

# Appleton Downtown, Inc., Business Improvement District & Creative Downtown Appleton, Inc. 2023 ANNUAL REPORT

“ Lawrence University is proud to support the incredible work of Appleton Downtown, Inc. (ADI) and contribute to a **vibrant Downtown that makes Appleton ‘One Great Place’ to live, work, learn, and play.** Our continued investment in the Downtown corridor, coupled with our deepening partnership with ADI, will allow us to better serve and support our students, strengthen our engagement with the Downtown community, and reinforce our commitment to a thriving and flourishing Appleton. ”  
– President Laurie A. Carter, Lawrence University

“ Choosing Downtown Appleton for my business is a heartfelt decision. It’s a vibrant community bursting with life, where local businesses are cherished. **With its rich tapestry of entertainment, cuisine, art, and culture,** Downtown Appleton offers the perfect backdrop for introducing something new. Supported by Appleton Downtown, Inc. and a lively event calendar, I see it as the ideal home for my dream venture. A place where I thrive among a diverse, vibrant community, spreading joy and being part of something truly special. ”  
– Fanni Xie, Owner of Uni Uni Appleton

“ **Moving my business Downtown was one of the easiest decisions I have ever made!** Downtown Appleton is a culturally diverse location with a small-town feel. Our new location allowed us to expand our product lines with the larger storefront and our customer base with its prime location. ”  
– Nicole Rocheleau, Owner, Sugar Rushlow Boutique

“ When it came time to renew our lease in the 222 building, we decided to look for a new permanent location, my only stipulation was it had to be in Downtown Appleton. Our modern space is matched by Downtown amenities including covered parking and countless choices to meet friends and colleagues for coffee, dinner or cocktails. **Downtown Appleton continues to raise the bar as the go-to place for entertainment and we are blessed to be a part of it!** ”  
– Dan Van Daalwyk, President, Telmark Sales Solutions Inc.



**BUSINESS IMPROVEMENT DISTRICT  
& CREATIVE DOWNTOWN APPLETON**

# 2023 ADI & CDA HIGHLIGHTS

## A YEAR IN REVIEW

### DOWNTOWN APPLETON THRIVES IN 2023

As we turn the page on another year, we're filled with excitement about the continued growth and development of Downtown Appleton. While we faced certain challenges, including fewer business openings and some closures, the overall momentum in development projects remained exceptional. It was ultimately a year marked by significant progress, exciting announcements, and a spirit of collaboration.

- **Downtown Development:** The year kicked off with the highly anticipated Appleton Public Library redevelopment and expansion project, promising a vibrant new space for learning and community engagement. We remain captivated by the Fox Commons project, a mixed-use redevelopment poised to become a vibrant center for medical services, student housing, and entrepreneurship. The partnership between Lawrence University and The Trout Museum of Art further solidified Downtown as a cultural and educational hub with their plans for a new museum, student learning center, and market-rate apartments.
- **Adapting to Change:** The City's lane reconfiguration pilot program presented an opportunity for the community to embrace the changing needs of a walkable and more livable district.
- **Enhancing the Downtown Experience:** We remained committed to fostering a vibrant Downtown environment through our initiatives. We supported new businesses, presented over 70 events including the new Light the Night Market, and invested in audience research and image marketing to elevate our brand and attract visitors.

As we move forward in 2024, ADI, BID and CDA remain dedicated to driving the continued vitality and success of Downtown Appleton forward. We will prioritize:

- **Cleanliness:** Maintaining a clean and welcoming environment remains a top priority.
- **Business Retention and Recruitment:** We will actively support existing businesses and attract new ones to create a diverse and thriving Downtown economy.
- **Marketing and Promotions:** We will showcase Downtown Appleton to our diverse audiences as a must-visit destination for regional and national visitors.
- **Livability Enhancements:** We are committed to making Downtown a desirable place to live, work, and play by investing in initiatives that enhance its livability.
- **Curated Experiences:** From public art to special events, we strive to create memorable experiences for all!

We are confident that 2024 will be another year of significant progress for Downtown Appleton. Thank you for your continued support as we work together to shape a vibrant and prosperous future for our Downtown community.

## THE DOWNTOWN NEIGHBORHOOD

Our Downtown neighborhood continues to expand as a livable urban epicenter. Overall apartment occupancy is steady at 96%.\* In 2023, we celebrated the opening of Park Central, The Residences at Zuelke and Urbane 115! As demand remains high, new units are on the horizon:

- **RISE Apartments** featuring 43 low-moderate income and 5 market rate units
- **200 W. College** redevelopment featuring 21 market rate apartments
- **Lawrence University's west campus building** featuring 42 market rate apartments
- **The redeveloped Fox Commons** will include 170 LU student housing units

\* Just open Dec. 2023, Urbane 115 is excluded from this average.

## MARKETING

Web: Engaged User Sessions —

183,287

77.1%  
MOBILE

21%  
DESKTOP

1.9%  
OTHER

Social Media —



24,000  
LIKES



8,200  
FOLLOWERS

230,921  
TOTAL  
ENGAGEMENTS

16,425  
TOTAL  
ENGAGEMENTS



21,882  
LIKES



39,587  
TOTAL  
ENGAGEMENTS

New Image Marketing Strategy —

Create and execute a well-defined marketing strategy that spans various channels, with a clear focus on addressing the specific needs and desires of Downtown Appleton's core audiences that is easily measurable.

- **Objectives:**
  - Enhance Downtown Appleton's identity
  - Execute targeted marketing campaigns
  - Compete effectively with surrounding areas
  - Attract businesses to Downtown
  - Promote Downtown living
- **Audiences**
  - Local & drive visitors
  - Existing & potential residents
  - Potential Downtown business owners

## GIFT CERTIFICATES

2,295 Total number sold

\$67,369 Total value sold



## MISSION

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



LIGHT THE NIGHT MARKET

# 2023 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

## BID GRANT INVESTMENTS

### Grant Support —



### TIF Grants —

City of Appleton TIFs #11 & #12 Business Enhancement Grants awarded to 4 properties totaling \$22,447 and leveraging just over \$43,945 in private investment in these districts.



Scan to access the 2024 Collaborative BID/ADI/CDA Operating Plan

## DOWNTOWN BY THE NUMBERS

- **536 housing units** built or proposed between 2020 - 2025
- **New Housing Development Investment** in the district in 2023: **\$38,250,000**
- **103,000** total Downtown **Hotel Room Nights** in 2023
- **84 Downtown Event Days** presented by ADI and Community Partners
- **Property Breakdown:**\*

- Retail 15%
- Hospitality 21%
- Office 24%
- Service 14%
- Attractions 4%
- Vacancy 22%



\*Does not include properties under construction.

The Business Improvement District underwent a reassessment in 2023 as part of the full city reassessment. The total assessed value of the 206 BID properties experienced an overall increase of 24.9%, resulting in a current assessed value of \$174,395,400.

The 2023 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.

## KEEPING DOWNTOWN CLEAN

The **C.A.R.E. Team**, in partnership with Riverview Gardens and the City of Appleton, in 2023 completed 612 hours of cleaning and collected 131 bags of garbage. The program served 343 Service Works participants. They acquire employability training while contributing to the cleanliness of the district.



**612**  
HOURS

In 2023, we continued our contract with the **Pfefferle Management team** to help keep Downtown clean and beautiful for the community. They completed 246 hours of service helping clean up garbage, remove graffiti and repair miscellaneous damage throughout the district.



**246**  
HOURS

## BUSINESS IMPROVEMENT DISTRICT

REVENUE	2023 Actual	2024 Budget
BID Assessments	241,512	275,355
Carryover from Prior Year	23,762	37,840
	<b>\$265,274</b>	<b>313,195</b>
EXPENSES		
<b>Contracted Services</b>		
ADI Staff	49,756	55,000
<b>Administrative</b>	6,411	7,017
<b>BID Audit</b>	3,356	3,100
<b>Marketing and Printing</b>	75,966	110,000
<b>Image Marketing Strategy</b>	5,500	
<b>Economic Development</b>		
Façade Grant	35,993	45,000
Marketing Grant	8,045	
Recruitment Grant	8,575	15,000
Business, Employee & Resident Recruitment	2,550	15,000
<b>Maintenance Services</b>		
Maintenance/Flowers	31,282	40,000
Pedestrian improvements		3,500
	<b>\$227,434</b>	<b>\$293,617</b>
<b>CARRYOVER</b>	<b>\$37,840</b>	<b>\$19,578</b>

# APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2023

## PRESIDENT

**Lyssa King**, Downtown Resident & King Brokerage

## PAST PRESIDENT

**Laura Vargosko**, Thrivent Financial

## VICE PRESIDENT

**Steve Lonsway**, Stone Arch Brewpub

## SECRETARY

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

## TREASURER

**Tom Klister**, FORE Development + Investment Group

**Kevin Wirth**, U.S. Venture

**Natalie Klika**, Johnson Financial Group

**Madera Allan**, Lawrence University

**Kara Manuel**, Lillians of Appleton

**Todd Heid**, Heid Music

**Jeff Geiger**, J. Geiger Consulting

**Kyle Fritz**, On The Fritz Concessions

**Amanda Furman**, Furman Real Estate Collective

**Bri Kapheim**, Spats

**Matt Rehbein**, City of Appleton

**Monika Austin**, Beatnik Betty's Resale Butik

# BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2023

## PRESIDENT

**Gary Schmitz**, Community Advocate

## TREASURER

**Jason Druzman**, Avenue Jewelers

## SECRETARY

**Bill Wetzel**, Acoca Coffee

**Tim Ceman**, Nobel Assets

**Brad Schwebs**, Pfefferle Management

**Nate Weyenberg**, Angels Forever-Windows of Light

**Monica Stage/David Kress**, City of Appleton

**Benjamin King**, Downtown Resident and King Brokerage

**Walter Schonfeld**, DKS Management Service, LLC

# APPLETON DOWNTOWN, INC. STAFF 2023

EXECUTIVE DIRECTOR  
**Jennifer Stephany**

EVENTS DIRECTOR  
**Carissa Hackel**

MARKETING DIRECTOR  
**Abby Novak**

EVENTS COORDINATOR  
**Sandy Storch**

COMMUNITY  
PARTNERSHIP  
DIRECTOR  
**Meghan Warner**

ADMINISTRATIVE &  
MARKETING COORDINATOR  
**Meghan Petters**

# THANK YOU

Thank you for sponsoring our events and creative projects in 2023!

4Imprint

Abby Bank

Amcor

Appleton International Airport (ATW)

AT&T

Bazil's

Benefit Insurance

The Boldt Company

Brian and Kat Gottlieb

Brian Hodgkiss Injury Lawyers

City of Appleton

Community First Credit Union

Consolidated Construction Co.

CopperLeaf Boutique Hotel

CoVantage Credit Union

Crane Engineering

Ducommun

Event Production Systems (EPS)

FC Retrofoam

Festival Foods

Fleet Farm

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

McCain Foods

Mile of Music Festival

NAI Pfefferle / Pfefferle

Management

Network Health

Prevea Health

Runaway Shoes

State Farm

Steve & Teri Winter

Sure-Dry Basement Systems

TDS

ThedaCare

Tundraland

Ulness Health

U.S. Venture

Warning Lites of Appleton, Inc

Water Right's Clean Water Center

Willems Marketing

Wisconsin Distributors

Woodward Community Media

Thank you to our  
Star Supporters!



# 2023 AWARD WINNERS

## Business of the Year Award – Beatnik Betty's Resale Butik

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

## Bernie Pearlman Downtowner Award – Julie Gardner

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 – The Residences at Zuelke

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 – Linda Garvey, Hilton Paper Valley Hotel

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 – Paul Kryszak

Presented to an individual whose time and commitment to the effort of building a strong Downtown highlights him or her as an outstanding volunteer and community advocate.

## Downtown Renovation Award – Telmark Sales Solutions

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

## Rising Star Award – Tipsy Taco & Tequila Bar

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 – Building for Kids Children's Museum

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

333 W College Ave, Suite 100, Appleton, WI 54911

920-954-9112 • Fax 920-954-0219 • info@appletondowntown.org

[appletondowntown.org](http://appletondowntown.org)

#onegreatplace



One Great Place!

**DOWNTOWN**

Appleton