Awards, Golf Outing and BID/ADI Annual Meeting		Consulting, Lunch will be included and Jeff will present on how to leverage technology for your small business and provide other service based businesses the opportunity to share their B2B service. Invites are targeted to serviced based business. No cost to attend.
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#7 Public Spaces & Riverfront	ADI/BID/CDA	
Partner role in supporting the downtown trolley	ADI	Trolley will run this year and ADI will contribute a reduced fee this year. \$5000
Riverfront committee with a focus on enhancing walkability, connectivity and promotion between destination points including wayfinding signage	ADI	Still looking for a chair for a riverfront committee. No new work accomplished here.
Cooperatively draft a parklet policy proposal with City of Appleton departments	ADI/CDA	Parklet Policy is adopted by City council – complete! Parklet is installed on State Street.

## 2022 2<sup>nd</sup> Quarter BID Marketing Report

EVENT	DATE	SPONSORS	ADVERTISING/PROMO	ATTENDANCE	NEW NOTES
<b>Ladies' Day Spring into Style Fashion Show</b>	Saturday, April 9 <sup>th</sup>	Star Supporters: Tundraland and AZCO Sponsors: Renewal by Andersen, ATW, Clarity Care, Fox Communities Credit Union, TDS Media Partner: Y100 Country Supporting: Wisconsibs	Radio advertising with Y100 Digital advertising with Cumulus Facebook advertising , website, eblasts, social media with FB event, Fox Cities Magazine ad	Attendance lower than 2019, but good turnout and good participating from the Downtown retailers	Considering changing location from the Hilton Paper Valley Hotel to The 513
<b>Mini Golf on the Town</b>	Saturday, April 9 <sup>th</sup>	Star Supporters: Tundraland and AZCO Sponsor: Renewal by Andersen	Radio advertising with Woodward radio on KISS FM Facebook advertising , website, eblasts, social media with FB event	Attendance was great, around 500 playing	There was a lot of back and forth with the bars and restaurants, closing of Bad Badger, etc. We need to have more clear communication and commitment for the event next year
<b>One Great Give</b>	May 1 - 7	Star Supporters: Tundraland and AZCO Sponsor: Renewal by Andersen	Facebook advertising , website, eblasts, social media with FB event	Good reports from businesses about business throughout the week	A total of \$8,823 was raised by all 15 businesses, the most the event has ever raised,

					great feedback from the community
<b>Craft Beer Walk</b>	Saturday, May 14 <sup>th</sup>	Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Hilton Appleton Paper Valley Hotel, Wisconsin Distributors, General Beer, Lee Beverage and Kay Distributing Media Partner: 96.9 The Fox	Radio advertising with 96.9 The Fox, ticket giveaways on air Print advertising with Appleton Monthly Facebook advertising , website, eblasts, social media with FB event	Great attendance, over 100 tickets sold online and more sold by participating businesses in store	Overall good feedback from the businesses, a bit of miscommunication about VIP offers that will be clarified for the fall event Brought a lot of business during the full duration of the event
<b>Downtown Creates: Student Art Gallery</b>	Friday, May 20 <sup>th</sup>	Presented by: Kimberly-Clark Cares Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: TDS, Warning Lites, ATW, Hilton Appleton Paper Valley Hotel, Johnson Financial Group and the City of Appleton	Digital advertising with Cumulus  Facebook advertising , website, eblasts, social media with FB event	Consistent traffic Downtown viewing the art and listening to live performers, cold weather might have been a deterrent	A first time event for the Downtown Creates Series, we are hoping to continue to grow the event involving more local schools. A great way to bring families Downtown
<b>Heid Music Summer Concert Series</b>	Thursday's June 2 – August 25	Presented by US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Heid Music, Nicolet National Bank, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers Media Partners: Woodward Radio (105.7 WAPL, 95.9 KISS FM, 104.3 KZ and 103.5 WAPL)	Radio advertising with Woodward radio across multiple stations (each band is paired with a station that fits their genre)  Facebook advertising , website, eblasts, social media with FB event		Great feedback on the line up from the community, a lot of inquiries about the event

<b>Lunchtime Live on the Road!</b>	Friday's June 3 – August 26	Presented by US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Heid Music, Nicolet National Bank, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers Media Partners: Woodward Radio (105.7 WAPL, 95.9 KISS FM, 104.3 KZ and 103.5 WAPL)	Radio advertising with Woodward radio across multiple stations, mention of the performance during concert announcements  Facebook advertising , website, eblasts, social media with FB event		Working closely with businesses to help them promote the shows they are hosting, hoping for better traffic now that it's on Friday afternoons versus Thursday afternoons
<b>Downtown Creates: Street Music Night</b>	Friday, June 17	Presented by: Kimberly- Clark Cares Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: TDS, Warning Lites, ATW, Hilton Appleton Paper Valley Hotel, Johnson Financial Group and the City of Appleton	Digital advertising with Cumulus  Facebook advertising , website, eblasts, social media with FB event		A first time event for the Downtown Creates Series partnering with Heid Music during Street Music week to bring performers Downtown Friday night up and down College Avenue
<b>Farm Market</b>	Saturday's June 18 – October 29	Presented by: US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Theda Care, Gateway Chiropractic, City of Appleton, Hilton Appleton Paper Valley Hotel, First Weber Realtors, Sury-Dry, Ulness Health, Warning Lites, Crunch Fitness, Mortgage Nerds Media Partner: Healthy	Facebook advertising , website, eblasts, social media with FB event		30 <sup>th</sup> Anniversary

		Living and Wellness Magazine Kids Market Sponsor: Fox Communities Credit Union EBT Match Sponsor: Community First Credit Union Music Sponsor: Consolidated Construction Co.			
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<b>OTHER DOWNTOWN EVENTS</b>	<b>PRESENTED BY</b>	<b>DATES</b>	<b>NOTES</b>
WNA APRN Forum Pharmacology & Clinical Update Conference	Wisconsin Nurses Association	April 20-24 2022	400 attendees at the Hilton Appleton Paper Valley
WI Credit Union League Annual Convention, 600 attendees, Fox Cities Exhibition Center & Hilton Appleton Paper Valley Hotel	The Wisconsin Credit Union League	May 11 - 13	Annual Convention, 600 attendees, Fox Cities Exhibition Center & Hilton Appleton Paper Valley Hotel
Memorial Day Parade	City of Appleton	May 30 <sup>th</sup>	
Street Music Week	Heid Music	June 13 - 17	
Flag Day Parade	City of Appleton	June 11	Introducing new elements to the event: live music, Cavalcade of cards, etc.

<b>FREE PUBLICITY</b>	<b>PAID IMAGE ADVERTISING</b>
Monthly Interviews with WVBO	CopperLeaf guestbook (annual)
Monthly Interviews with Y100	APRD City Guide Back Cover Full Page ad
Local 5 Live interviews for Mini Golf on the Town and Ladies' Day Fashion Show	Appleton International Airport Billboard in Luggage Area (annual)
Local 5 Live interview for One Great Give	1/2 page with Appleton Monthly May Issue
Local 5 Live interview for Craft Beer Walk	Found in the Fox Ad Fox Cities Magazine, April and June Issues
Focus Fox Valley Radio Interview – Covering all summer events	Healthy Living and Wellness Full Page Ad, May and June Issues
Appleton Monthly - Article on Craft Beer Walk	
Fox Cities Convention and Visitors Bureau Newsletter	

Appleton Monthly Events Calendar	
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### COMMUNICATION STATISTICS: May 1 – June 2

Appleton Downtown Facebook Page Likes	18,510	Email Active Contacts	
Farm Market Facebook Page Likes	18,874	@Dwttnappleton Twitter Followers	
Blog Posts	850	Website Sessions: 10,824	
Instagram Followers	6,733	By Device:	
		Mobile 67.5 % Desktop 30.3% Other 2.2%	
Engaged Sessions	9,561	New Visitors	9,656
<ul style="list-style-type: none"> <li>Views a page for 10 or more seconds</li> <li>Visits 2 or more pages</li> <li>Completes an action on page (eg. filling out a form)</li> </ul>			
<b>Website Visits by Location</b>		<b>Top Referral Sites</b>	
Appleton, WI	1,073	Google	2,228
Milwaukee	538	Direct Search	694
Kaukauna	301	Bing	83
Neenah, WI	106	Robly (Eblast platform)	80
Chicago	97		
<b>Website Visits from Social Media : 594</b>		<b>Top Landing Pages</b>	
<b>Facebook: 196</b>		Downtown Appleton Farm Market	840
		Home Page	538
		Heid Music Summer Concert Series	471
		Upcoming Events	422

Google Analytics is switching to a new platform called GA4 across the board for all users. During this transition, data was not being collected, therefore, we do not have analytics on our website for the month of April. All data shown above was resumed at the beginning of May. Normal data collection will resume in the Q3 report.

# APPENDIX C

## 2023

## Budget

### BUSINESS IMPROVEMENT DISTRICT PROPOSED 2023 BUDGET

#### REVENUE

BID Assessments
Carry Over from Prior Year
Interest Income

2023 Proposed Budget
241,512



	<b>Total</b>
<b>EXPENSES</b>	
<b>Contracted Services</b>	
	ADI Staff
<b>Administrative</b>	
	Telephone
	Office Supplies
	Postage
	Conferences/Workshops
	Dues, Fees, Subscriptions
	Space Lease/Rental Fees
	Internet Fees
	Office Equipment Repairs & Maint.
<b>BID Audit/Accounting Services</b>	
<b>Marketing</b>	
	Website / Social Media
	Image Advertising
	Design services
<b>Economic Development</b>	
	Façade Grants
	Marketing Grant
	Recruitment Grant
	Business Recruitment
<b>Maintenance services</b>	
	Maintenance contracts including:
	CARE team, flowers, garbage, graffiti

<b>241,512</b>
50,000
6,412
2,600
75,000
40,000
10,000
15,000
7,500
35,000
<b>241,512</b>

# APPENDIX D

## 2022 BID Board List

Board Member	Business	Category
Monica Stage – Treasurer	City of Appleton	City Government
Benjamin King	King Brokerage	Property owner / Business Owner –office/ Downtown Resident
Brad Schwebs	NAI Pfefferle/Pfefferle Management	Property owner representative / Office
Gary Schmitz – President	Retired	
Marcie Harris	Triumph Engineering	Property and Business Owner – office
Bill Wetzel	Acoca Coffee	Property Owner / Business Owner Hospitality
Jason Druxman– Secretary	Avenue Jewelers	Retail & property/co-owner
Tim Ceman	Noble Assets	Building Owner
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / Business Owner: Retail

# **Appendix E**

## **Schedule of Assessments (attached)**

# **Appendix F**

## **Map of District**

