

WELCOME



2024 BID/ADI/CDA Work Plan

The ADI, CDA and BID boards will continue to advance the four imperatives for advancing Downtown’s mission.

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 cultivate downtown as a robust visitor destination.
4. Increase communication and interaction with downtown business owners to encourage more engagement and cross promotion.

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

#1 Urban Form & Design policies and projects to create an identity and improve the appearance of downtown.	ADI/BID/CDA
Launch an adopt a tree planter program that engages new partners to enhance the annual planter flowers or planter area lighting and Houdini Fountain area.	BID/ADI
Manage and promote the Façade Improvement grant program	BID/ADI
Work with DPW to update the graphics and information in the sidewalk kiosks and wayfinding signage	BID/ADI
Street pole banner replacement as needed	BID/ADI

#2 Tourism, Arts, Entertainment & Education policies and projects to develop cultural attractions and promote travel to the downtown.	ADI/BID/CDA
Maintain the Visitor Area kiosk within our office	BID/ADI
Engage as an active community partner to advance downtown’s role in the Tourism Master Plan (this item will get more specific tactics after our meeting with the CVB)	BID/ADI
Host annual events: Farm Market, Heid Music 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, Avenue of Ice, 2 Light the Night Markets + holiday edition	ADI/CDA
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,	ADI/CDA
Curate one large scale public art project within the downtown or riverfront	ADI/CDA
Collaborate with Lawrence University clubs and organizations to include student activities and engagement in our event planning and committees.	ADI

#3 Neighborhood & Residential Development policies and projects to foster new residential development and create healthy neighborhoods surrounding the downtown.	ADI/BID/CDA
Host a fall downtown living Open House event and promote downtown living options	ADI
Launch a Neighborhood Engagement Initiative: update the Downtown Welcome packet, create a “Downtown living Guide” page on our website. Form a committee to help create and update content for the website and Facebook page. Host Downtown resident meet and greets twice a year. Establish & share a one step reporting process for non-emergency issues	BID/ADI
Launch a Pet Friendly plan for Downtown: including installation of waste stations, a pet watering station, exercise equipment, explore pet friendly days at the Farm Market, as well as work toward a proposal for a downtown dog recreation area within downtown. Coordinate a fundraising effort to finance the improvements	ADI/CDA
Pursue business recruitment for residential amenities: grocery store, retail, nail salon, experience businesses, dry cleaners, more restaurants	BID/ADI
Work with the City on pedestrian improvements as part of the Smart Streets Appleton initiative see #5 Ped. Plan	BID/ADI

#4 Downtown Development & Business Retention policies and projects to support existing businesses in the downtown and to attract desirable new ones.	ADI/BID/CDA
Hire a part time position to enhance the economic development activities to manage more effectively the economic development committee, the grant programs, and an active business recruitment campaign. Conduct retention visits with ADI staff and Board, be a liaison for new businesses moving into downtown, assist developers and landlords, monitor properties and available space.	BID/ADI
Collaborate with the City of Appleton Community Development Department to host a state of the downtown event	BID/ADI
Cooperatively market the City TIF and ARA grant programs	BID/ADI
Manage and promote the Gift Certificate Program and Business recruitment grant program	BID/ADI
Conduct business visits with ADI staff. Include Board members on occasion	BID/ADI
Promote the Lawrence University internship program to downtown business and foster a collaborative connection with the business major faculty and students. Promote the LU student discount program to businesses to grow participation.	ADI
Host Business to Business programs and networking opportunities for downtown business owners quarterly	ADI/BID

#5 Mobility and Parking policies and projects to provide convenient access to the downtown for a modes of travel.	ADI/BID/CDA
Draft a Downtown Pedestrian Enhancement Plan as part of the Smart Streets Appleton initiative: including signage, sidewalk seating and lighting, kiosks, planters, winter ice and snow accumulation monitoring, weekend sidewalk garbage solutions, adopt a planter program. Seek new partners and supporters	BID/ADI
Promote the Passport parking app, meter options and permit information through social media channels and website in partnership with the City of Appleton	BID/ADI
Continue a partner role in supporting and promoting the downtown trolley	ADI
Recruit and promote experiential instructional classes for public transportation and bike lane use – engage our partners at Valley Transit and the bike federation	ADI

#6 Downtown Management policies and programs to ensure that resources are available to continue to advance the vitality of downtown.	ADI/BID/CDA
Manage the cooperative agreement between the BID, ADI and CDA and explore an	BID/ADI

organizational restructuring to increase our capacity	
Utilizing the new Image Marketing Strategy: establish, invest and execute an Annual Image Marketing Plan of tactics and programs to promote, shopping, dining, attractions, employment, living in one great place!	BID/ADI
Invest in a website upgrade for AppletonDowntown.org with Stellar Blue	BID/ADI
Promote Downtown Watch engagement and communication through a tips line to APD. Establish and share a one step reporting process for non-emergency issues and damage	BID/ADI
Communicate Weekly to our members with the Eblast system and Manage the 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 maintenance contracts and oversee project needs to enhance the cleanliness of the district. Include an annual sidewalk power washing of sidewalks Draft and new maintenance agreement between the City of Appleton and the BID.	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

#7 Public Spaces & Riverfront strategies for enhancing the public realm to support strong neighborhoods and the growth of Appleton's tourism industry, while also strengthening connections between downtown and the riverfront.	ADI/BID/CDA
Partner role in supporting and promoting the downtown trolley	ADI
Draft and implement a Houdini Plaza Enhancement Plan: such as: bring back the plastic lawn chairs, explore a proposal for a sound system to play music in Houdini Plaza during the daytime hours, curate a program schedule with community partners, add dog amenities	BID/ADI
Assist the riverfront businesses coordinate a Trot the Fox type event: music, food, activities at stops along the Fox Trot Trail – ideally connected it to an existing downtown event.	ADI
Install and maintain the parklet in a new location to be determined in the spring	ADI/CDA

