



*One Great Place to*

# GROW

Appleton Downtown, Inc.,  
Business Improvement District & Creative Downtown Appleton, Inc.

## 2022 ANNUAL REPORT

**22** New  
Downtown  
Businesses

**22**  
NEW

**63** Corporate  
Sponsors  
& **3** STAR  
Supporters,  
making  
**72** Events  
possible

**72**  
EVENTS

Within the  
past 3 years:  
**11** Lodging  
Projects  
providing  
**490** new  
Downtown  
Residential  
Units at  
multiple  
price points

**490**  
NEW

**3.1** Million  
Total  
Impressions  
across our  
social media  
platforms

**3.1**  
MILLION

**56** Grants  
Given:  
**\$62,645**  
Total to help  
market &  
improve  
Downtown  
Businesses

**56**  
GRANTS



Appleton  
**DOWNTOWN**  
*incorporated*

BUSINESS IMPROVEMENT DISTRICT  
& CREATIVE DOWNTOWN APPLETON

# 2022 ADI & CDA HIGHLIGHTS

## A YEAR IN REVIEW

### IT IS DEFINITELY DOWNTOWN'S TIME TO GROW!

2022 was a substantial year for development and new business neighbors. With assistance from both the Bounce Back Grant and the Business Improvement District grant programs, we welcomed 22 new businesses within Downtown. Most recently, we celebrated the AZCO headquarters relocation to City Center East, and additional U.S. Venture employees in the 222 Building – with both providing a needed boost to Downtown's employee base. As Downtown's growing residential inventory contributes to the vibrancy of the district, it brings to light the balance we must achieve as a neighborhood, a commercial business corridor and an arts and cultural district.

Discussion has surfaced around how the built environment supports the walkability and livability of the district. The City of Appleton focused attention to the area north of College Avenue as a growth corridor for additional residential units, a renovated transit center and expanded renovated library. Our collaborative efforts with the BID, ADI and CDA will have a greater focus on cleanliness, business retention and recruitment, boosting Downtown as a tourism destination, and curating livability enhancements to support the following Downtown community priorities:

- A strong local economy that supports businesses of all sizes 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 streetscape throughout Downtown and College North neighborhood
- Expanded public art and creative culture
- Strengthened partnership with Lawrence University and Appleton Area School District

## DOWNTOWN LIVABILITY

### On College Avenue —

Welcome: **320 East**

Opening Soon: **Park Central** and  
**The Residences at Zuelke**

On the Horizon:

**Chase Bank Redevelopment – 24 units**

**Rise Apartments – 43 units** (36 low to moderate)

Within the past 3 years, 11 housing projects have been delivered or approved Downtown, totaling nearly \$70M in investment and providing 490 new residential units at multiple price points.

## GIFT CERTIFICATES

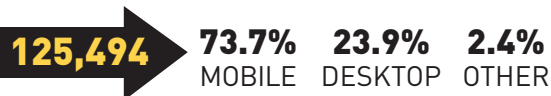
**2,612** Downtown Gift  
Certificates  
sold



**\$67,935** Generated in additional  
Downtown spending!

## MARKETING AND EVENTS

### Web: Engaged User Sessions —



### Social Media —



**19,888**  
LIKES

**182,215**  
TOTAL  
ENGAGEMENTS



**7,160**  
FOLLOWERS

**11,956**  
TOTAL  
ENGAGEMENTS



**20,143**  
LIKES

**36,697**  
TOTAL  
ENGAGEMENTS



### MISSION

To create and enhance the cultural environment of Downtown Appleton by providing opportunities for community access to arts, music and cultural activities.



**LIGHT UP APPLETON**



**AVENUE OF ICE**



**LUNCHTIME LIVE ON THE ROAD**



**DOWNTOWN CREATES: PAINT OUT**



**PARTNERSHIP WITH MILE OF MUSIC**



# 2022 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

**Business Improvement District total assessed value of the 206 BID properties: \$139,643,700**

**An increase of 1.45% or \$1,990,000 over the previous year**

The 2022 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 —



### TIF Grants —

City of Appleton TIFs #11 & #12 Business Enhancement Grants were awarded to 7 properties, totaling \$48,500 and leveraging just over \$100,000 in private investment in these districts.

**Business Recruitment Grants supported 18 businesses for a total of \$17,100.**

### Welcome to Downtown —

- Murphy's Family Barbershop and Salon
- All Tied Up Floral Café
- Franklin Street Salon Studios
- YOGA3 Appleton
- 3 Tall Pines-Kush Kafe
- Eroding Winds LLC
- League of Women Voters of Appleton – Fox Cities
- Tiffani's Bridal
- Mr. Frogs
- Eclectic Candle Company
- HGM Apparel LLC
- Diverse and Resilient
- The Book Store
- Wild Theory Studios
- Lawlss Coffee
- Uni Uni Bubble Tea
- Reach Counseling Services, Inc.
- Helios Recovery Services

**18  
BUSINESSES  
SUPPORTED**



to access the 2023  
Collaborative BID/ADI/CDA  
Operating Plan

## KEEPING DOWNTOWN CLEAN & SAFE



The C.A.R.E. Team, in partnership with Riverview Gardens and the City of Appleton, in 2022 completed 999.5 hours of cleaning and collected 163.5 bags of garbage. The program helped 656 Service Works participants acquire employability training while contributing to the cleanliness of the district.

**999.5  
HOURS**

### New in 2022, the Pfefferle Management Team



was contracted by the BID to help keep Downtown clean and beautiful for the community. They completed 268 hours of service helping clean up garbage, remove graffiti and repair miscellaneous damage throughout the district.

**268  
HOURS**

## BUSINESS IMPROVEMENT DISTRICT

REVENUE	2022 Actual	2023 Budget
BID Assessments	235,485	241,512
Carryover from Prior Year	21,804	21,868
	<b>\$257,289</b>	<b>263,380</b>
EXPENSES		
Contracted Services		
ADI Staff	50,000	50,000
Administrative	6,324	6,412
BID Audit	3,050	2,600
Marketing and Printing	73,911	75,000
Economic Development		
Façade Grant	39,124	40,000
Marketing Grant	6,421	10,000
Recruitment Grant	17,100	15,000
Business Employee & Resident Recruitment	6,451	7,500
Maintenance Services		
Maintenance/Flowers	33,040	35,000
	<b>\$235,421</b>	<b>\$241,512</b>
CARRYOVER	<b>\$21,868</b>	<b>\$21,868</b>

## APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2022

### 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**, U.S. Venture

**Natalie Klika**, Johnson Financial Group

**Madera Allan**, Lawrence University

**Kolby Knuth**, Knuth Financial Planning and The 513

**Jay Lison**, Pixel Pro Audio

**Kara Manuel**, Lillians of Appleton

**Todd Heid**, Heid Music

**Jeff Geiger**, J. Geiger Consulting

**Kyle Fritz**, On The Fritz Concessions

## BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2022

### PRESIDENT

**Gary Schmitz**, Community Advocate

### TREASURER

**Monica Stage**, City of Appleton

### SECRETARY

**Jason Druxman**, Avenue Jewelers

**Tim Ceman**, Nobel Assets

**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 2022

EXECUTIVE DIRECTOR  
**Jennifer Stephany**

MARKETING DIRECTOR  
**Abby Novak**

COMMUNITY  
PARTNERSHIP  
DIRECTOR

**Meghan Warner**

EVENTS DIRECTOR  
**Carissa Hackel**

EVENTS COORDINATOR  
**Sandy Storch**

ADMINISTRATIVE &  
EVENTS ASSISTANT  
**Meghan Petters**

# THANK YOU

Thank you for sponsoring our events and creative projects in 2022!

2 Buck Bar

4Imprint

Abby Bank

Action Painting

Appleton International Airport (ATW)

AT&T

Bayland Builders

Bazil's Pub & Provisions

Benefit Insurance

BioLife Plasma Services

Boldt Co.

Brian Hodgkiss Injury Lawyers

City of Appleton

Clarity Care

Community First Credit Union

Community Foundation Bright Idea

Fund - Grant

Consolidated Construction Co.

CopperLeaf Boutique Hotel

CoVantage Credit Union

Crunch Fitness

Cumulus Media Radio Group

Event Production Systems (EPS)

FC Retrofoam

Festival Foods

First Weber Realty

Fleet Farm

Fore Development & Investments

Fox Cities CVB

Fox Cities Magazine

Fox Communities Credit Union

Gateway Chiropractic

General Beer

Heid Music & Heid Music Foundation

Hilton Appleton Paper Valley Hotel

Hoffman Planning, Design &

Construction Inc.

J. Geiger Consulting

Johnson Financial Group

Kay Distributing

Kimberly-Clark Cares Foundation

Knuth Financial Life Planning

Lee Beverage

Maritime Tavern

McClone

Mile of Music Festival

Mortgage Nerds

NAI Pfefferle/Pfefferle Management

Network Health

Nicolet National Bank

Oh Snap Pickles

Orange Theory Fitness

Peterson Berk & Cross, S.C.

Presto Products

Run Away Shoes

Sabre Lanes

State Farm

Steve & Teri Winter

Sure-Dry Basement Systems

TDS

Telmark Sales

The 513

ThedaCare

Ulness Health

Unison CU

U.S. Venture

Warning Lites of Appleton, Inc

Willems Marketing

Wisconsin Distributors

Woodward Communications

Radio Group

Thank you to our  
Star Supporters!



## 2022 AWARD WINNERS

### Business of the Year Award – Heid Music

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

### Bernie Pearlman Downtowner Award – Monica Stage

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 – Jason Tadych, Tadych Investment Partners

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 – Karen Harkness

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 – Peg Otis

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 – Crazy Sweet

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

### Rising Star Award – Uni Uni Bubble Tea

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 – Copper Rock Coffee Company

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.

Appleton Downtown, Inc.

Creative Downtown Appleton, Inc.

Business Improvement District

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#onegreatplace



One Great Place!

**DOWNTOWN**

Appleton