



The Downtown Business Improvement District (BID) is established to help support the residents, business owners, organizations, and owners of property within Downtown Stevens Point. The BID boundaries and operating documents may be found at:

<https://stevenspoint.com/1296/Business-Improvement-Districts>.

Downtown BID meetings are scheduled monthly at the end of the preceding meeting. All meetings are hosted in-person and virtually and are open to the public.

Members

- Tara Manzke
- Hana Cutler
- Mike Beacom
- Jeanna Trzebiatowski
- Brian Cummins
- Rosalind Kealiher
- Alderperson Christianson

AGENDA

DOWNTOWN BUSINESS IMPROVEMENT DISTRICT BOARD MEETING

Date and Time:	March 14, 2023 4:15 PM	Location:	City Conference Room 1515 Strongs Avenue, Stevens Point, WI
			<u>OR</u>
			Zoom Teleconferencing
			Meeting ID: 846 8647 5747 Passcode: None
			By Computer: https://us02web.zoom.us/j/84686475747
			By Phone: +1-312-626-6799 (US Chicago)

Discussion and Possible Action on:

1. Roll Call.
2. Partnership Committee Update
3. Update on Main Street eligibility and decision to apply to program
4. Adjournment.

PLEASE TAKE NOTICE that any person who has special needs while attending these meetings or needs agenda materials for these meetings should contact the City Clerk as soon as possible to ensure that a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569 or by mail at 1515 Strongs Avenue, Stevens Point, WI 54481.

Maps further defining the above area(s) may be obtained from the City of Stevens Point Department of Community Development, 1515 Strongs Avenue, Stevens Point, WI 54481, or by calling (715) 346-1567, during normal business hours.

PLEASE TAKE FURTHER NOTICE that a quorum of the Common Council may be in attendance at this meeting.



Memo

Chris Klesmith
Neighborhood Planner / Economic
Development Specialist

City of Stevens Point
1515 Strongs Avenue
Stevens Point, WI 54481

(715) 341-4171 | cklesmith@stevenspoint.com

To: Downtown Business Improvement Board of Directors
From: Chris Klesmith
CC: Ryan Kernosky
Date: March 10, 2023
Subject: Organizational Structures

Good afternoon Directors –

After discussion between the Stevens Point Alliance and the Partnership Committee, the Stevens Point Alliance is currently investigating structural requirements of establishing a 501(c)3 philanthropic arm to expand the financial capacity of the Downtown. In their investigation, several questions about the structure and purpose of the philanthropic arm will need to be answered, and have requested staff acquire examples of organizational structures of similar organizations. Since then, requests have been made to Wausau Events, Appleton Downtown, Inc., and Downtown Beloit.

Appleton Downtown Inc. seems to have the most similar organizational structure as what might be anticipated for Downtown Stevens Point. The organizational structure, including a Business Improvement District, membership organization, and philanthropic arm, and their annual action plan, are attached to this memo. Please review in preparation for discussion and possible action at our next meeting, as this may serve as a template for our memorandum of understanding.

Cheers,

Christopher Klesmith

ADI – BID - CDA Organizational Structure



BID Board of Directors

Budget approval by BID Board and City Council.
Flows into collaborative ADI

ADI Board of Directors

Collaborative budget approval by ADI Board.

CDA Board of Directors

Budget approval by CDA Board.

Executive Committee

Creative Downtown Committee

Executive Director

Administrative Assistant

Marketing Director

Event/Farm Market Director

Event Coordinator

Community Partnership Director

Washington Square Committee

Image Marketing Committee

Hospitality Committee

Museum & Attractions Committee

Economic Development Committee

Retail Committee

BYLAWS

Creative Downtown Appleton Inc.

Article I Organization

Section 1 The purpose of Creative Downtown Appleton Inc. shall be to create and enhance the cultural environment of Downtown Appleton by providing opportunities for community access to arts, music, and cultural activities.

Section 2 Creative Downtown Appleton Inc. is incorporated under Chapter 181 of the Wisconsin Statutes, pertaining to non-stock, non-profit corporations and may engage in any lawful business for which such corporations are organized. Creative Downtown Appleton Inc. shall observe all local, state and federal laws which apply to a non-profit charitable and educational organization as defined in section 501(c)(3) of the internal revenue code.

Section 3 The location of the principal office shall be determined by the Board of Directors.

Current location: 333 w. College Ave. Suite 100 Appleton WI 54911

Article II

Board of Directors

Section 1 General powers of business and affairs of the corporation shall be directed by its Board of Directors

The Corporation shall have all powers conferred upon non-stock, nonprofit corporations organized under the Wisconsin Non-Stock Corporation Law, Chapter 181 of the Wisconsin Statutes, and any successor provisions thereto now enacted or hereafter amended but shall exercise such powers only in fulfillment of its above-stated purposes. The Corporation shall not engage in any of the following activities:

1.1. The Corporation shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

1.2. No substantial part of the activities of the Corporation shall consist of carrying on propaganda, or otherwise attempting, to influence legislation; provided, however, that this provision shall not apply to activities consisting of carrying on propaganda, or otherwise attempting, to influence legislation, to the extent the Corporation has made an election pursuant to and remains in compliance with the restrictions of Section 501(h) of the United States Internal Revenue Code.

1.3. No dividends shall be paid and no part of the net earnings of the Corporation shall inure to the benefit of any private individual within the meaning of Section 501(c)(3) of the United States Internal Revenue Code.

1.4. The Corporation shall not discriminate against any employee, applicant for the employment, client, or applicant for services because of race, color, religious, sex, national origin or any other classification prohibited by law.

Section 2 Originating Board. The organizing Board members those serving as shall serve until October 2014, and shall constitute the same makeup as the Board of Directors of Appleton Downtown, Inc. Originating Board members may, if so named by a nominating committee and elected, succeed themselves in office for two terms following the formation of Creative Downtown Appleton, Inc.

Section 3 Number, Tenure and Education. The number of Directors of the Corporation shall be not less than nine nor more than fifteen, and up to three additional members appointed by the president for one year terms.

The Board of Directors shall be elected by the membership at the annual meeting. Written nominations shall be received by the president from the membership thirty (30) days prior to election. The elected directors shall serve for a term of three years in such a manner that one-third of the full number shall be elected each year. Directors shall serve no more than three (3) consecutive terms.

Section 4 The Directors shall have the power to fill all vacancies on the Board.

Section 5 The Board shall adopt its own rules for the operation of the Board, excepting that the Board shall at a minimum meet quarterly or on call of the Chairman or by request of three Directors.

Section 6 The Board shall on an annual basis cause an audit of the financial records of the Corporation to be conducted by a recognized accounting firm and may submit such audit to the membership at the annual meeting of Creative Downtown Appleton, Inc.

Section 7 If any member of the Board of Directors shall fail to attend three successive meetings of the Board, the President shall, in writing call such failure to his attention, and if any excuse satisfactory to the Board is not received within thirty days, said member shall automatically cease to be a member of the Board and be so advised, and the vacancy thus created shall be filled in the manner provided in Section 4 of this article.

Section 8 All members of the Board and officers shall be members in good standing of Creative Downtown Appleton, Inc.

Section 9 Robert's Rules shall govern Board proceedings.

CDA Bylaws, page 3
2014

Section 10 Removal from office. A director may be removed from office by affirmative two-thirds vote by the Board.

Section 11 Staff/employees of the Appleton Downtown Inc. shall not be members of the Board of Directors.

Article III Officers

Section 1 The principal officers of the corporation shall be: a President, Past Precedent, Vice President, Secretary, and Treasurer. These officers shall constitute the executive committee of the Board.

Section 2 Term of office. Officers shall be elected for a period of 2 years or until their successor has been elected. Officers shall be elected by the Board at the first regular meeting of the Board following the annual meeting. (March)

Section 3 President: The President shall preside at all meetings of Creative Downtown Appleton, Inc, and of the Board of Directors. S/He shall perform all duties incident to this office and advise such action as may be deemed by him/her likely to increase the effectiveness of Creative Downtown Appleton, Inc.

Section 4 Vice President: The Vice President shall act in the absence of the President performing all duties incident to the office and advise such action as may be deemed by him/her likely to increase the effectiveness of Creative Downtown Appleton, Inc.

Section 6 Secretary: The Secretary shall oversee maintenance of all corporation records and communications of Creative Downtown Appleton, Inc. ; both financial and official corporate proceedings.

Section 7 Treasurer: The Treasurer shall oversee maintenance of all corporation financial records. S/He shall insure that all monies of Creative Downtown

Appleton, Inc. are deposited in its name. At frequent intervals s/he shall report to the Board of Directors which shall require him/her to give acceptable bond in such sum as the Board may determine for the faithful performance of his duties.

Article IV Fiscal Year

Section 1 The fiscal year of the corporation shall be January 1 to December 31.

Article V Committees

Section 1 Nominating Committee. The President or acting President shall appoint a nominating committee consisting of three members at least one of whom shall be a board member. The nominating committee shall present a slate for the nomination of both the Board of Directors and the officers of the organization.

No Board member who has served three three-year terms shall be eligible to succeed himself as a Board member unless at least one year has elapsed since date of service, such year beginning with the last day in Creative Downtown Appleton, Inc. fiscal year.

Section 2 Other Committees. The President may appoint, with the approval of the Board, such other standing or special committees as may be required. Such special committees shall be discharged by the Chairman when their work has been completed and their reports accepted, or when, in the opinion of the Board of Directors, it is deemed wise to discontinue the committee.

The President shall appoint all committee chairmen subject to confirmation by the Board of Directors.

It shall be the function of committees to investigate and make recommendations. They shall report to the Board of Directors. No standing or special committee shall

represent Creative Downtown Appleton, Inc. in an advocacy or opposition to any project without the specific direction of the Board of Directors to that committee. Nor shall any committee take or make public any formal action or make public any resolution or in any way commit Creative Downtown Appleton, Inc. on a question of policy without first receiving approval of the Board of Directors.

Meetings of committees may be called at any time by the President of the Board, or by the chairman of such committees.

The President and Executive Director shall be ex-officio members of all committees, unless otherwise ordered, by the Board of Directors.

Article VI Meetings

Section 1 The annual meeting of Creative Downtown Appleton, Inc. shall be held within the first quarter of the new fiscal year at such time and at such place as determined by the Board of Directors and notice thereof mailed to each donor at least ten (10) days before said meeting.

Section 2 Board Meetings will be held quarterly

Section 3 Special Meetings. Special meetings of Creative Downtown Appleton, Inc. may be called whenever the Directors deem it advisable.

At all special meetings of Creative Downtown Appleton, Inc. , only such business as the meeting was called to consider shall be discussed and acted upon.

Section 4 A resolution offered at any meeting must be in writing.

Article VII Quorums

Section 1 A simple majority of the Board of Directors shall constitute a quorum for Board meetings.

Article VIII Contract, Loans, Checks and Deposits

Section 1 Depository of Funds: The corporation funds shall be deposited at such depository and in such manner as authorized by the Board of Directors.

Section 2 Disbursements: The disbursements of the funds of Creative Downtown Appleton, Inc. shall be pursuant to the budget adopted by the Board at the beginning of the fiscal year. All disbursements shall be by check. Checks shall be signed by the Executive Director or such other persons authorized by the Board and disbursements shall be in such form and manner as the Board may direct.

Section 3 Contracts, Mortgages, Pledges, Leases, Exchanges, Transfers: The Board of Directors may authorize any officer, or officers' agents, or agents, to enter into, execute and deliver any instrument in the name of and on behalf of the corporation and such authorization may be generally confined to specific instances. Purchases in the order of the ordinary course of business pursuant to the adopted budget may be made by the officers without authorization.

Section 4 Loans: May be contracted on behalf of the corporation following a resolution by the Board of Directors.

Article IX Seal

Section 1 The corporation shall have no official corporate seal.

Article X Dissolution

Section 1 Upon the dissolution of the Corporation, the Board of Directors shall, after paying or making provisions for the payment of all of the Corporation's liabilities, dispose of all of the Corporation's assets to the Community Foundation for the Fox Valley Region, or to such organization or organizations organized and operated exclusively for charitable, educational, scientific, or religious purposes as shall at the time qualify as an exempt organization or organizations under section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any future United States Internal Revenue Law), as the Board of Directors shall determine. Any such assets not so disposed of shall be disposed of by a court of competent jurisdiction of the county in which the principal office of the Corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine which are organized and operated exclusively for such purposes.

Article XI Amendments

Section I Bylaws: The initial bylaws of the Corporation shall be adopted and amended by its Board of Directors.

Article XII Indemnification

Section 1 Any person who was or is a party or threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of the Corporation) by reason of the fact that he or she is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, officer, employee or agent of another corporation,

partnership, joint venture, trust or other enterprise, shall be indemnified and held harmless against expenses, including attorneys' fees, judgments, fines and amounts paid in settlement actually and reasonably incurred by him or her in connection with such action, suit or proceeding if he or she acted in good faith and in a manner he or she reasonably believed to be in or not opposed to the best interests of the corporation, and, with respect to any criminal action or proceeding,

had no reasonable cause to believe his or her conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its equivalent, shall not, of itself, create a presumption that the person did not act in good faith and in a manner which he or she reasonably believed to be in or not opposed to the best interests of the Corporation, and, with respect to any criminal action or proceeding, and reasonable cause to believe that his or her conduct was unlawful.

Section 2 Any person who was or is a party or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the Corporation to procure a judgment in its favor by reason of the fact that he or she is or was a director, officer, employee or agent of the Corporation, or is or was serving at the request of the Corporation as a director, officer, employee or agent of another corporation, partnership, joint venture, trust or other enterprise, shall be indemnified and held harmless against expenses, including attorneys' fees, actually and reasonably incurred by him or her in connection with the defense or settlement of such action or suit if he or she acted in good faith and in a manner he or she reasonably believed to be in or not opposed to the best interests of the Corporation and except that no indemnification shall be made in respect of any claim, issue or matter as to which such person shall have been adjudged to be liable for negligence or misconduct in the performance of his or her duty to the Corporation unless and

only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability but in view of all circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses which such court shall deem proper.

Section 3 To the extent that a director, officer, employee or agent of a Corporation has been successful on the merits or otherwise in defense of any action, suit or

proceeding referred to in Section (1) or (2) of this Article, or in defense of any claim, issue or matter therein, he or she shall be indemnified against expenses, including attorneys' fees, actually and reasonably incurred by him or her in connection therewith.

Section 4 Any indemnification under Section (1) or (2) of this Article, unless ordered by a court, shall be made by the Corporation only as authorized in the specific case upon a determination that indemnification of the director, officer, employee or agent is proper in the circumstances because he or she has met the applicable standard of conduct set forth in said Sections (1) and (2). Such determination shall be made:

(a) By the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suit or proceeding;

(b) If such quorum is not obtainable, or, even if obtainable, a quorum of disinterested directors so directs, by independent legal counsel in a written opinion.

Section 5 Expenses, including attorney's fees, incurred in defending a civil or criminal action, suit or proceeding may be paid by the Corporation in advance of the final disposition of such action, suit or proceeding as authorized in the manner provided in Section (a) of this article, upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount unless it shall ultimately be determined that he or she is entitled to be indemnified by the Corporation as authorized in this article.

Section 6 The indemnification provided by this article shall not be deemed exclusive of any other rights to which those indemnified may be entitled under any bylaw, agreement, vote of disinterested directors or otherwise, both as to action in his or her official capacity and as to action in another capacity while holding such office, and shall continue as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of the heirs and personal representatives of such a person.

**ARTICLES OF INCORPORATION
Of
CREATIVE DOWNTOWN APPLETON, INC.**

These Articles of Incorporation are adopted by the undersigned for the purpose of forming a Wisconsin non-stock corporation under Chapter 181 of the Wisconsin Statutes.

1. Name. The name of the corporation is:

CREATIVE DOWNTOWN APPLETON, INC.

2. Organization. The corporation is organized under Ch. 181 of the Wisconsin Statutes.

3. Duration. The period of existence of this Corporation is perpetual.

4. Purpose. The corporation is organized exclusively for charitable and educational purposes within the meaning of section 501(c)(3) of the Internal Revenue Code. To the extent consistent with the above general purposes, the specific purpose of this corporation shall be to **create and enhance the cultural environment of Downtown Appleton by providing opportunities for community access to arts, music, and cultural activities.**

5. Powers. The Corporation shall have all powers conferred upon non-stock, nonprofit corporations organized under the Wisconsin Non-Stock Corporation Law, Chapter 181 of the Wisconsin Statutes, and any successor provisions thereto now enacted or hereafter amended but shall exercise such powers only in fulfillment of its above-stated purposes. The Corporation shall not engage in any of the following activities:

5.1. The Corporation shall not participate in, or intervene in (including the publishing or distributing of statements), any political campaign on behalf of any candidate for public office.

5.2. No substantial part of the activities of the Corporation shall consist of carrying on propaganda, or otherwise attempting, to influence legislation; provided, however, that this provision shall not apply to activities consisting of carrying on propaganda, or otherwise attempting, to influence legislation, to the extent the Corporation has made an election pursuant to and remains in compliance with the restrictions of Section 501(h) of the United States Internal Revenue Code.

5.3. No dividends shall be paid and no part of the net earnings of the Corporation shall inure to the benefit of any private individual within the meaning of Section 501(c)(3) of the United States Internal Revenue Code.

5.4. The Corporation shall not discriminate against any employee, applicant for the employment, client, or applicant for services because of race, color, religious, sex, national origin or any other classification prohibited by law.

6. Initial registered office and agent. The street address of the Corporation's initial registered office is 116 N. Appleton Street, Appleton, WI 54911, and the name of its initial registered agent at this address is Jennifer Stephany.
7. Stock. This is a non-stock corporation and no stock shall be issued.
8. Initial principal office. The street address of the Corporation's initial principal office is 116 N. Appleton Street, Appleton, WI 54911.
9. Members. The Corporation will not have members.
10. Board of directors. The affairs of the Corporation shall be managed by the Board of Directors. The number and manner of election or appointment of Directors and their terms of office shall be provided in the Bylaws, but the number of Directors shall not be less than three (3).
11. Tax Status. It is intended that the Corporation shall have the status of an organization which is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code and which is other than a private foundation within the meaning of section 509(a)(3) of the Internal Revenue Code. These Articles of Incorporation shall be construed, and all authority and activities of the corporation shall be limited, accordingly.
12. Dissolution and Liquidation. Upon the dissolution of the Corporation, the Board of Directors shall, after paying or making provisions for the payment of all of the Corporation's liabilities, dispose of all of the Corporation's assets to the Community Foundation for the Fox Valley Region, or to such organization or organizations organized and operated exclusively for charitable, educational, scientific, or religious purposes as shall at the time qualify as an exempt organization or organizations under section 501(c)(3) of the Internal Revenue Code of 1986, as amended (or the corresponding provision of any future United States Internal Revenue Law), as the Board of Directors shall determine. Any such assets not so disposed of shall be disposed of by a court of competent jurisdiction of the county in which the principal office of the Corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine which are organized and operated exclusively for such purposes.
13. Amendment. These Articles of the Corporation may be amended by a vote of at least two-thirds (2/3) of a quorum of Directors of the Corporation at a duly noticed and constituted meeting.
14. Incorporator. The name and address of the incorporator is:

Kathryn M. Blom
4211 N Lightning Drive
Appleton, WI 54913

Executed: March 5, 2014.

Kathryn M. Blom, Incorporator

This instrument was drafted by
and the acknowledgment copy should
be returned to:



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BUSINESS IMPROVEMENT DISTRICT 2023 Plan of Action

Mission

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

BID Goals and Objectives:

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

The State of Downtown Appleton (7/2022)

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

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

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

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

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

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

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

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

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

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

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

MARKET FINDINGS

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

Key Assets:

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

Downtown Community Priorities:

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

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

2023 BID/ADI/CDA Work Plan

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

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

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

#1 Urban Form & Design		ADI/BID/CDA
Annual flowers in the planters and Houdini Fountain area and street pole banner replacement as needed		BID/ADI
Manage the Façade Improvement grant program		BID/ADI
Increase flexible outdoor seating and enhance public use areas		ADI/CDA
Fund and have installed intersection lights at one or more of the following: Superior, Appleton, Oneida and Morrison		ADI/CDA
Work with DPW to update the graphics and information in the sidewalk kiosks		BID/ADI
Pursue permission to extend sidewalk cafes for licensed establishments with neighbor agreement		BID/ADI
#2 Tourism, Arts, Entertainment & Education		ADI/BID/CDA
Maintain the Visitor Area kiosk within our office		BID/ADI
Collaborate with community partners to increasing leisure travel and sports tournament travelers to Appleton and maximize the value of the Fox Cities Exhibition Center		BID/ADI
Host annual events: Farm Market, Heid Music Concert Series, Lunchtime Live concert series, Death by Chocolate, Soup Walk, spring and fall Craft Beer Walks, Spring Fashion Show, Fall Shop Sip and Stroll, Mini Golf on the Town, Cultural Cuisine Walk, Light up Appleton, Downtown Creates walking features: Student Art, Street Music Night, Chalk Walk,		ADI/CDA

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

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

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

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

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

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

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