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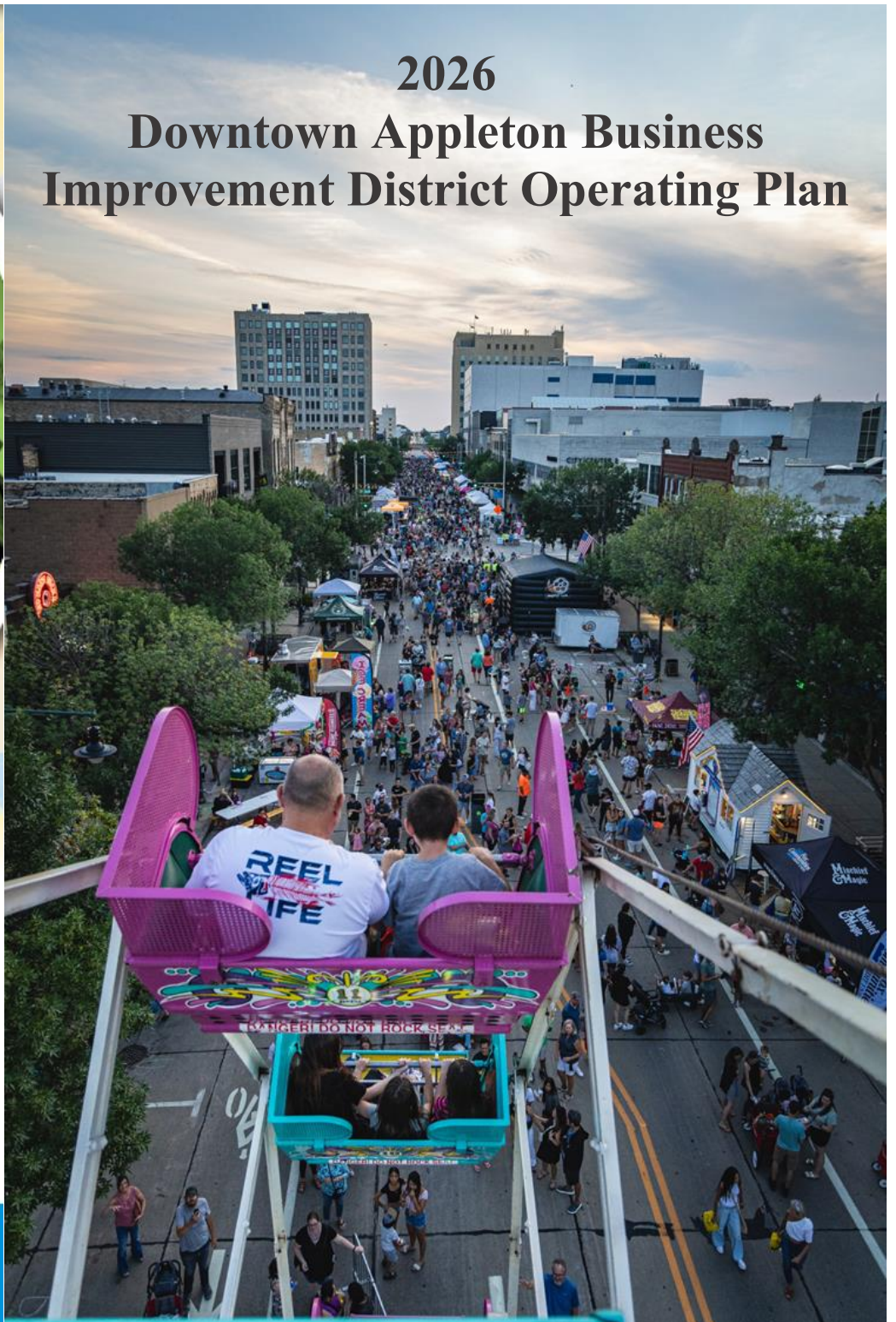
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2026 Downtown Appleton Business Improvement District Operating Plan



Downtown Appleton Business Improvement District Operating Plan 2026

I. Preface

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 2026 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 2026 which shall be the Twenty fifth “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 2026.

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 (**Appendix A**) align with the City of Appleton Comprehensive plan Chapter 14.

B. Goals and Objectives

The BID seeks to protect public and private assets 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 in partnership with Appleton Downtown Inc. 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 goals and objectives for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan. The plan is presented as a collaborative plan between the Business Improvement District, Appleton Downtown Inc. and Creative Downtown Appleton Inc. noted herein as: BID/ADI/CDA

D. 2024 Annual Report

The 2024 annual report is attached.

The Business Improvement District 202 properties in 2024 experienced an overall increase of 4.85% over the previous year.

The 2025 midyear update report is attached as **Appendix B**

E. 2026 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. 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 generated revenues from 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 collective 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 the contracted and approved expenditures with ADI, and are expected to provide approximately 27% of the projected total annual budget to implement a full downtown management and event program of work.

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 annual goals.
9. 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.
10. To uphold the 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.

I. District Boundaries

The District is defined as those tax key parcels, which are outlined in blue 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 2025.

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 **204** 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.

I. 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
- Appendix D**

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.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year 2026. 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.
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. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval.
4. ADI Staff will submit the plan draft it to the ADI Board for review.
5. The proposed plan will be submitted to the Community Development Department.
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.

II. 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

III. Method of Assessment

Special Note: There was no change to the BID assessment rate or methodology.

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, ADI staff and the 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 2026 plan year is \$2.75 per \$1000 of assessed value, minimum \$275 and maximum \$5500.

The 2026 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

The final form of this 2026 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. A review and adjustments have been made by the City of Appleton Assessor and BID Board of Directors

- BID properties increased in value by \$25,450,600 (13.9%) over previous year.
- BID property total value: \$208,304,100
- The 2026 BID levy continues as \$2.75/\$1000 with a maximum assessment of \$5500 and a minimum assessment of \$275
- Based on this methodology, the 2026 BID assessments are anticipated to generate: \$285,183
- Current carryover value approved as designated within the 2026 budget is \$17,000
- Undesignated carryover funds: \$22,115
- Adjustments from previous year presented by the City Assessor include:

| Removed | Parcel # | Reason |
|-------------------------------|-----------------|---------------------------|
| New Mosaic Clinic | 312029002 | Now Exempt |
| Old Chase Bank Drive Thru | 312025300 | Removed |
| New Historical Society Museum | 312040400 | Now Exempt |
| | | |
| Added | | |
| City Center suite | 312028209 | Was exempt now commercial |

D. Assessment Collection and Dispersal (no change in this section from previous year)

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 15th 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 2024 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 2024 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.

IV. 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.

V. 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.

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.

VI. 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

2026

Plan of Work

BUSINESS IMPROVEMENT DISTRICT 2026 Plan of Work

BID Goals and Objectives:

The Appleton Business Improvement District (BID) is dedicated to protecting and enhancing both public and private investments in downtown Appleton. The BID aims to attract new investment and foster district development in collaboration with the City of Appleton. A key focus is implementing the Downtown Plan (Chapter 14 of the Comprehensive Plan) to improve, redevelop, and maintain the district while promoting vibrant activities.

To achieve its goals, the BID facilitates partnerships among people and organizations, working to improve economic, cultural, and social conditions. The BID also provides essential funding for planning, evaluating, and implementing projects, promotional programs, and events. These efforts align with a mixed-use strategy to build viable and sustainable markets that benefit the entire downtown Appleton community.

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

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

Downtown Community Priorities Support:

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

- Strong livable Downtown neighborhoods with a variety of housing stock
- Improved traffic safety and walkability through improved streetscape elements
- Improved connectivity to the Riverfront
- Accessible and affordable parking solutions
- Expanding access to public art & creative culture
- A partnership with Lawrence University and Appleton Area School District

2026 BID/ADI/CDA Work Plan

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

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 BID work Plan is aligned with the 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.

STRATEGIC WORK PLAN 2026:

**APPLETON DOWNTOWN INC., The BUSINESS IMPROVEMENT DISTRICT
and CREATIVE DOWNTOWN APPLETON INC**

Downtown Management

Goal: To ensure ADI, BID and CDA collaboratively support the sustainability of a dynamic center for business, leisure, and community engagement, securing its long-term success.

Objectives:

- **Uphold the Strategic 5 year Plan as a guide to our annual work plan**
- **Image Marketing Strategy:** manage an annual comprehensive image marketing strategy to attract investment, tourism, and residents. This will include social media campaigns, targeted advertising, maintaining a user friendly up to date website and promotional events.
- **Inclusive Community Engagement:**
 - **Stakeholder Communication:** sustain ongoing communication and engagement with stakeholders, including businesses, residents, and community organizations, to ensure alignment with their needs and interests.
 - **Youth Advisory Committees:** Continue to manage Youth Advisory Committees, including Lawrence University and Appleton Area School District students, to ensure the voices and perspectives of young people are incorporated into downtown planning and development.
 - **Stakeholder Engagement Opportunities:** create diverse opportunities for stakeholders to provide input, participate in decision-making processes, and contribute to the ongoing vibrancy of Downtown Appleton.
 - **Downtown Talk of the Town pod cast:** create engaging contact with our members, donors and downtown employees and residents.
- **Clean, Safe and Friendly Downtown Experience:**
 - **Cleaning & Maintenance:** manage a cleaning and maintenance program and staff to ensure a clean, safe, and visually appealing downtown environment. Include annual incremental power washing, banner repair and general cleaning
 - **Advocate for Solution-Based Programs Serving the Unhoused:** partner with social service organizations to advocate for and support comprehensive solutions addressing the needs of the unhoused population downtown.
- **Resource Sustainability:**
 - **Resource Development Strategy:** execute strategies from the ADI/CDA diverse revenue stream plan to support future growth and development of the organization.
 - **Evaluate and determine if an adjustment is to be made to the BID assessment rate for 2027.** Starting with a review of survey results, investment or project opportunities, and discussion with our members.
 - **Investment & Sponsorship Relations:** cultivate strong relationships with potential investors and sponsors to secure financial resources for ongoing programs and events. Including a new category for downtown residents to support our work.

Downtown Mobility and Parking Initiatives

Goal: Establish a Mobility and Parking task force dedicated to an enhancement plan that improves accessibility, safety, and convenience for all users, encouraging a variety of travel modes to access Downtown Appleton.

Objectives:

- **Increase Accessibility:**
 - Encourage pedestrian infrastructure improvements, prioritizing crossing safety for pedestrians and cyclists.
 - Advocate for audible signals at crosswalks
 - Include ongoing updates on access and parking in our social media feeds and website
- **Expand Mobility Options:**
 - Establish a micromobility promotion with the City's Bicycle and Pedestrian Advisory Committee for proper trail and bike lane use – and encourage drivers to be aware of multi modal traffic in downtown
 - Continue the partner and promotion role for the downtown trolley to support connected mobility between the riverfront and downtown.
 - Promote walkability by creating a pedestrian-friendly environment for all users
- **Optimize Parking options:**
 - Advocate to maintain low parking rates to encourage visitors and support economic development.
 - Promote the use of the Passport Parking App for a convenient and contactless parking experience.
 - Support initiatives from the 2025 Walker parking study

Downtown Neighborhood & Residential Development

Goal: To attract new residents by creating a desirable and livable downtown environment. We will achieve this by supporting development of high-quality housing options, fostering a strong sense of community, and attracting businesses that cater to the needs of residents.

Objectives:

- **Enhance Residential Development:**
 - Facilitate the ongoing Appleton Town Makers committee to encourage the creation of a mix of housing options, including apartments, condominiums, and townhomes. Engage ARA, City staff and community partners like WHEDA, Housing Coalition etc
- **Cultivate a Thriving Neighborhood:**
 - Continue neighborhood engagement programs that fosters a sense of community among residents including:
 - Host events and activities that promote neighbor networking and social interaction.
 - Expand the campaign to encourage residents to support and promote local businesses.
 - Recruit businesses that support residential development, such as:
 - Grocery store or smaller format markets to meet residents' daily needs.
 - Local retail, restaurants, nail salon, florist, dry cleaner drop off spot and other amenities.
 - Continue to advocate for noise reduction and participate in Stop the Noise initiatives and data collection
 - Improve public spaces
 - Additional flexible seating and public space gathering areas
 - Continue to advocate for a drinking fountain in Houdini Plaza
 - Pet-friendly initiatives
- **Promote a Healthy Lifestyle:**
 - Collaborate with community organizations to promote healthy living initiatives and the Farm Market wellness series

Downtown Development and Business Retention

Goal: To cultivate a thriving downtown ecosystem that fosters the success of existing businesses and attracts high-quality new ventures, creating a dynamic and prosperous central business district.

Objectives:

- **Business Retention:**
 - Host workshops and training sessions based on survey results with our community partners and downtown businesses
 - Distribute the annual "Business Challenges and Opportunities Survey" and compare to 2025 benchmarks to understand the current needs and aspirations of existing downtown businesses.
 - Conduct one on one business visits throughout the year
- **Business Attraction and Development:**
 - Establish a geo tracking recruitment campaign to reach potential office users and attract desirable new and innovative businesses that complement the existing downtown ecosystem.
 - Foster a culture of entrepreneurship in collaboration with economic development partners such as WWBIC, WEDC, WHEDA, SBA, Fox Cities Chamber of Commerce, Fox Valley Technical College.
 - Increase regular communication with property owners and real estate representatives to improve the tracking system for available downtown properties, ensuring accurate and up-to-date information for potential tenants.
 - Maintain the property listing on the website.
 - Provide one on one recruitment support to property owners.
 - Distribute our recruitment tools to commercial real estate brokers in the Fox Cities
 - Manage the Business Recruitment grant program to support diverse economic growth in downtown
 - Manage the Facade Improvement grant program to enhance the total value of the BID properties and support properly branded businesses.

Downtown Tourism, Arts, Entertainment & Education

Goal: To develop and promote a diverse range of cultural attractions, events and experiences that enrich the lives of residence and draw visitors to Downtown, creating a lasting impression and fostering economic growth.

Objectives:

- **Cultivate a Vibrant Cultural Landscape:**
 - Host a calendar of annual events that cater to a variety of interests and demographics.
 - Curate public art installations that enhance the visual appeal of Downtown, including projection displays.
- **Grow Visitor Spending:**
 - Promote unique visitor tour experiences targeting various demographics and themes.
 - Utilize location analytics and digital targeting campaigns to expand our visitor base
- **Elevate the Visitor Experience:**
 - Implement initiatives that enhance the overall visitor experience, including improved signage, accessible amenities, and engaging programming.
 - Acquire zip code data from the CVB from hotel occupancy to guide marketing investment

Downtown Urban Form and Design in Public Spaces

Goal: Transform Downtown's public spaces into inviting and functional areas that enhance user experience, promote exploration, and contribute to a distinct downtown identity.

Objectives:

- **Improved Wayfinding:**
 - Leverage digital platforms for interactive wayfinding experiences and connectivity
 - Include a blade sign category within the façade grant
 - Pursue district markers and a photo feature that reflect the brand of One Great Place
- **Beautification, Lighting and Public Art Projects:**
 - Implement and sustain beautification projects throughout the Downtown area, incorporating greenery, lighting and public art installations
 - Support Sculpture Valley and the expansion of a Fox Cities Art Trail with rotating art exhibits
 - Expand the number of outdoor projection shows and variety of content
- **Functional Spaces:**
 - Continue to add flexible seating options throughout the district.
 - Advocate for additional refuse containers in high traffic areas.
 - Conduct a block by block evaluation of the public spaces within the district to identify improvement opportunities related to access, repairs, lighting, signage, seating, safety, overall comfort.

Appendix B

2025 Mid-year report

STRATEGIC WORK PLAN 2025: Q2 Report/Midyear

APPLETON DOWNTOWN INC., The BUSINESS IMPROVEMENT DISTRICT and CREATIVE DOWNTOWN APPLETON INC

Downtown Management

Goal: To ensure ADI, BID and CDA collaboratively support the sustainability of a dynamic center for business, leisure, and community engagement, securing its long-term success.

Objectives:

- **Image Marketing Strategy:** Develop an annual comprehensive image marketing strategy to attract investment, tourism, and residents. This will include social media campaigns, targeted advertising, maintaining a user friendly up to date website and promotional events.
- **Inclusive Community Engagement:**
 - **Stakeholder Communication:** Sustain ongoing communication and engagement with stakeholders, including businesses, residents, and community organizations, to ensure alignment with their needs and interests.
 - **Youth Advisory Board:** Establish a Youth Advisory Board, including Lawrence University students, to ensure the voices and perspectives of young people are incorporated into downtown planning and development.
 - **Stakeholder Engagement Opportunities:** Create diverse opportunities for stakeholders to provide input, participate in decision-making processes, and contribute to the ongoing vibrancy of Downtown Appleton.
- **Clean, Safe and Friendly Downtown Experience:**
 - **Cleaning & Maintenance:** Manage cleaning and maintenance program to ensure a clean, safe, and visually appealing downtown environment.
 - **Advocate for Solution-Based Programs Serving the Unhoused:** Partner with social service organizations to advocate for and support comprehensive solutions addressing the needs of the unhoused population downtown.
- **Resource Sustainability:**
 - **Resource Development Strategy:** Develop a comprehensive strategy for diversifying revenue streams to support future growth and development of the organization.
 - **Investment & Sponsorship Relations:** Cultivate strong relationships with potential investors and sponsors to secure financial resources for ongoing programs and events. Including a new category for downtown residents to support our work.

Second Quarter Updates:

Marketing:

- The image marketing spreadsheet is attached as well as the marketing report that includes events, social media statistics and unpaid promotion.
- A2Z has been contracted with for geo targeting campaign services.

Engagement:

- Weekly Eblast
- Monthly meetings: hospitality, retail, Washington Square, Board, image marketing, Economic Development, Town Makers
- Youth Advisory Board structure being edited to meet requirements of AASD.
- The pod cast was launched in June and within the first week we had 171 downloads and 116 listeners. We will continue to tell the downtown story.

Clean Safe and Friendly:

- We hired Jim Lesser as our Downtown groundskeeper
- Power washing of the sidewalks water access is creating gaps in our coverage. We are working with businesses. Fire department and public works denied our requests for assistance.

Resource Sustainability:

- Strategic planning process underway. Our why statement will replace our existing mission statement, we will establish value statements, a vision statement and a strategic plan.

Downtown Neighborhood & Residential Development

Goal: To attract new residents by creating a desirable and livable downtown environment. We will achieve this by supporting development of high-quality housing options, fostering a strong sense of community, and attracting businesses that cater to the needs of residents.

Objectives:

- **Enhance Residential Development:**
 - Facilitate the Appleton Town Makers series to encourage the creation of a mix of housing options, including apartments, condominiums, and townhomes.
 - Host a development summit to showcase opportunities within the district
- **Cultivate a Thriving Neighborhood:**
 - Develop and implement a robust neighborhood engagement program that fosters a sense of community among residents including:
 - Pet-friendly initiatives, such as dog parks and waste disposal stations.
 - Events and activities that promote neighbor networking and social interaction.
 - Launch an “In my Neighborhood” campaign to encourage resident support of local businesses.
 - Recruit businesses that support residential development, such as:
 - Grocery store or smaller format markets to meet residents' daily needs.
 - Local retail, coffee shops, restaurants, and other amenities.
- **Promote a Healthy Lifestyle:**
 - Collaborate with community organizations to promote healthy living initiatives.

Second Quarter Update:

Enhance Residential Development:

- There are three potential projects that have become the focus of the Town Makers group. The group is working together to support the process. The City has indicated adjustments that will come out of the comp plan updates that will support more flexible requirements for multi family. We do not have a list of those yet.
- Hosting a fall summit with the City has not yet been discussed.

Cultivate a Thriving Neighborhood:

- Mia our intern is working on boosting Instagram content and grow our followers to 10,000. She is gearing up to launch the “In my Neighborhood” campaign featuring businesses, services, and neighbors.
- Pet friendly – install delayed to Q3
- Jennifer visited Go Grocery in Milwaukee. This is close to what we need with more fresh food added. See business recruitment for other updates
- Jennifer attended a homelessness webinar featuring downtowns from around the nation. Solution based work is one area at a time... housing first is the focus.
- The LU Advisory Board meeting was hosting in June and they announced they will be disbanding the committee. We will continue to meet with representatives to expand our relationship with students and administration.

Promote a Healthy Lifestyle:

- AARP Wellness series at Farm Market is growing in attendance

Downtown Mobility and Parking Initiatives

Goal: Establish a Mobility and Parking task force dedicated to an enhancement plan that improves accessibility, safety, and convenience for all users, encouraging a variety of travel modes to access Downtown Appleton.

Objectives:

- **Increase Accessibility:**
 - Encourage pedestrian infrastructure improvements, prioritizing crossing safety for pedestrians and cyclists.
 - Improve wayfinding signage to ensure clear and easy navigation throughout Downtown.
- **Expand Mobility Options:**
 - Establish a micromobility promotion for proper trail, scooter and bike use
 - Continue the partner and promotion role for the downtown trolley to support connected mobility between the riverfront and downtown.
 - Promote walkability by creating a pedestrian-friendly environment for all users
- **Optimize Parking options:**
 - Advocate to maintain low parking rates to encourage visitors and support economic development.
 - Promote the use of the Passport Parking App for a convenient and contactless parking experience.

Second Quarter Update:

Increase Accessibility:

- Sidewalk kiosks: AARP and 880 Cities will be conducting stakeholder meetings in July 22-24 – list of participants is attached.

Expand Mobility Options:

- We will be discussing a micro mobility campaign in partnership with the City of Appleton's Bicycle and Pedestrian Advisory Committee

Optimize Parking options:

- Proposed loading zone in the 300 east College block was approved as temporary. We will stay in touch with businesses within that block regarding impact.
- Green Ramp will be under construction and have reduced parking for the remainder of the year.
- The City's parking study update has started with Walker. Stakeholder meets mid July

Downtown Development and Business Retention

Goal: To cultivate a thriving downtown ecosystem that fosters the success of existing businesses and attracts high-quality new ventures, creating a dynamic and prosperous central business district.

Objectives:

• **Business Retention:**

- Re-launch a "Business to Business" program connecting service-based businesses within the downtown, creating a network for mutual support and growth.
- Conduct a comprehensive "Business Challenges and Opportunities Survey" to understand the current needs and aspirations of existing downtown businesses.

• **Business Attraction:**

- Develop a data-driven strategy to attract desirable new and innovative businesses that complement the existing downtown ecosystem.
- Foster a culture of entrepreneurship in collaboration with economic development partners such as WWBIC, WEDC, WHEDA, SBA, Fox Cities Chamber of Commerce, Fox Valley Tech.
- Increase regular communication with property owners and real estate representatives to improve the tracking system for available downtown properties, ensuring accurate and up-to-date information for potential tenants.
- Manage the Business Recruitment grant program to support diverse economic growth in downtown

• **Downtown Development:**

- Host the "Appleton Town Makers" program providing resources and mentorship to cultivate new developers and local entrepreneurs.
- Manage the Façade Improvement grant program to enhance the total value of the BID properties and support properly branded businesses.

Second Quarter Update:

Business Retention:

- Business Challenges and Opportunities Survey distributed – July 25

Business Attraction:

- Jen presented to Women in Real Estate to discuss downtown properties and projects.
- WWBIC hosted a session at our office on how to read a lease
- Working with Fox Den on potential tenant requirement and assisting with coordination of an invite only open house pitch presentation event.
- I set up a tour with an interested party to tour the BMO building
- Monthly property list review with econ dev committee to check on progress and offer assistance. Populating the website list
- Retail recruitment database from WEDC now sorted by category of WI based retail shops, a letter is ready to go, the video is being produced in July.

Business Development

- Town Makers meets monthly 2nd Wed. 5:30pm
- Recruitment Grant and Façade Grant approvals – attached

Downtown Tourism, Arts, Entertainment & Education

Goal: To develop and promote a diverse range of cultural attractions, events and experiences that enrich the lives of residence and draw visitors to Downtown, creating a lasting impression and fostering economic growth.

Objectives:

- **Cultivate a Vibrant Cultural Landscape:**
 - Host a calendar of annual events that cater to a variety of interests and demographics.
 - Utilize data-driven metrics from the CVB to evaluate and improve the effectiveness of annual events and promotions.
 - Curate public art installations that enhance the visual appeal of Downtown, including projection mapping displays.
 - Collaborate with district educational community partners to develop programming for businesses and local residence
- **Elevate the Visitor Experience:**
 - Partner with the Convention and Visitors Bureau (CVB) to create unique visitor experiences during the NFL Draft.
 - Implement initiatives that enhance the overall visitor experience, including improved signage, accessible amenities, and engaging programming.
- **Grow Visitor Spending:**
 - Develop unique visitor tour experiences targeting various demographics and themes.
 - Utilize technology to promote real time incentives for shopping, dining and entertainment to visitors such as push notifications.

Second Quarter Update:

- May Night Market was a success featuring live music, entertainment, over 100 small businesses. The event is family friendly and draws a wide demographic
- We are struggling to get meaningful data from the CVB's system and met with Redevelopment Resources about contracting for specific dates and locations using Placerai verses a full subscription
- Photo Op – no new progress
- Paint the City 4 will use the alleyway behind City Center West as their canvas this summer. Funding is fully secured starting August 4
- A postcard style mural was installed on 823 W College
- ADI needed to hire a new Event Director as Carissa is opening a retail store. Welcome Mary Beth Fosbinder.

Elevate the Visitor Experience:

- During the Draft: we hosted a SongWalk in partnership with Mile of Music, featured projection of the ice bowl on the PAC, conducted target marketing to attendees.
- ADI will be assisting the CVB with the opening reception of the Upper Midwest Convention and Visitor's Bureau Conference Sept 8. Creating a mini night market experience. We will host a shop local table, curate the food from downtown restaurants and feature local talent.

Grow Visitor Spending:

- Geo targeting campaign during the Draft funded by ADI will provide real time incentive to Shop, Dine and Play in Downtown Appleton. During the first half we had 192,435 impressions and 491 clicks. The retargeting happens June through September.

- Recruitment Grants approved:
 - Tarigrade Bookshelf \$1000
 - HiViz LED Lighting \$1000
 - THZ Insurance Group \$1000
 - Cross Law Firm \$575
 - Suited LLC \$333
 - Safe Families LLC \$1000
 - Little Known Art House: \$1000
 - Cloud Nine Beauty Lounge: \$1000
 - Chandelier Boutique \$925
- Façade Grants approved:
 - Stateview Commons: 532 W College \$2500
 - Tardigrade Properties: 501 Richmond: \$2500
 - Noble Assets: 516 W College: \$2312
 - Zion Homes LLC: 215 W College: \$2500
 - Zion Homes LLC: 215 W College: \$4425
 - Zion Homes LLC: 215 W College: \$2312.50
 - Nobel Assets: 516 W College: \$2312
 - Little Known Art House: 115 Washington: \$385
 - Cloud Nine Beauty Lounge: 115 Washington: \$1866
 - Cornerstone Chapel building: 233 N Appleton St: \$5000

Downtown Urban Form and Design in Public Spaces

Goal: Transform Downtown's public spaces into inviting and functional areas that enhance user experience, promote exploration, and contribute to a distinct downtown identity.

Objectives:

- **Improved Wayfinding:**
 - Upgrade sidewalk kiosks to guide visitors and residents through the Downtown core.
 - Leverage digital platforms for interactive wayfinding experiences.
 - Explore a perpendicular storefront signage program
 - Establish a plan for new creative district markers that visually define the boundaries of Downtown Appleton.
- **Beautification, Lighting and Public Art Projects:**
 - Implement and sustain beautification projects throughout the Downtown area, incorporating greenery, lighting and public art installations
 - Organize the chalk walk public art competition and installation
 - Support Sculpture Valley rotating art exhibits to maintain dynamic appeal and showcase diverse artistic voices.
- **Functional Spaces:**
 - Continue to add flexible seating options throughout the district.
 - Influence approval for additional refuse containers in high traffic areas.
 - Revisit the investment of a solar powered charging station in Downtown.

Second Quarter Update:

Improving Wayfinding:

- Sidewalk kiosks stakeholder meetings July 22, 23, 24 – questions are below
- Working with to assemble a blade sign promotion. Inclusion would fall under the façade grant program.

Beautification, Lighting and Public Art Projects

- Sculpture Valley, CVB, Trout Museum of Art and ADI moving the concept of an Art Trail forward. A grant from the CVB has been approved by the committee for \$75,000 (board approval still required)
- Avenue of Angels: seeking volunteers to help with the pole angel renovations. In August.
- Chalk walk has 52 registrations and will help us launch a new 4th Fridays brand with a focus on highlighting special happenings and art related experiences.

Functional Spaces:

- Parklet – two attempts at a new location failed. One for zoning and the other for denial by the property owner. We went back to the Washington Street location.
- A request was made to DPW Director to adjust the parklet policy to allow businesses to apply – staff will not support the amendment.
- We did not do chairs in Houdini this year. A request sent last year to the City for a neighborhood grant for wooden chairs and a drinking fountain we still have no answer on.

APPENDIX C

2026

Budget

BUSINESS IMPROVEMENT DISTRICT 2026 BUDGET

| REVENUE | | 2026 Budget |
|------------------------|---|----------------|
| | BID Assessments | 285,183 |
| | Designated carryover | 17,000 |
| | Undesignated carryover | 22,115 |
| | | |
| | Total | 324,298 |
| EXPENSES | | |
| Contracted Services | | |
| | ADI Staff support | 55,000 |
| Administrative | Supplies and operational services | 7183 |
| BID Audit/Accounting | | 4,000 |
| Marketing | Image marketing, graphic design, content creation | 116,000 |
| Economic Development | | |
| | Façade Grants | 45,000 |
| | Recruitment Grant | 15,000 |
| | Business Recruitment | 18,000 |
| Maintenance services | Sidewalk cleaning, flowers, lights | 42,000 |
| Undesignated carryover | | 22,115 |
| | | 324,298 |

APPENDIX D

2025-2026 BID Board List

| Board Member | Business | Category |
|-------------------------------|--|---|
| David Kress | City of Appleton – Deputy Director Community Development Department | 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 – Past President | Retired | |
| Walter Schonfeld – President | Downtown Property Owner | Property and Business Owner – office |
| Bill Wetzel - Secretary | Acoca Coffee | Property Owner / Business Owner Hospitality |
| Jason Druxman– Treasurer | Avenue Jewelers | Business Owner: Retail & property/co-owner |
| Tim Ceman | Noble Assets | Property Owner |
| Nate Weyenberg | Angels Forever Windows of Light | Property Owner / Business Owner: Retail |

Appendix E

Schedule of Assessments (attached)

Appendix F

Map of District

2024

Appleton
DOWNTOWN

incorporated

BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON

ANNUAL REPORT

A Year of
Connection,
Energy & Growth



2024 ADI, BID & CDA HIGHLIGHTS

A YEAR IN REVIEW AND A LOOK AHEAD TO 2025

DOWNTOWN APPLETON THRIVES IN 2024

What a year it's been in Downtown Appleton! We continue to experience incredible growth and positive momentum across the district, and I'm thrilled to share some highlights and look ahead to an even brighter future.

In 2024, Downtown has experienced significant commercial and residential development growth, bringing new energy and life to the district. The strength and diversity of our business mix continues to be a key driver of our local economy, creating a dynamic and resilient environment. We've prioritized maintaining a clean and welcoming district, recognizing its crucial role in attracting visitors and fostering community pride.

Of course, Downtown Appleton wouldn't be the same without the vibrant events and exceptional experiences. From our summer concert series to seasonal celebrations, we've focused on creating opportunities for connection and belonging, making our Downtown a place where everyone feels welcome.

Looking ahead to 2025, the excitement is clear! We're anticipating an infusion of new restaurants that will further enhance our culinary scene. The expanded and renovated Appleton Public Library opened its doors, and the new Trout Museum of Art will be a transformative addition, enriching our cultural landscape. We're also gearing up to welcome Draft attendees, showcasing the best of Downtown Appleton to a wider audience. Additionally, our organization will take on a collaborative, long-range strategic planning process to align a clear vision of the future of Downtown.

We continue to prioritize our core programs that showcase the distinctive attractions and vitality of our Downtown. This includes our image marketing campaign and new website. Additionally, we aim to improve pedestrian safety and enhance public art to create more accessible and enjoyable streets and a vibrant neighborhood where people can live, work, play and thrive. Most importantly, we are committed to providing dedicated support to our Downtown businesses, which are the backbone of our community.

We're confident that 2025 will bring us even closer to realizing our shared vision. Thank you to everyone who makes Downtown Appleton One Great Place. We look forward to continuing this journey together!

-Jennifer Stephany, Executive Director

MARKETING

Web: Total Active Users

195K

Social Media —



26,511
LIKES



8,995
FOLLOWERS

150,978
TOTAL
ENGAGEMENTS

12,350
TOTAL
ENGAGEMENTS



22,404
LIKES



37,245
TOTAL
ENGAGEMENTS

2024 MARKETING PROJECTS

Image Marketing Strategy —

Developed and implemented a strategic marketing plan across multiple channels, tailored to meet the unique needs and interests of Downtown Appleton's core audiences.

New Website —

Together with Coalesce, a full-service marketing agency based in Downtown Appleton, we crafted and unveiled a fresh website. Featuring a sleek, user-friendly design, our new site is both intuitive and visually compelling. Designed to be interactive, contemporary, and mobile-friendly, it invites visitors with a warm and welcoming experience as they plan their next trip to Downtown Appleton.

GIFT CERTIFICATES

1,908 Total number sold

\$63,390 Total value sold



CREATIVE DOWNTOWN APPLETON

MISSION

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

In 2024, we continued to bring this mission to life through a variety of impactful projects, including:

- **Paint the City III** - Expanding our vibrant mural initiative to bring more public art to Downtown Appleton.
- **Avenue of Ice** - Showcasing stunning ice sculptures that celebrate art and creativity in the heart of winter.
- **Light the Night Market: Holiday Edition** - Creating a festive experience filled with live entertainment, artisan vendors, and holiday cheer.
- **Chalk Walk** - Transforming sidewalks into colorful works of art through community participation.
- **Avenue of Angels** - Building on the tradition of the Avenue of Angels, we continue to brighten the holiday season with these stunning works of art to light up College Avenue.
- **Mile of Music Partner** - Advocate for one of Downtown Appleton's signature music events that brings live, original music to the community.



Each of these projects plays a vital role in making Downtown Appleton a dynamic and welcoming destination for arts, music, and cultural engagement.

2024 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

"Downtown Appleton's success is a direct result of the collaborative efforts of ADI, BID, and CDA. Through our joint programs, grant support for businesses, memorable experiences, and consistent "One Great Place" branding, we're strengthening our district. Our unique structure and partnership with the City of Appleton fuels investment and ensures a vibrant future for Downtown Appleton. Thank you to everyone involved in making our Downtown thrive!"

- Walter Schonfeld, BID Board President

BID GRANT INVESTMENTS

The Business Improvement District total assessed value of the 202 BID properties experienced an overall increase of 4.85%, resulting in a current assessed value of \$182,853,500

The 2025 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.

DOWNTOWN BY THE NUMBERS

- Over \$250M in new Development Investment since 2020
- Residential occupancy is steady at 94%
- 104,584 total Downtown hotel room nights in 2024
- Estimated event attendance of more than 760,000 across 75 Downtown event days in 2024
- Downtown Attractions welcomed 365,352 visitors through their doors last year

Commercial Property Breakdown —

Retail 15%
Hospitality 24%
Office/Service 40%
Attractions 4%
Vacancy 17%



*Percentage breakdown is calculated based on unit use.

GRANT SUPPORT

11 BUSINESS RECRUITMENT GRANTS
\$10,650

20 FACADE IMPROVEMENT GRANTS
\$49,079

TIF Grants —

City of Appleton TIFs #11 and #12 Business Enhancement Grants awarded to 3 properties totaling \$19,170 and leveraging just over \$64,092 in private investment in these districts.

KEEPING DOWNTOWN CLEAN

656 HOURS



The C.A.R.E. Team, in partnership with Riveriew Gardens and the City of Appleton, in 2024 completed 656 hours of cleaning and collected 117 bags of garbage. The program served 375 Service Works participants. They acquire employability training while contributing to the cleanliness of the district.



370 HOURS

In 2024, we continued our contract with the Pfefferle Management team to help keep Downtown clean and beautiful for the community. They completed 370 hours of service helping cleanup garbage, remove graffiti and repair miscellaneous damage throughout the district.

BUSINESS IMPROVEMENT DISTRICT

| | 2024 Actual | 2025 Budget |
|---------------------|------------------|------------------|
| REVENUE | | |
| BID Assessments | 275,355 | 275,896 |
| Allocated Carryover | 18,262 | 4,000 |
| TOTAL | \$293,617 | \$279,896 |

EXPENSES

| | | |
|---|------------------|------------------|
| Contracted Services | 55,000 | 55,000 |
| Administrative | 6,846 | 6,396 |
| BID Audit | 3,371 | 3,500 |
| Marketing and Printing | 110,000 | 100,000 |
| Economic Development | | |
| Facade Grant | 49,078 | 45,000 |
| Recruitment Grant | 10,650 | 15,000 |
| Business, Employee & Resident Recruitment | 10,257 | 15,000 |
| Maintenance Services | | |
| Maintenance/Flowers | 31,528 | 40,000 |
| TOTAL | \$276,730 | \$279,896 |
| CARRYOVER | \$16,887 | |



Scan to access the 2025 Collaborative BID/ADI/CDA Operating Plan

**APPLETON DOWNTOWN, INC. AND
CREATIVE DOWNTOWN APPLETON, INC.
BOARD OF DIRECTORS 2024**

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

Natalie Kilka, Johnson Financial Group
Madera Allain, Lawrence University
Todd Heid, Heid Music

Jeff Geiger, J. Geiger Consulting
Amanda Furman, Furman Real Estate Collective
Bri Kapheim, Spats
Matt Rehbein, City of Appleton
Monika Austin, Beatnik Betty's Resale Butik
Jon Searles, Wisconsin Housing and Economic Development Authority
Stephanie Lowney, U.S. Venture, Energy Division
Monika Austin, Beatnik Betty's Resale Butik
Kay Halbrook, Telmark Sales Solutions

**BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS 2024**

PRESIDENT
Gary Schmitz, Community Advocate

TREASURER
Jason Druzman, Avenue Jewelers

SECRETARY
Bill Wetzel, Acoxa Coffee

Tim Ceman, Nobel Assets
Brad Schwabs, Pfeifferle Management
Nate Weyenberg, Angels Forever-Windows of Light
Benjamin King, Downtown Resident and King Brokerage
Walter Schonfeld, DKS Management Service, LLC
David Kress, City of Appleton

**APPLETON DOWNTOWN, INC.
STAFF 2024**

EXECUTIVE DIRECTOR Jennifer Stephany
MARKETING DIRECTOR Abby Novak
COMMUNITY PARTNERSHIP DIRECTOR Meghan Warner

EVENTS DIRECTOR Carlissa Gliniecki
EVENTS COORDINATOR Sandy Storch
ADMINISTRATIVE & MARKETING COORDINATOR Meghan Petters

THANK YOU

Thank you for sponsoring our events and creative projects in 2024!

| | | |
|-------------------------------|--|--------------------------------|
| Almprint | Event Production Systems (EPS) | Octoberfest |
| Al Wisconsin | Festival Foods | Odyssey Climbing |
| Amcor | Fleet Farm | OSMS |
| Ascension | Floors by Ange | Previa Health |
| AT&T | Fox Cities Convention & Visitors Bureau | Runaway Shoes |
| Baldard Glen | Gateway Chiropractic | Steve & Terri Winter |
| BAM Coatings | General Beer | Sure-Dry Basement Systems |
| Bart's | Head Music & Head Music Foundation | TDS |
| The Boldt Company | Hilton Appleton Paper Valley Hotel | TheatCare |
| Brian Hooplias Injury Lawyers | Hoffman Planning, Design & Construction Inc. | Ulness Health |
| Christine Williams | Johanson Financial Group | U.S. Bank |
| City of Appleton | Key Distributing | U.S. Venture |
| Coalesce Marketing & Design | Knuth Financial Life Planning | Warring Lites of Appleton, Inc |
| Community First Credit Union | Lee Beverage | Williams Marketing |
| Consolidated Construction Co. | Mile of Music Festival | Wisconsin Distributors |
| CopperLeaf Boutique Hotel | NAI Pfeifferle / Pfeifferle Management | Woodward Community Media |
| Crane Engineering | Network Health | |
| Cutco | | |

Thank you to our
Star Supporters!



2024 AWARD WINNERS

Business of the Year Award - DePawstitory

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

Bernie Pearlman Downtowner Award - Yee Lee Vue and Family

Presented to a person who has had a significant positive impact on Downtown and displays an overwhelming passion for its success.

The Mike Pfeifferle Dreamers & Doers Award - Fox Commons Development

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 - Avenue Jewelers

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 Shrode & Boy Scout Troop 2

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 - Jeffrey and Jennifer Kippa

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

Rising Star Award - The Coop

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 - Fox Cities Performing Arts Center

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.
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