



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final City Plan Commission

*Any questions about items on this meeting are to be directed to
the Community and Economic Development Department,
920-832-6468.*

Wednesday, August 24, 2022

3:30 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting
[22-1056](#) City Plan Minutes from 8-10-22

Attachments: [City Plan Minutes 8-10-22.pdf](#)

4. Public Hearings/Apearances

- [22-1057](#) Special Use Permit #9-22 to remove an existing car wash and construct a new car wash use located at 1920 E. Longview Drive (Tax Id #31-1-6550-08), as shown on the attached materials and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (Associated with Action Item #22-1058)

Attachments: [ClassIIPublicHearingNoticeNewspaper_1920ELongviewDr_SUP#9-22.pdf](#)
[PublicHearingNoticeNeighborhood_1920 E Longview Dr_SUP#9-22.pdf](#)

- [22-1059](#) Rezoning #4-22 for the subject parcel located at 1430 N. Ballard Road (Tax Id #31-1-5207-00), including to the centerline of the adjacent one-half (1/2) right-of-way of N. Ballard Road, as shown on the attached maps, from M-2 General Industrial District to C-2 General Commercial District (Associated with Action Item #22-1060)

Attachments: [InformalPublicHearingNotice_1430NBallardRd_Rezoning#4-22.pdf](#)

5. Action Items

[22-1058](#) Request to approve Special Use Permit #9-22 to remove an existing car wash and construct a new car wash use located at 1920 E. Longview Drive (Tax Id #31-1-6550-08), as shown on the attached materials and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffReport_1920ELongviewDr_SUP_For08-24-22.pdf](#)

[22-1060](#) Request to approve Rezoning #4-22 for the subject parcel located at 1430 N. Ballard Road (Tax Id #31-1-5207-00), including to the centerline of the adjacent one-half (1/2) right-of-way of N. Ballard Road, as shown on the attached maps, from M-2 General Industrial District to C-2 General Commercial District

Attachments: [StaffReport_EPS_Rezoning_For08-24-22.pdf](#)

[22-1061](#) ****CRITICAL TIMING**** Annual review and request to approve the Downtown Appleton Business Improvement District (BID) 2023 Operating Plan

Attachments: [StaffReport_2023BIDOperatingPlan_For08-24-22.pdf](#)

[2023 BID Operational Plan.pdf](#)

[2021 BID Annual Report.pdf](#)

[2021 BID Audit - Financial Statements.pdf](#)

6. Information Items

[22-1062](#) Next meeting (9-14-22) will include a presentation on the roles and responsibilities of the City Plan Commissioner

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Minutes - Final City Plan Commission

*Any questions about items on this meeting are to be directed
to the Community and Economic Development Department,
920-832-6468.*

Wednesday, August 10, 2022

3:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order by Vice Chair Uitenbroek at 3:30 p.m.

2. Roll call of membership

Present: 5 - Robins, Fenton, Buetow, Dane and Uitenbroek

Excused: 2 - Palm and Mayor Woodford

Others present:

Angie Walker, Northland Mall, 900 W. Northland Avenue

Bill Arsenault, Mays & Company, rep for Zips Car Wash

Jackie Versteegen, 506 S. Midpark Drive

3. Approval of minutes from previous meeting

[22-0998](#)

City Plan Minutes from 7-27-22

Attachments: [City Plan Minutes 7-27-22.pdf](#)

Fenton moved, seconded by Buetow, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 5 - Robins, Fenton, Buetow, Dane and Uitenbroek

Excused: 2 - Palm and Mayor Woodford

4. Public Hearings/Appearances

[22-0999](#)

Special Use Permit #8-22 for a car wash use located at 1000 W. Northland Avenue (Tax Id #31-5-9494-06), as shown on the attached materials and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (Associated with Action Item #22-1000)

Attachments: [ClassIIPublicHearingNoticeNewspaper_1000WNorthlandAv_SUP#8-22.pdf](#)
[PublicHearingNoticeNeighborhood_1000WNorthlandAv_SUP#8-22.pdf](#)

This public hearing was held. Angie Walker and Bill Arsenault spoke on the item.

5. Action Items

[22-1000](#)

Request to approve Special Use Permit #8-22 for a car wash use located at 1000 W. Northland Avenue (Tax Id #31-5-9494-06), as shown on the attached materials and per attached plan of operation, to run with the land subject to the conditions in the attached staff report and approve attached Resolution (2/3 vote of Common Council required for approval)

Attachments: [StaffReport_Zips Car Wash_SUP_For08-10-22.pdf](#)
[Ron & Cindy Dercks Email 8-8-22.pdf](#)

Staff received an email from Ron & Cindy Dercks expressing concerns about the proposed Special Use Permit. The email was distributed to the Plan Commission members at the meeting and is attached.

Buetow moved, seconded by Fenton, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Robins, Fenton, Buetow and Uitenbroek

Nay: 1 - Dane

Excused: 2 - Palm and Mayor Woodford

[22-1001](#)

Request to approve Certified Survey Map #23-22, which crosses a plat boundary, to eliminate a parcel located on E. John Street (Tax Id #31-4-5269-00) and attach its land area to 2 parcels, 1730 S. Matthias Street (Tax Id #31-4-4699-00) and 2616 E. John Street (Tax Id #31-4-5268-00) as shown on the attached map and subject to the conditions in the attached staff report

Attachments: [StaffReport_JohnStMatthiasSt_CrossingPlatBoundary_For08-10-22.pdf](#)

Fenton moved, seconded by Buetow, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 4 - Fenton, Buetow, Dane and Uitenbroek

Nay: 1 - Robins

Excused: 2 - Palm and Mayor Woodford

[22-1002](#)

Request to approve Resolution #2022-06 to update the land use applications fee schedule for the Community and Economic Development Department as described in the attached documents

Attachments: [Land Use Application Fees Memo to PC_8-10-22.pdf](#)
[Land Use Apps Fee Study_Proposed Fees For 2023.pdf](#)
[Resolution #2022-06_Land Use Application Fees 2023.pdf](#)

Fenton moved, seconded by Robins, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Robins, Fenton, Buetow, Dane and Uitenbroek

Excused: 2 - Palm and Mayor Woodford

6. Information Items

7. Adjournment

Buetow moved, seconded by Fenton, that the meeting be adjourned at 3:42 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Robins, Fenton, Buetow, Dane and Uitenbroek

Excused: 2 - Palm and Mayor Woodford

CITY OF APPLETON
NOTICE OF PUBLIC HEARING
PROPOSED SPECIAL USE PERMIT

NOTICE IS HEREBY GIVEN of a Public Hearing to be held before the City Plan Commission on Wednesday, August 24, 2022, at 3:30 P.M., in Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, or as soon thereafter as can be heard, for the purpose of considering a Special Use Permit.

Pursuant to Sections 23-66 and 23-113 of the Appleton Municipal Code, to consider a request by Michael Leidig of Robert E. Lee & Associates, Inc, Agent for property owner located at 1920 East Longview Drive (Tax Id #31-1-6550-08) to obtain a Special Use Permit to remove an existing car wash and construct a new car wash. In the C-2 General Commercial District, a Special Use Permit is required for a car wash.

Car wash means the use of a tract of land, building, or portion thereof, for the manual or automatic washing and cleaning of passenger vehicles, recreational vehicles or other light duty equipment.

All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter, email, or phone call. Any questions regarding this matter should be directed to Don Harp, Principal Planner, in the Community and Economic Development Department at (920) 832-6466 or by email at don.harp@appleton.org.

CITY PLAN COMMISSION
APPLETON, WISCONSIN

COMMUNITY & ECONOMIC DEVELOPMENT
CITY HALL - 100 NORTH APPLETON STREET
APPLETON, WISCONSIN 54911-4799
(920) 832-6468

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

RUN: August 9, 2022
August 16, 2022

NOTICE OF PUBLIC HEARING
OF THE
APPLETON CITY PLAN COMMISSION

Dear property owner(s):

The City of Appleton Plan Commission will conduct a Public Hearing on Wednesday, August 24, 2022, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street, for the purpose of considering the following proposed Special Use Permit:

Pursuant to Sections 23-66 and 23-113 of the Appleton Municipal Code, to consider a request by Michael Leidig of Robert E. Lee & Associates, Inc, Agent for property owner located at 1920 East Longview Drive (Tax Id #31-1-6550-08) to obtain a Special Use Permit to remove an existing car wash and construct a new car wash.

Chapter 23 of the Appleton Zoning Ordinance defines a car wash as the use of a tract of land, building, or portion thereof, for the manual or automatic washing and cleaning of passenger vehicles, recreational vehicles or other light duty equipment. In the C-2 General Commercial District, a Special Use Permit is required for a car wash.

You are being notified as a policy of the City of Appleton Community and Economic Development Department. All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter, email, or phone call. The Plan Commission makes a recommendation to the Common Council who makes the final decision on the matter.

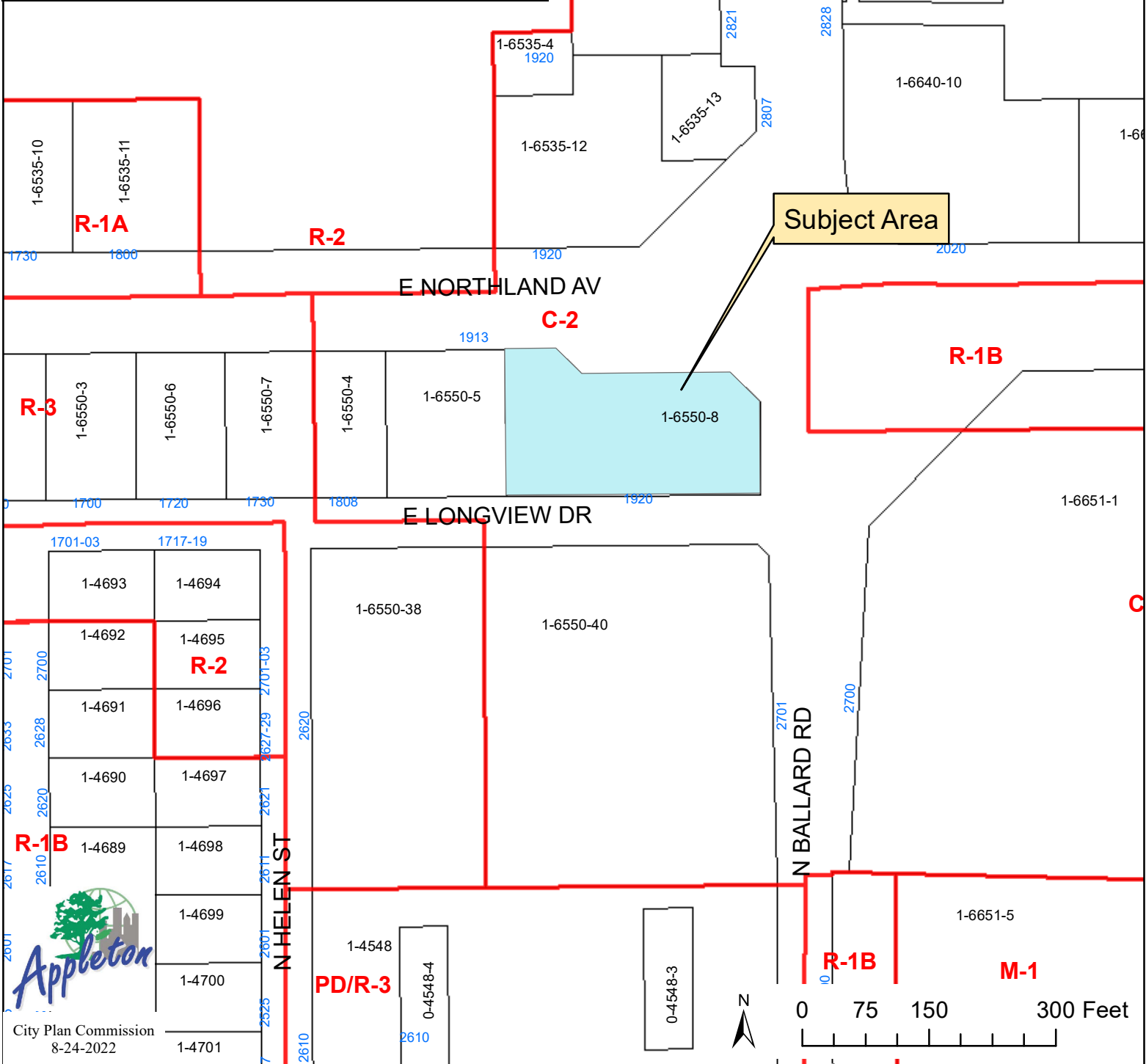
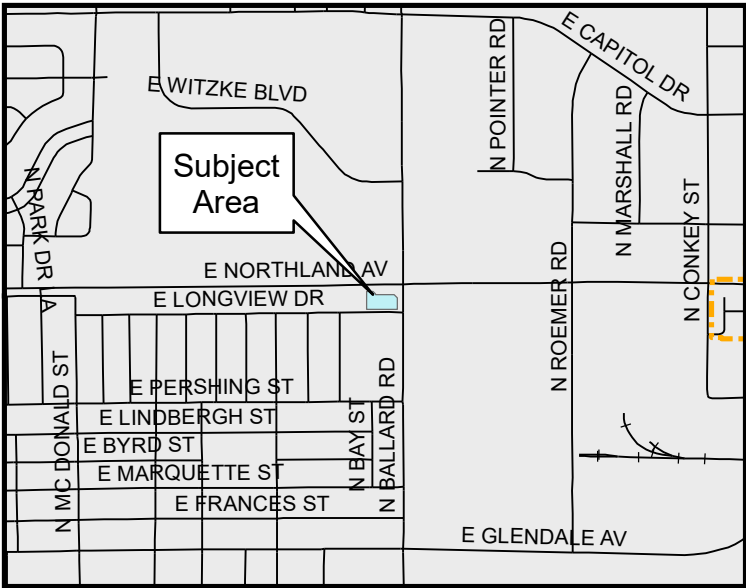
Any questions regarding this matter should be directed to Don Harp, Principal Planner, in the Community and Economic Development Department at 920-832-6466 or by email at don.harp@appleton.org.

CITY PLAN COMMISSION

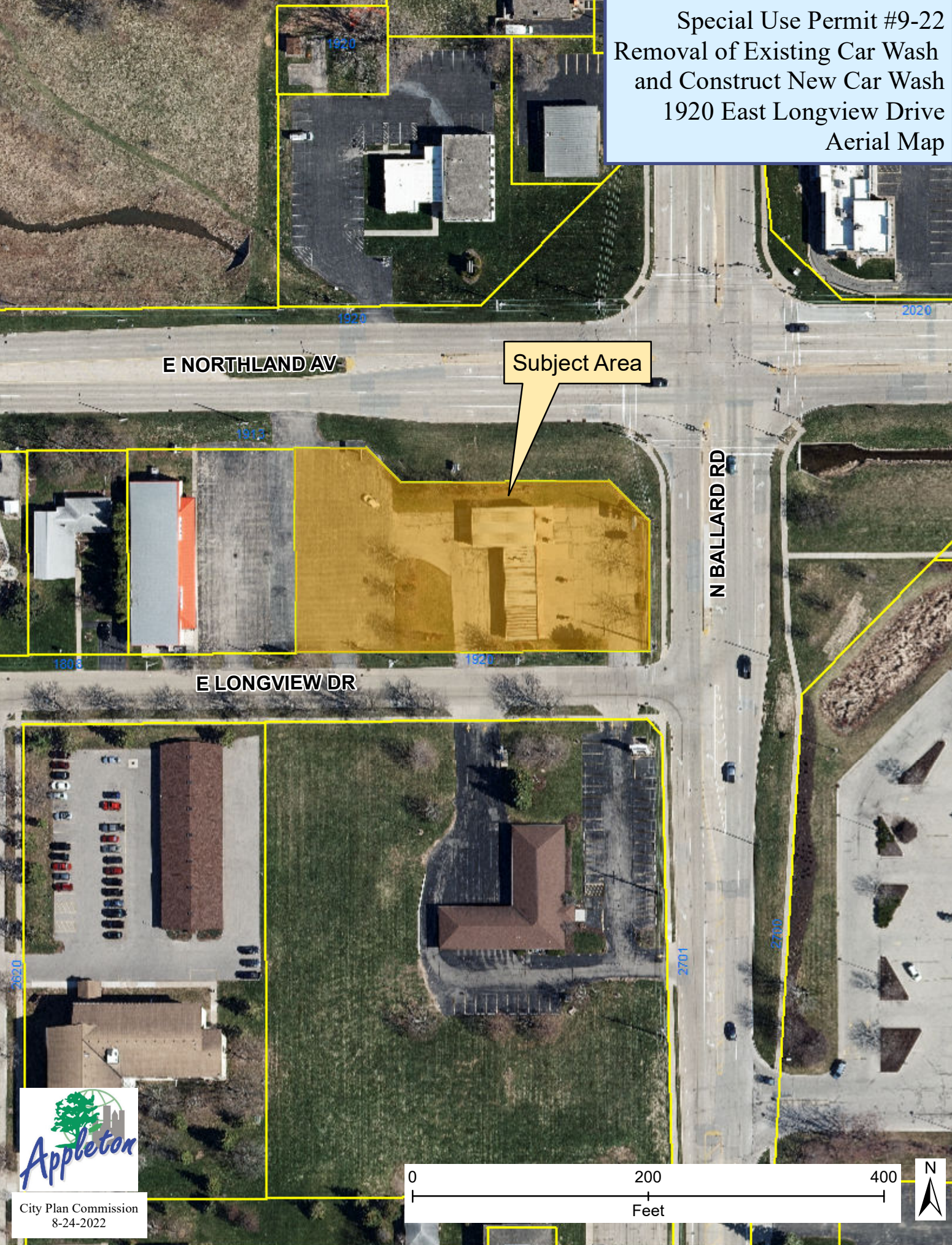
COMMUNITY & ECONOMIC DEVELOPMENT
CITY HALL - 100 NORTH APPLETON STREET
APPLETON, WISCONSIN 54911-4799
920-832-6468

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Special Use Permit #9-22
 Removal of Existing Car Wash
 and Construct New Car Wash
 1920 East Longview Drive
 Zoning Map



Special Use Permit #9-22
Removal of Existing Car Wash
and Construct New Car Wash
1920 East Longview Drive
Aerial Map



E NORTHLAND AV

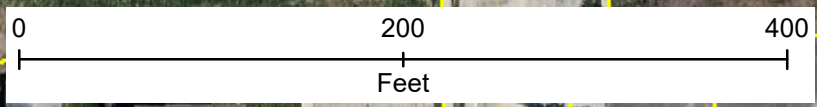
Subject Area





N BALLARD RD

E LONGVIEW DR

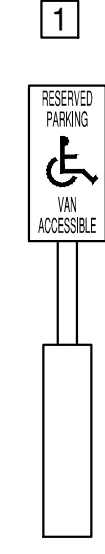


City Plan Commission
8-24-2022



- LEGEND**
-  CONCRETE SIDEWALK
 -  CONCRETE PAVEMENT (LIGHT) (24,731 S.F.)
 -  CONCRETE PAVEMENT (HEAVY) (S.F.)
 -  GREEN SPACE
 -

NOTE: ALL DIMENSIONS ARE TO THE FACE OF CURB, UNLESS NOTED OTHERWISE



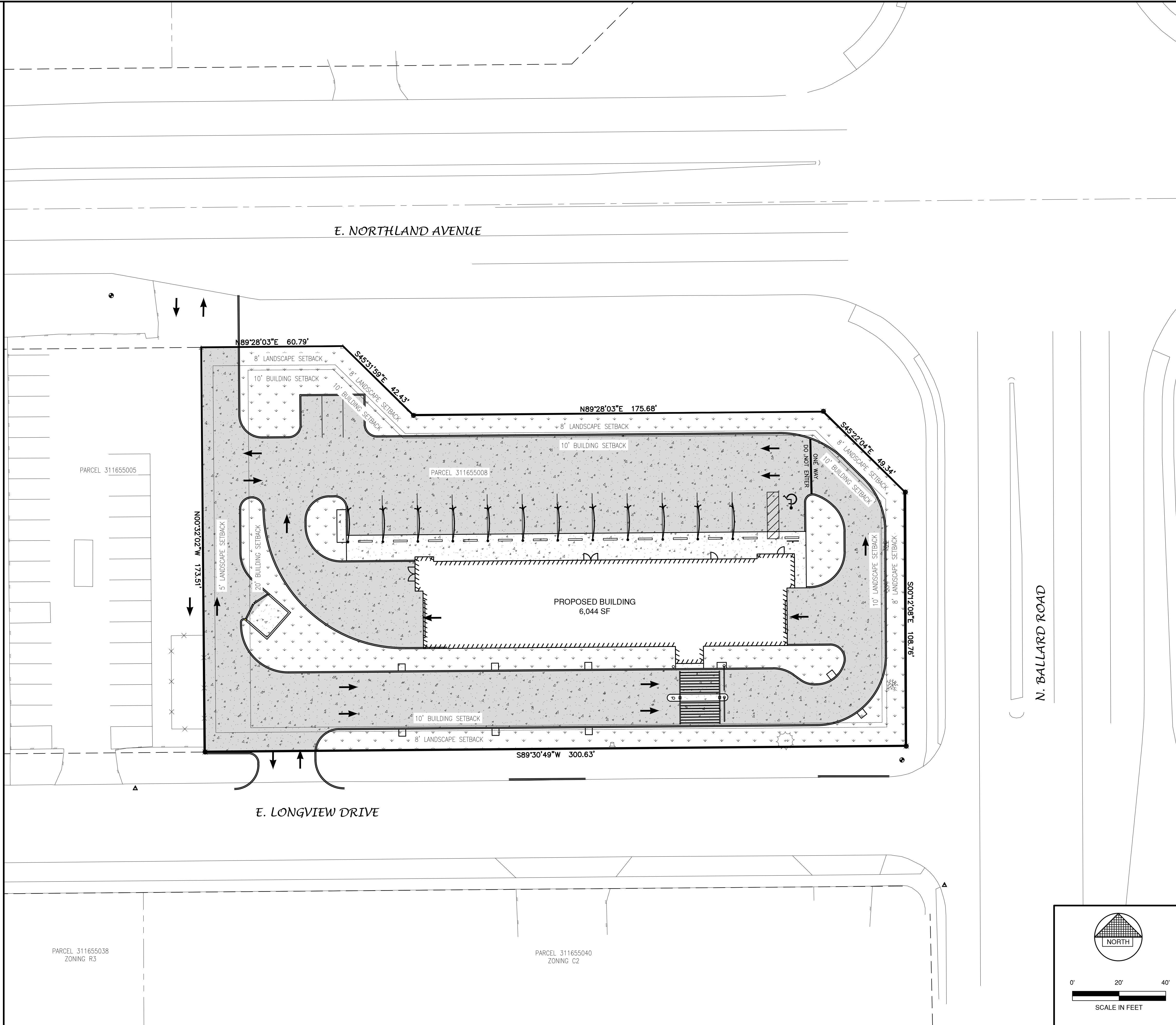
NOTE
ALL DISTURBED AREAS SHALL BE TOPSOILED TO A DEPTH OF 6 INCHES, SEEDED AND MULCHED. AREA TO BE RAKED FREE OF STONES AND CLUMPS.

PARKING DATA
TOTAL PARKING STALLS PROVIDED = 4
HANDICAP ACCESSIBLE PARKING STALLS = 1
TOTAL PARKING STALLS REQUIRED = 4
NOTE: ONE BICYCLE PARKING SPACE TO BE PROVIDED INDOORS

SITE DATA
TOTAL AREA = 1.03 ACRES, 44,818 S.F.
BUILDING AREA = 0.14 ACRES, 6,044 S.F. (13.5%)
SIDEWALK/PARKING LOT AREA = 0.63 ACRES, 27,496 S.F. (61.4%)
GREEN SPACE = 0.26 ACRES, 11,278 S.F. (25.1%)

ZONING
COMMERCIAL - C2

PARCEL NO.
31-1-6550-08



FILE: P:\A\2020\6258\62580121.dwg (6/28/2022 12:44) PLOT DATE: JUL 22, 2022 12:25:00

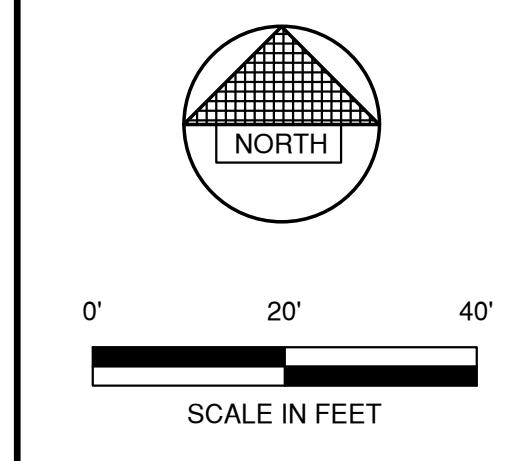
NO.	DATE	APPROV.	REVISION	NO.	DATE	APPROV.	REVISION	DRAWN
								MRL
								CHECKED
								AJD
								DESIGNED
								MRL

CLUB CAR WASH
 1920 E. LONGVIEW DRIVE
 CITY OF APPLETON
 OUTAGAMIE COUNTY, WISCONSIN

SITE PLAN

DATE	07/20/22
FILE	6258012D
JOB NO.	6258012


Robert E. Lee & Associates, Inc.
 ENGINEERING, SURVEYING, ENVIRONMENTAL SERVICES
 1250 CENTENNIAL CENTRE BOULEVARD HOBART, WI 54155
 920-662-9641 www.releeinc.com



SHEET NO.
1

EXTERIOR COLOR PALETTE

ARCHITECTURAL 8" CMU SMOOTH FACE BLOCK
COLOR: Ivory

ARCHITECTURAL 8" CMU SPLIT FACE BLOCK
COLOR: Slate

METAL AWNINGS
COLOR: Red

EXTERIOR INSULATED FINISH SYSTEM
COLOR: Ivory

EXTERIOR INSULATED FINISH SYSTEM
COLOR: Slate

STOREFRONT
COLOR: Black Painted

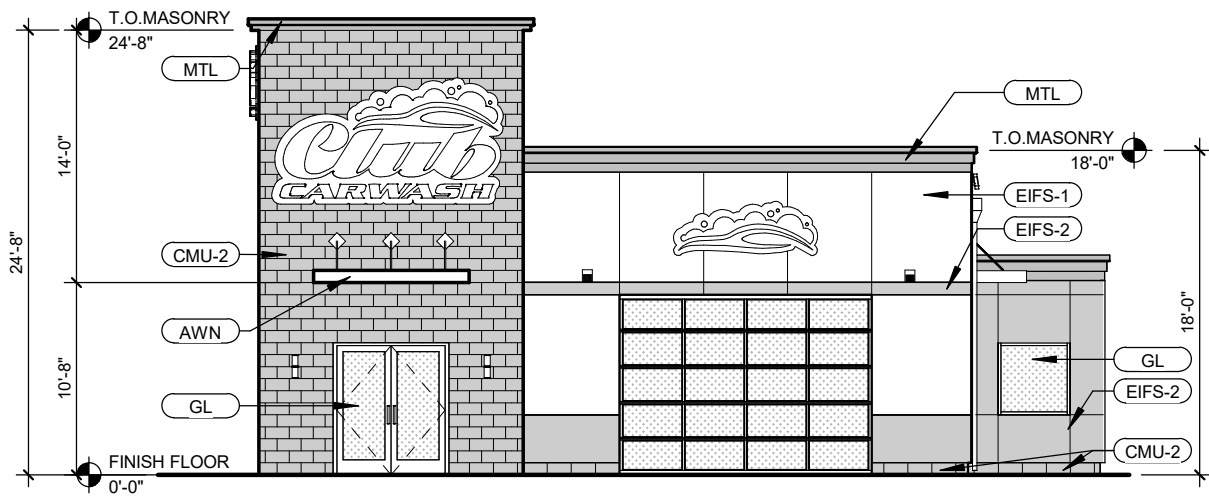
SCUPPERS, DOWNSPOUTS, AND METAL COPINGS
COLOR: Kynar Finish Matte Black



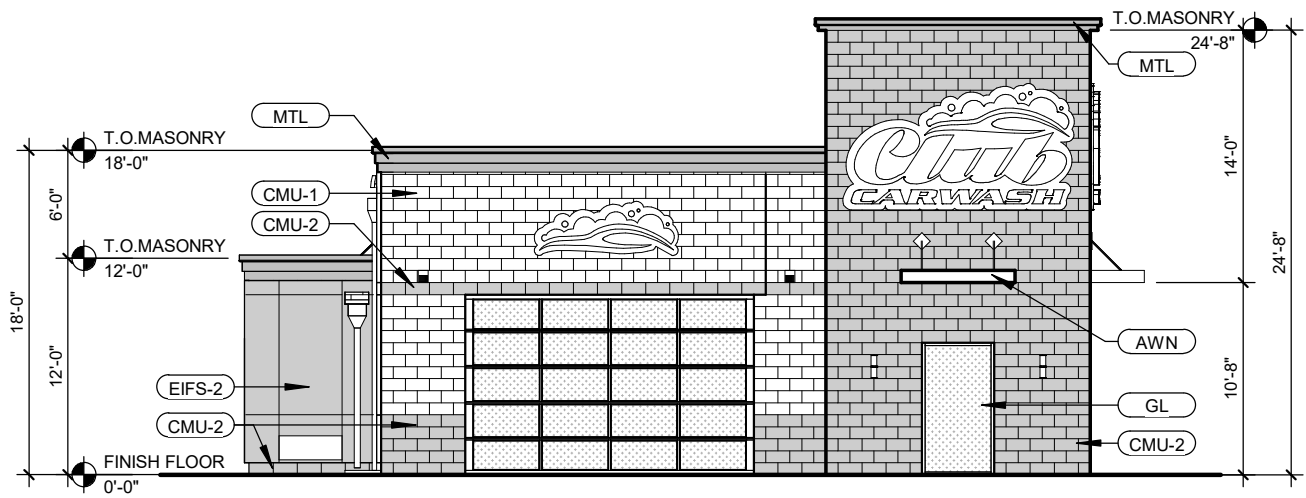
CLUB CAR WASH RENDERING



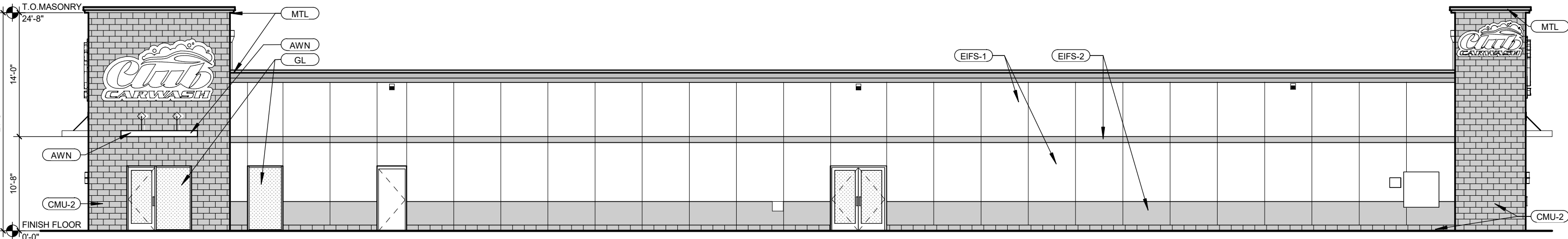
EXTERIOR MATERIAL LEGEND	
CMU-1	ARCHITECTURAL 8" CMU SMOOTH FACE BLOCK (COLOR: Ivory)
CMU-2	ARCHITECTURAL 8" CMU SPLIT FACE BLOCK (COLOR: Slate)
EIFS-1	EXTERIOR INSULATED FINISH SYSTEM (COLOR: Ivory)
EIFS-2	EXTERIOR INSULATED FINISH SYSTEM (COLOR: Slate)
GL	ALUMINUM STOREFRONT GLAZING SYSTEM 2"x4 1/2" Thermal Storefront Framing in Black Painted Aluminum, w/ 1" Insulated LOW-E Tinted Glazing Unit
AWN	PREFABRICATED PAINTED FLAT METAL AWNING (COLOR: Red)
S/DS	PREFINISHED KYNAR-COATED SHEET METAL SCUPPER AND DOWNSPOUTS (COLOR: Matte Black)
MTL	PREFINISHED KYNAR COATED METAL COPING (COLOR: Matte Black)
ROOF	SINGLE PLY EPDM OVER TAPERED INSULATION (COLOR: White)



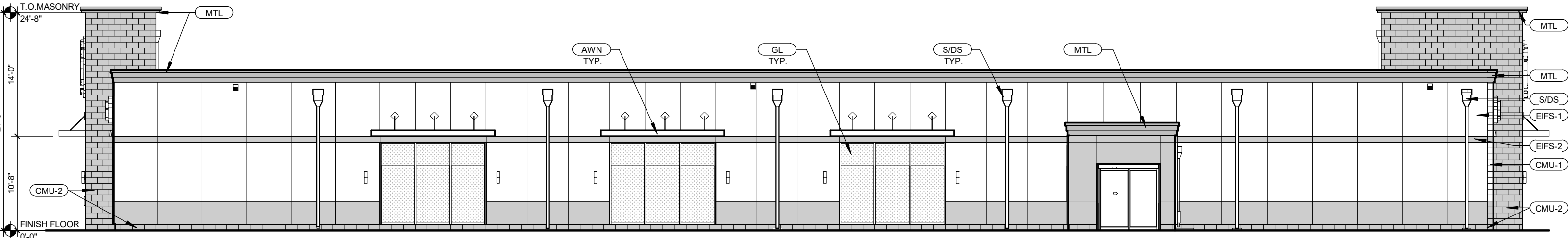
WEST ELEVATION | 3/32" = 1'-0"



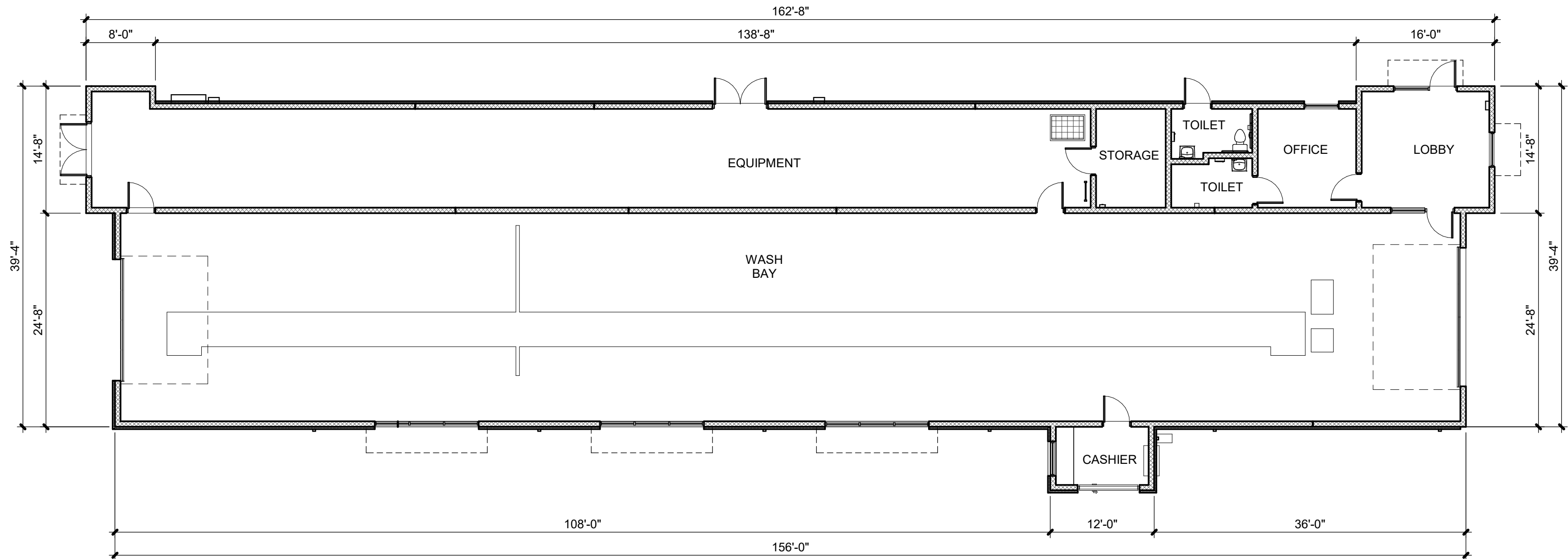
EAST ELEVATION | 3/32" = 1'-0"



NORTH ELEVATION | 3/32" = 1'-0"



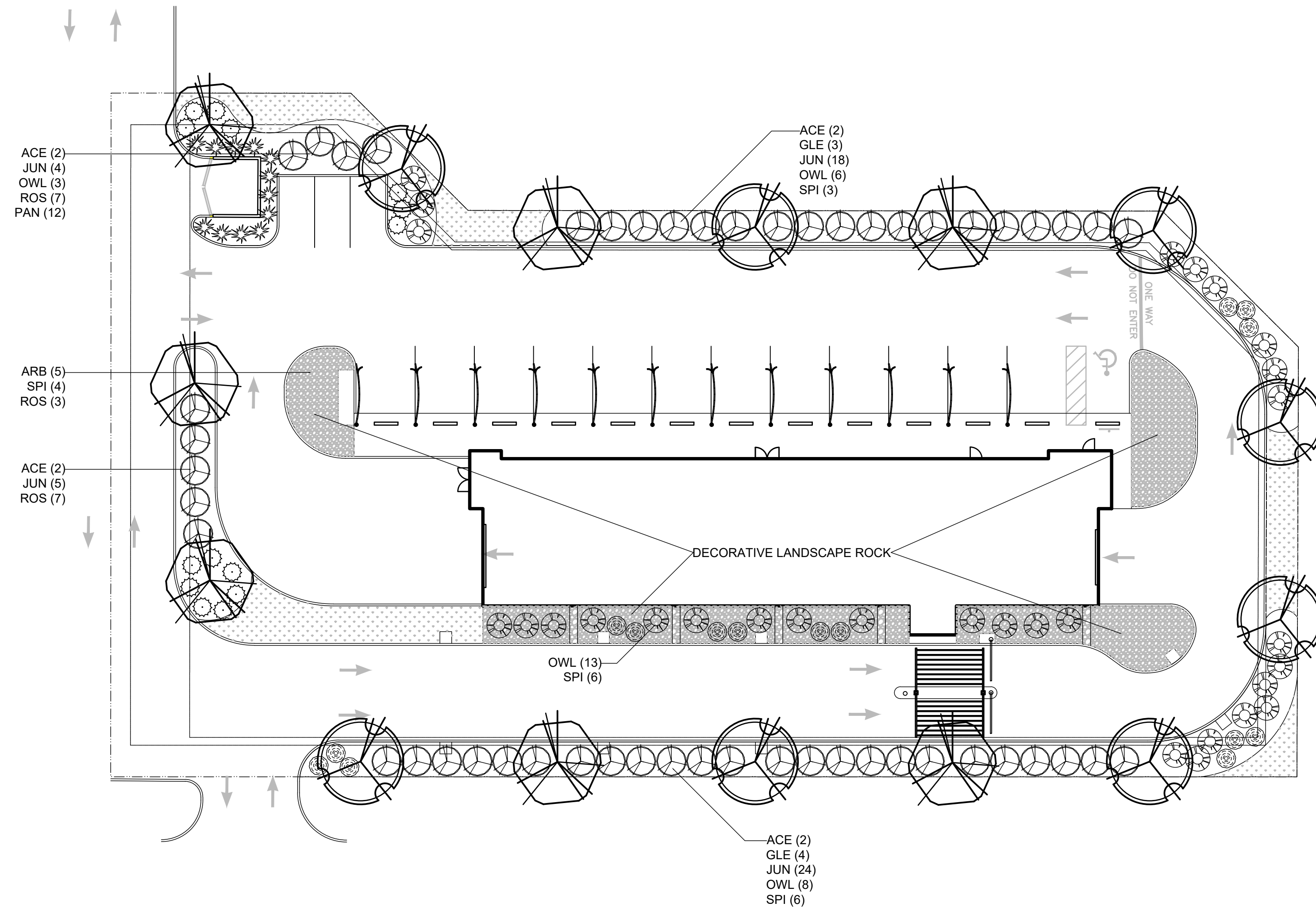
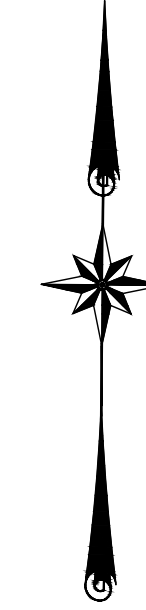
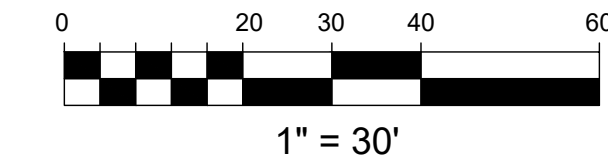
SOUTH ELEVATION | 3/32" = 1'-0"



FLOOR PLAN



LANDSCAPE PLAN



LANDSCAPE INSTALLATION NOTES:

GENERAL:

- Landscape contractor is responsible for coordinating work with general contractor to ensure the landscape scope of work doesn't interfere with existing or built conditions. They should note any discrepancies to the general contractor.
- Landscape contractor is responsible for verifying the location of underground utilities by calling their local utility marking service.
- All plant material should be inspected by Landscape Contractor prior to installation to determine overall appearance and condition. Plant material that is damaged or has clear signs of stress should be rejected.
- Quantities of material shown on plan take precedence over the specification list or legend.
- If plant substitutions are required, Landscape Contractor is responsible for submitting recommendations to the client or client's representative.

PLANTING:

- When excavating for plant pits, any excess rock or building material should be removed and replaced with specified soil mix backfill.
- All plant tags should be removed from material by landscape contractor.
- All planting beds should receive a minimum 3" deep layer of shredded hardwood mulch, unless otherwise noted.
- Edge all beds with a spade cut edge unless otherwise noted.
- All backfill around plant material rootballs should receive a soil mix of 4 parts (pulverized) topsoil to 1 part fine, organic compost.
- All wire baskets and stakes should be removed during planting.
- Cut and remove top half of burlap around rootballs and cut and remove any twine around trunk or root flare.
- All stakes and guy wires and tree wrap are to be removed no more than 1 year after installation.

PLANT SCHEDULE

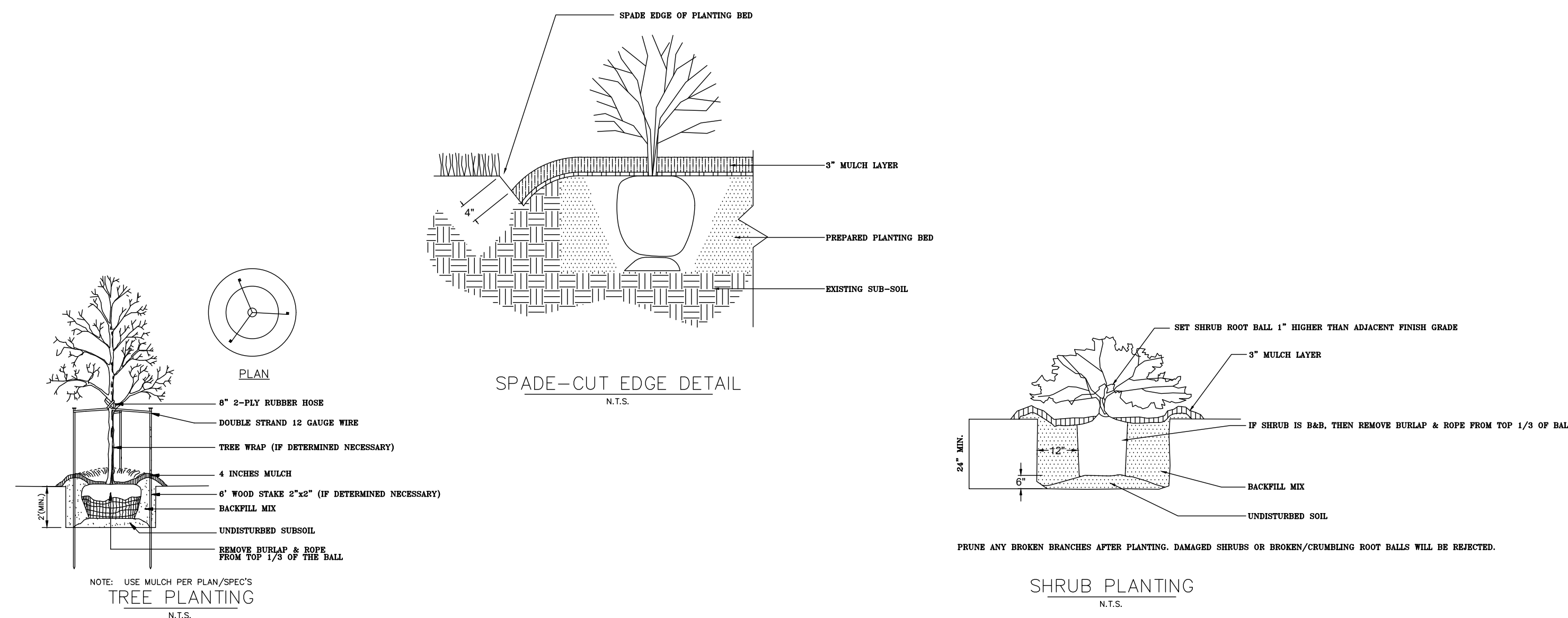
TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ACE	8	Acer rubrum 'October Glory'	2.5"
GLE	7	Gleditsia triacanthos f. inermis 'Skycole' SKYLINE	2.5"
ARB	5	Thuja occidentalis 'Smaragd' Emerald Green	6"
SHRUBS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
JUN	52	Juniperus x pfitzeriana 'Sea Green'	24"
OWL	29	Juniperus virginiana 'Grey Owl'	24"
SPI	19	Spirea japonica	24"
ROS	17	Rosa 'Meigalpio' PP #17,877	#5
PAN	12	Panicum virgatum 'Heavy Metal'	#5

PLANT LEGEND:

	MAPLE 'OCTOBER GLORY'
	HONEYLOCUST 'SKYLINE'
	ARBORVITAE 'EMERALD GREEN'
	JUNIPER 'SEA GREEN'
	JUNIPER 'GREY OWL'
	SPIREA, JAPONICA
	ROSE 'RED DRIFT'
	SWITCH GRASS 'HEAVY METAL'

LANDSCAPE REQUIREMENTS:

- ONE (1) DECIDUOUS SHADE TREE OR ORNAMENTAL TREE SHALL BE PLANTED FIFTY (50) FEET ON CENTER.
- A TWO (2) TO THREE (3) FOOT HIGH EVERGREEN ROW SHALL BE PROVIDED ACROSS 80% OF THE FRONTAGE OF THE PARKING LOT EXCLUDING DRIVEWAYS TO PROVIDE AN OPAQUE SCREEN



Club Car Wash
 1920 E. Longview Drive
 Appleton, Wisconsin 54911

This drawing is conceptual and is only to be used as a guide for construction. The completed project may differ from this plan in appearance and dimension.

This drawing is the instrument of service and the intellectual property of Elevate Outdoor. This plan is not to be reproduced, changed, or copied in any manner, nor is it to be assigned to any third party. Use of this plan or any of its elements without written permission and consent of Elevate Outdoor is expressly prohibited.

Drawing Completed:
 7-18-2022
 7-21-2022

Landscape Plan



Specifications

EPA: 1.01 ft (0.31m)

Length: 33" (0.84m)

Width: 13" (0.33m)

Height H1: 21.12" (0.53m)

Height H2: 3.12" (0.08m)

Weight (max): 27 lbs (12.3kg)

Introduction

The modern styling of the D-Series is striking yet unobtrusive - making a bold, progressive statement even as it blends seamlessly with its environment. The D-Series distills the benefits of the latest in LED technology into a high performance, high efficacy, long-life luminaire.

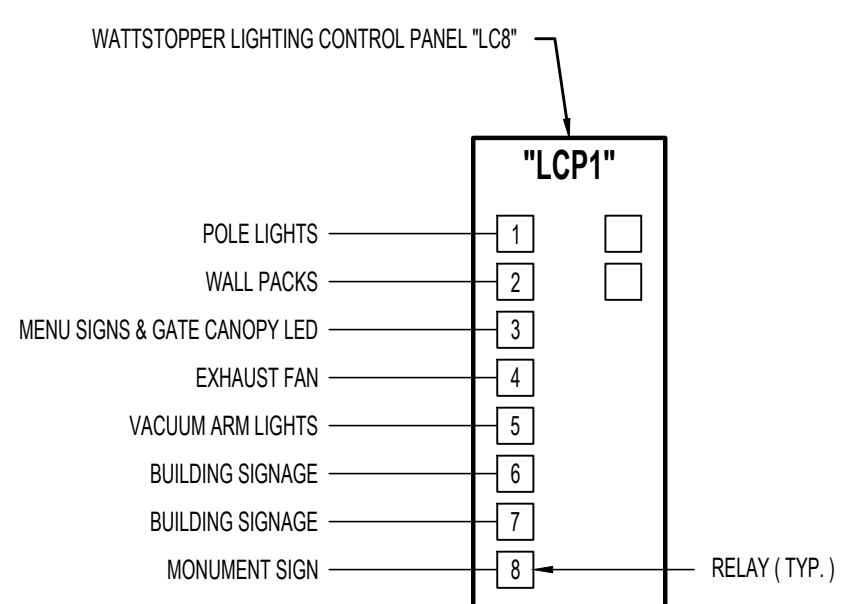
The outstanding photometric performance results in sites with excellent uniformity, greater pole spacing and lower power density. It is ideal for replacing up to 750W metal halide in pedestrian and area lighting applications with typical energy savings of 65% and expected service life of over 100,000 hours.

EXTERIOR LIGHT FIXTURE SCHEDULE												
MARK	MANUFACTURER*	MODEL NO.*	TYPE	VOLTS	AMPS	WATTS	LUMENS	CCT (°K)	CRI	LAMPS	MOUNTING	REMARKS
F1	LITHONIA	DSX1 LED P2 40K T3M MVOLT DBLXD	POLE LIGHT	277	0.25	70	9,235	4000	70	LED	POLE	WITH BLACK 20'-0" SQUARE STRAIGHT STEEL POLE
F2	LITHONIA	DSX1 LED P3 40K BLC MVOLT DBLXD	POLE LIGHT	277	0.37	102	10,309	4000	70	LED	POLE	WITH BLACK 20'-0" SQUARE STRAIGHT STEEL POLE
WP1	LITHONIA	DSXW1 LED 20C 1000 40K T2M MVOLT DBLXD	WALL PACK	277	0.26	73	7,373	4000	70	LED	WALL	
WP2	LITHONIA	DSXW1 LED 20C 1000 40K T1M MVOLT DBLXD	WALL PACK	277	0.26	73	7,711	4000	70	LED	WALL	

* OR EQUAL

Ordering Information EXAMPLE: DSX1 LED P7 40K T3M MVOLT SPA NLTAR2 PIRHN DBDXD

Series	LEDs	Color temperature	Distribution	Voltage	Mounting	Control Options
DSX1 LED	Forward optics P1 P4 P7 P2 P5 P8 P3 P6 P9	30K 3000K 40K 4000K 50K 5000K	T15 Type-I short T25 Type-II short T2M Type-I medium T3M Type-II medium T3S Type-II short T3M Type-II medium T3TM Forward throw medium	T15 Type-I very short T25 Type-II short T2M Type-I medium T3M Type-II medium BLC backlight control LCO left corner cast RCD right corner cast	MVOLT 120V 400V 120V 208V 277V 347V 480V	Shipped included SPA Square pole mounting RWA Round pole mounting WBA Wall bracket SPUMA Square universal mounting adaptor RUMA Round universal mounting adaptor KWAR DDBXD Mount arm mounting/bracket adaptor (specify finish)



LIGHTING CONTROL PANEL SCHEDULE			PANEL NO. - LCP1
RELAY #	VERRIDE SWITCH	OPERATIONAL SCHEDULE	
1	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
2	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
3	NO	SET TO RUN DURING OCCUPIED HOURS	
4	NO	SET TO RUN DURING OCCUPIED HOURS	
5	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK & SET TO TURN OFF 1 HR. AFTER CLOSING	
6	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
7	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
8	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	

NOTE: VERIFY LIGHTING OPERATION SCHEDULE WITH OWNER.

LIGHTING CONTROL PANEL DETAIL

SITE LIGHTING GENERAL NOTES

- MAX / MIN RATIOS CALCULATED PER LIGHTING ORDINANCES, BASED ON 95% OF POINTS, LOWER & UPPER 2.5% EXCLUDED.
- POLE LOCATIONS, LIGHT FIXTURES AND FIXTURE MOUNTING HEIGHTS HAVE BEEN CAREFULLY SELECTED IN ORDER TO MEET REQUIRED LIGHTING LEVELS. ANY REQUESTED CHANGES MUST BE IN WRITING TO THE ENGINEER AND ACCOMPANIED BY A PHOTOMETRIC PLAN INDICATING THE COMPLIANCE WITH THE OWNERS AND THE LOCAL ORDINANCE LIGHTING REQUIREMENTS. CHANGES MUST BE APPROVED IN WRITING BY THE ENGINEER. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE CONTRACTOR REPLACING OR RELOCATING FIXTURES AND/OR POLES AT THEIR EXPENSE.



Specifications

Width: 13-3/4" (0.34m)

Depth: 10" (0.25m)

Height: 6-3/8" (0.16m)

Weight: 12 lbs (5.4kg)

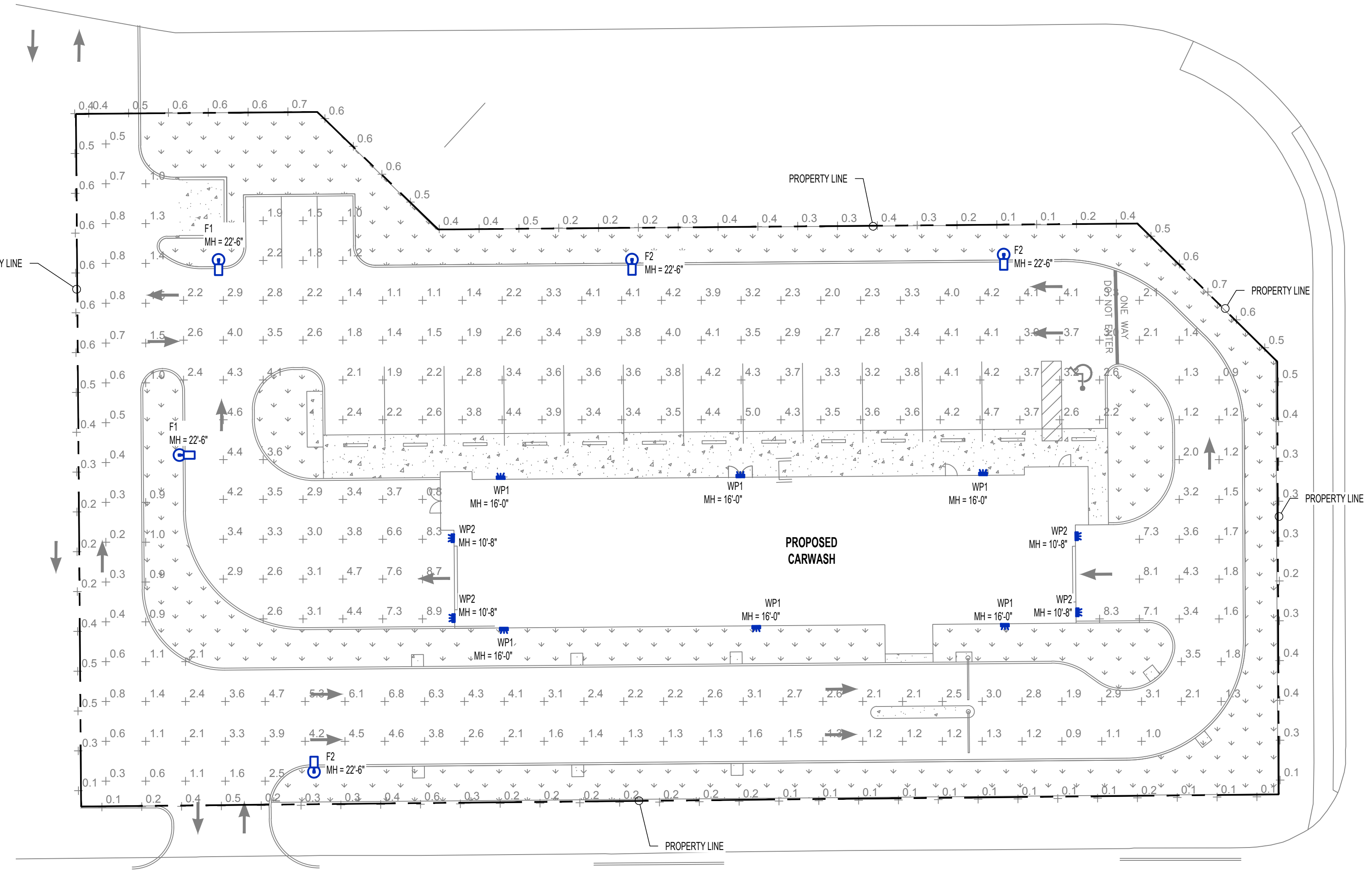
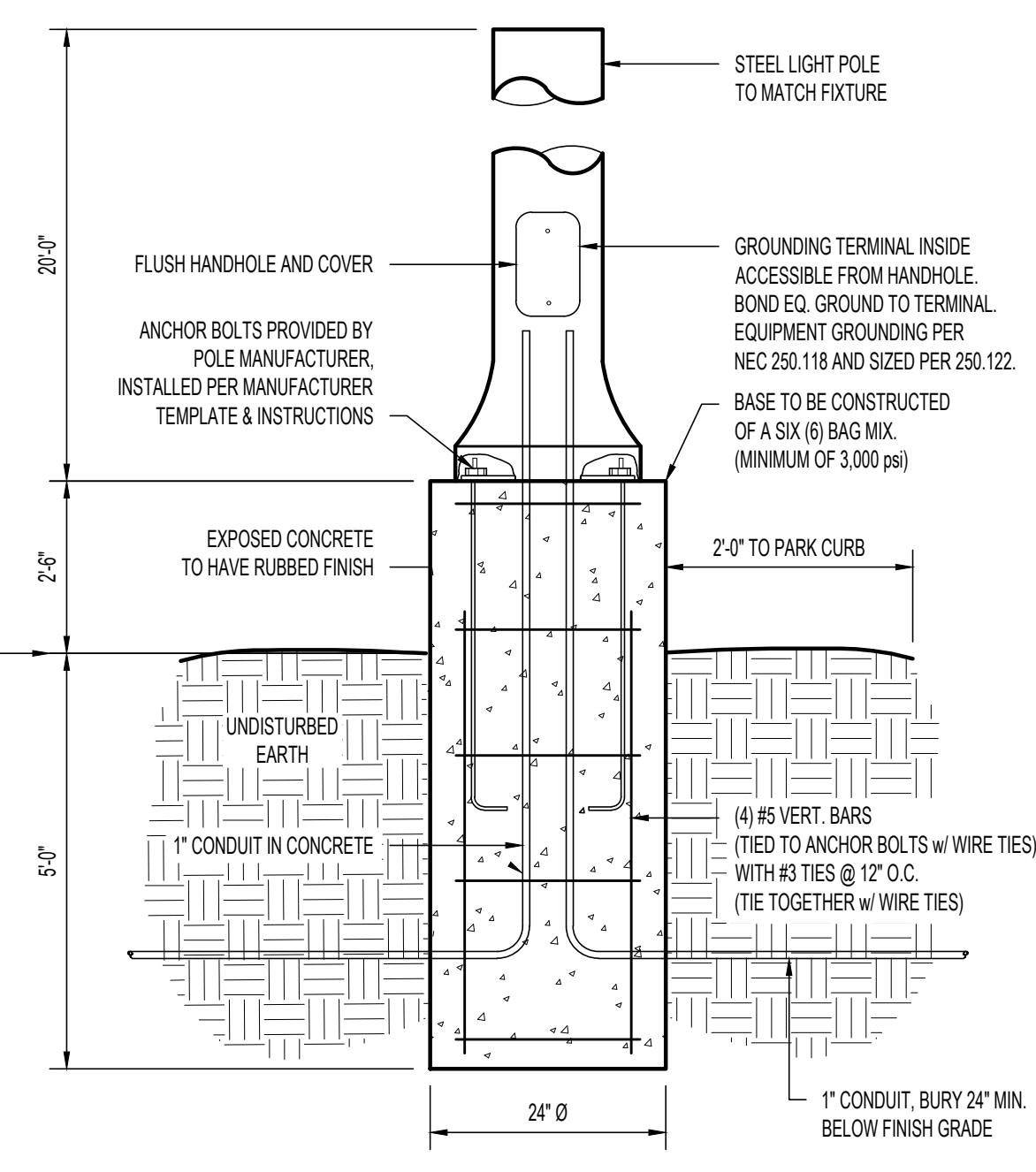
Introduction

The D-Series Wall luminaire is a sleek, fully integrated LED solution for building-mount applications. It features a sleek, modern design and is carefully engineered to provide long-lasting, energy-efficient lighting with a variety of optical and control options for customized performance.

With an expected service life of over 20 years of nighttime use and up to 74% in energy savings over comparable 250W metal halide luminaires, the D-Series Wall is a reliable, low-maintenance lighting solution that produces sites that are exceptionally illuminated.

Ordering Information EXAMPLE: DSXW1 LED 20C 1000 40K T3M MVOLT DBDXD

Series	LEDs	Drive Current	Color temperature	Distribution	Voltage	Mounting	Control Options
DSXW1 LED	10C 10 LEDs (0.1W) 20C 20 LEDs (0.2W) 30C 30 LEDs (0.3W)	350 350 mA 700 700 mA 1050 1050 mA (1 A)	30K 3000K 40K 4000K 50K 5000K	T25 Type-I short T3M Type-I medium T3S Type-II short T3M Type-II medium T3TM Forward throw medium	120V 208V 277V 347V 480V	Shipped included PE Phoswich exit, button type DAG 0-10V dimming w/ pull-out outside fixture (for use with external control system separately) LCO Left corner cast RCD Right corner cast MVA Medium ambient light sensor, 15-30' range MVA-M Medium ambient light sensor, 15-30' range MVA-L Low ambient light sensor, 15-30' range MVA-H High ambient light sensor, 15-30' range MVA-V Very high ambient light sensor, 15-30' range MVA-MV Medium ambient light sensor, 15-30' range MVA-MV-M Medium ambient light sensor, 15-30' range MVA-MV-L Low ambient light sensor, 15-30' range MVA-MV-H High ambient light sensor, 15-30' range MVA-MV-V Very high ambient light sensor, 15-30' range	



THE PROFESSIONAL ENGINEER'S SEAL ON THIS DRAWING HAS BEEN AFFIXED. IN AFFIXING THIS SEAL, THE ENGINEER TAKES RESPONSIBILITY FOR THE WORK SHOWN ON THIS DRAWING ONLY, AND HEREBY DISCLAIMS ANY AND ALL RESPONSIBILITY FOR OTHER PROJECT DRAWINGS NOT DIRECTLY BEARING THIS SEAL.

PRELIMINARY NOT INTENDED FOR CONSTRUCTION

SARAH N. KRIETE, P.E. XXX XX, 2022 48756-6 WI Certificate of Authority #4931



912 Oak 63 South • Columbia, MO 65201 PH: 672.875.4365

PROJECT NO: COL21122 DESIGNED BY: SNK
DRAWN BY: SNK CHECKED BY: SNK

PROJECT: CLUB CARWASH

LONGVIEW RD APPLETON, WI

SHEET TITLE: SITE PHOTOMETRIC PLAN

SHEET NUMBER

MEP3

NOTICE OF INFORMAL PUBLIC HEARING
OF THE
APPLETON CITY PLAN COMMISSION

Dear property owner(s):

The City of Appleton Plan Commission will conduct an Informal Public Hearing on Wednesday, August 24, 2022, at 3:30 P.M., or as soon thereafter as can be heard, in Common Council Chambers, 6th Floor, City Hall, 100 North Appleton Street for the following proposed rezoning request:

COMMON DESCRIPTION:

1430 North Ballard Road (Tax Id #31-1-5207-00), including the adjacent one-half (½) right-of-way of N. Ballard Road

Rezoning Request: A rezoning request has been initiated by the owner/applicant, Event Production Systems, in the matter of amending Chapter Twenty-three (Zoning Ordinance) of the Municipal Code of the City of Appleton for the above-described real estate, which is currently zoned M-2 General Industrial District. The owner proposes to rezone the property to C-2 General Commercial District (see attached maps). The C-2 District is intended to provide for businesses which serve city and regional markets; provide goods and services to other businesses, as well as consumers, provide services to automobiles and serve the traveling public.

Purpose of the Request: The owner/applicant is seeking this request to facilitate expanding the existing parcel by purchasing additional land to the south. The rezoning is needed so both parcels have consistent zoning designations. The additional land area will provide more parking for the subject business.

ALDERMANIC DISTRICT: 2 – Alderperson Vered Meltzer

You are being notified as a policy of the City of Appleton Community and Economic Development Department. All persons interested are invited to attend this meeting and will be given an opportunity to be heard. Feedback can also be shared with Plan Commission members via written letter, email, or phone call. The Plan Commission makes a recommendation to the Common Council who makes the final decision on the matter.

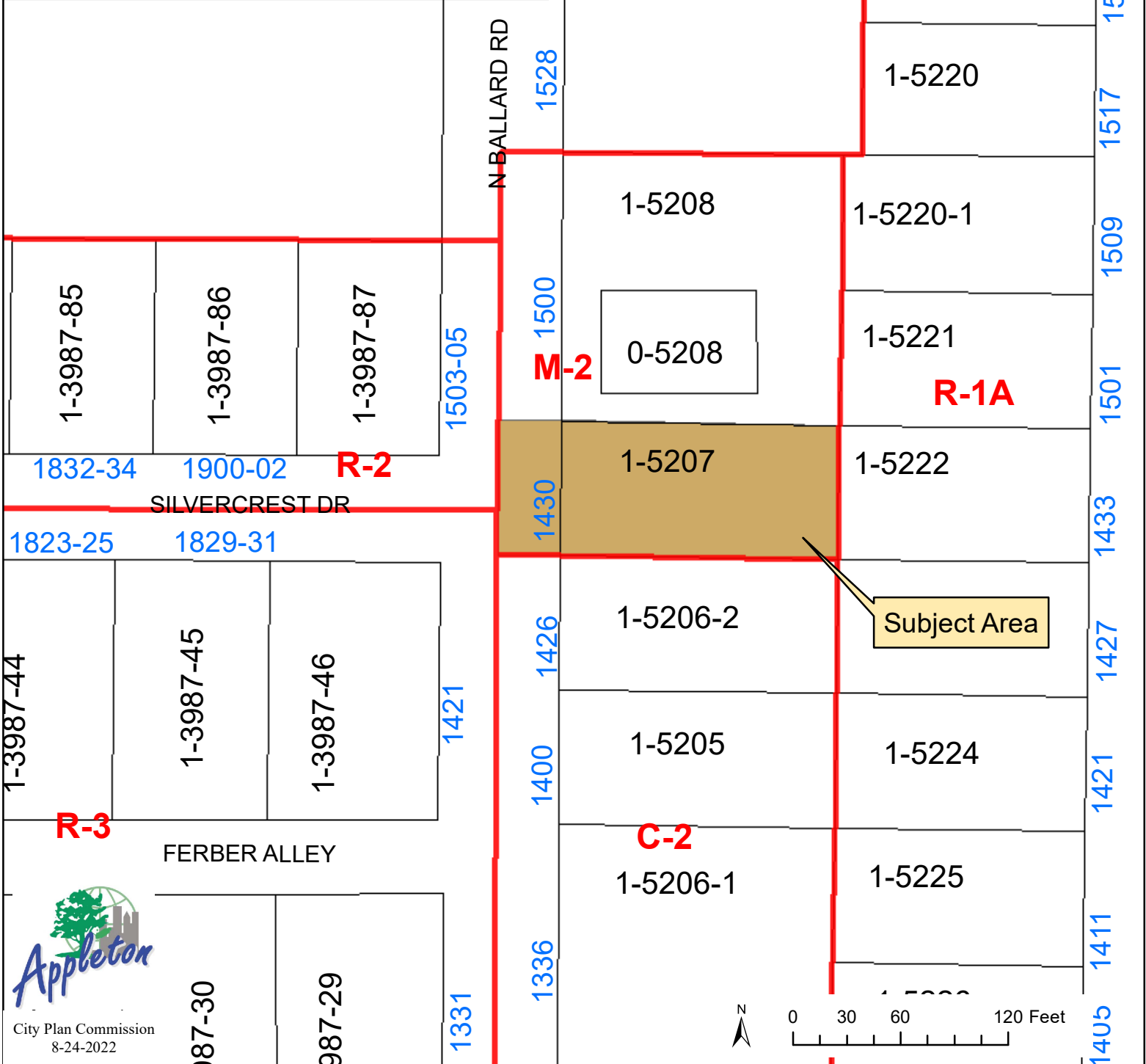
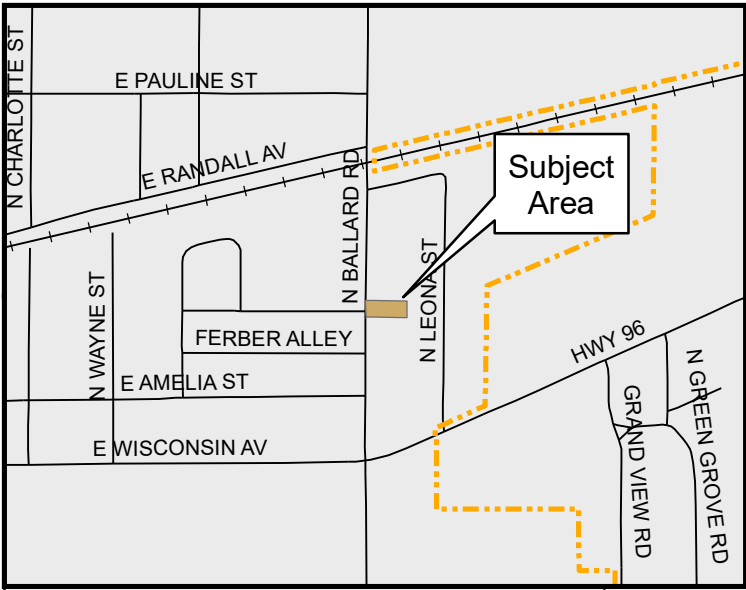
Any questions regarding this matter should be directed to Jessica Titel, Principal Planner, in the Community and Economic Development Department at 920-832-6476 or by email at jessica.titel@appleton.org.

CITY PLAN COMMISSION

COMMUNITY & ECONOMIC DEVELOPMENT
CITY HALL - 100 NORTH APPLETON STREET
APPLETON, WISCONSIN 54911-4799
920-832-6468

Reasonable accommodations for persons with disabilities will be made upon request and if feasible.

Event Production Systems
 Rezoning
 M-2 General Industrial District to C-2
 General Commercial District
 Zoning Map



Event Production Systems
Rezoning
M-2 General Industrial District to C-2
General Commercial District
Aerial Map



Subject Area

N BALLARD RD

N LEONA ST

SILVERCREST DR

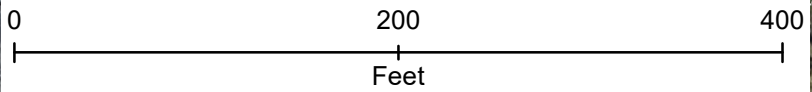
FERBER ALLEY

E AMELIA ST

ONSIN AV



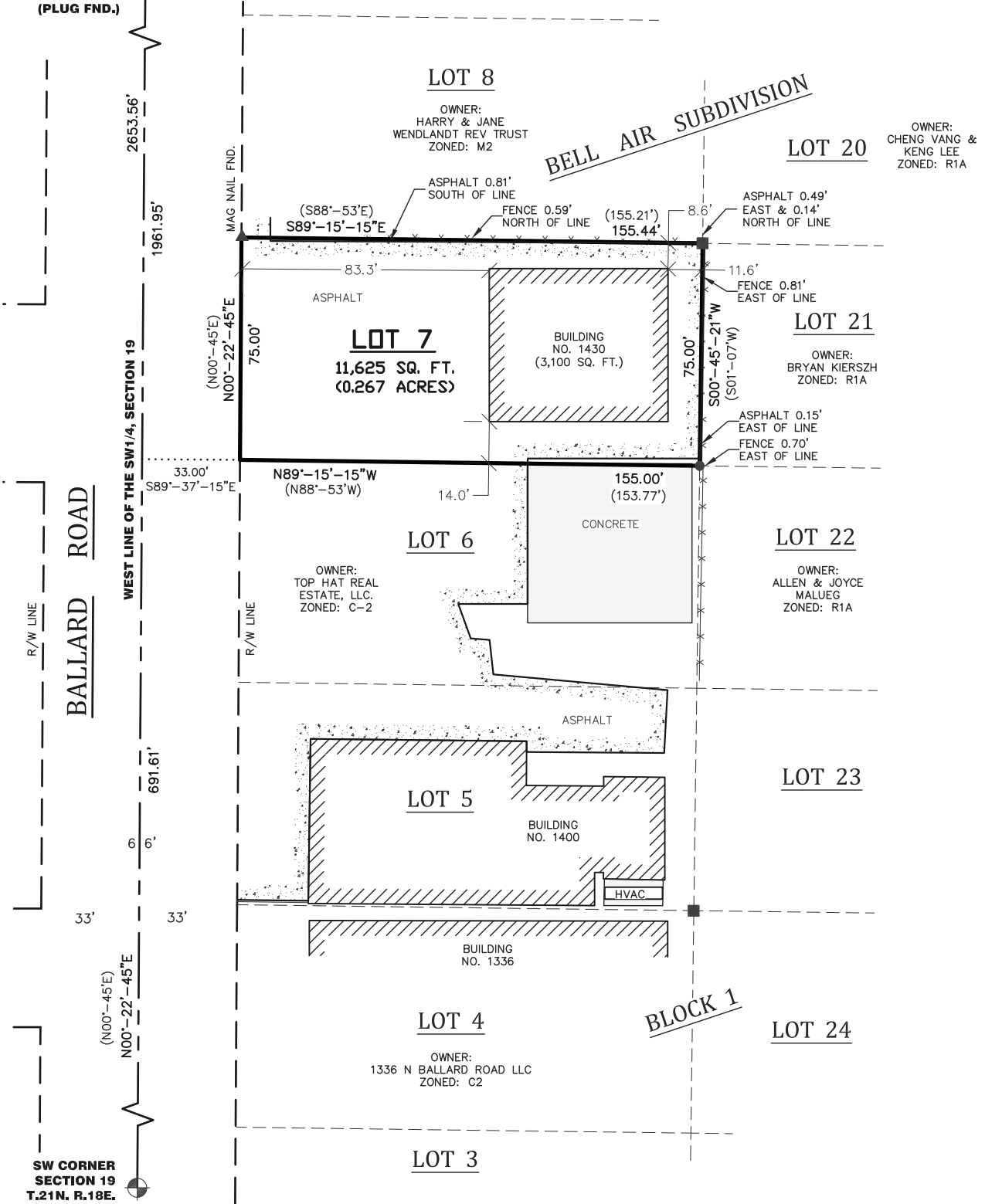
City Plan Commission
8-24-2022



REZONING EXHIBIT MAP

LOT 7, BLOCK 1, BELL AIR SUBDIVISION, BEING PART OF THE SW1/4 OF THE SW1/4, SECTION 19, T.21N., R.18E., CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN

W1/4 CORNER SECTION 19
T.21N. R.18E.
(PLUG FND.)

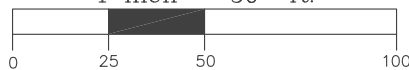


SW CORNER SECTION 19
T.21N. R.18E.
(PLUG FND.)

-LEGEND-

- = 1" IRON PIPE FOUND
- = 3/4" REBAR FOUND
- ⊕ = COUNTY MONUMENT FOUND
- () = RECORDED INFORMATION
- x---x---x---x--- = EXISTING FENCE

GRAPHIC SCALE
1 inch = 50 ft.



SURVEY NOTES:

-THE INTENT OF THIS EXHIBIT IS TO DEPICT LANDS TO BE REZONED FROM M-2 GENERAL INDUSTRIAL DISTRICT TO C-2 GENERAL COMMERCIAL DISTRICT.

-PROPERTY OWNER: ONSTAGE AUDIO, LLC. - C/O MELVIN KOHL

-PROPERTY ADDRESS: 1430 N. BALLARD RD. APPLETON, WI 54911

BEARINGS REFERENCED TO THE OUTAGAMIE COUNTY COORDINATE SYSTEM AND THE WEST LINE OF THE SW1/4, SECTION 19, T.21N., R.18E., WHICH BEARS: N00°-22'-45"E (N00°-45"E)

MERIDIAN SURVEYING, LLC

N9637 Friendship Drive Kaukauna, WI 54130
Office: 920-993-0881 Fax: 920-273-6037

DRAWN BY: J.B.
CHECKED BY: S.C.D.
JOB NO.: 13654

FIELD WORK DATE: 4-26-22
FIELD BOOK: X
SHEET 1 OF 1

SURVEYED FOR:
DAN NELESSEN
W3044 BROADWAY DRIVE
FREEDOM, WI 54913

PARCEL ID:
311520700
DEED:
DOC. NO. 2006548



REPORT TO CITY PLAN COMMISSION

Plan Commission Public Hearing Date: August 24, 2022

Common Council Meeting Date: September 7, 2022

Item: Special Use Permit #9-22 for a car wash

Case Manager: Don Harp, Principal Planner

GENERAL INFORMATION

Owner: Best Ventures, LLC – Ryan Schaumberg

Applicant: Michael Leidig – Robert E. Lee & Associates

Address/Parcel #: 1920 East Longview Drive (Tax Id #31-1-6550-08)

Petitioner's Request: The applicant is requesting a Special Use Permit to demolish an existing car wash (3,692 square foot building) and construct a new, larger car wash (6,044 square foot building) which will include an outdoor area with self-service vacuums.

BACKGROUND

The subject parcel is developed with a car wash (Special Use Permit #2-87) known as Best Car Wash which is currently in operation. Special Use Permit #2-87 was amended to allow for an 832 square foot car wash addition by the Plan Commission on October 11, 1999. The current car wash building is 3,692 square feet.

The 832 square foot car wash addition was constructed pursuant to Site Plan #99-50 approved by staff on November 10, 1999.

The subject parcel was rezoned from C-2 General Commercial District to PD/C-2 Planned Development General Commercial District pursuant to PD Rezoning #14-06 for a Walgreen's store with a drive-thru pharmacy. This development did not occur.

The subject parcel was rezoned from PD/C-2 Planned Development General Commercial District #14-06 to C-2 General Commercial District pursuant to Rezoning #7-08.

The original lot area of the subject site was 30,261.50 square feet. The subject parcel increased in size to 44,900 square feet pursuant to Lot Line Adjustment #1-16.

STAFF ANALYSIS

Project Summary: The applicant proposes to demolish the existing car wash (Best Car Wash) and construct a car wash with an outdoor area with self-service vacuums on the subject site called Club Car Wash as shown on the attached development plans. The proposed development includes the following:

- The existing building will be demolished.

Special Use Permit #9-22

August 24, 2022

Page 2

- A 6,044 square foot automated car wash building with a single service bay.
- The car wash stacking spaces for 16 vehicles are located along the south side of the proposed building extending from the driveway entrance along East Longview Drive to cashiers' station by the proposed canopy.
- Two existing driveway entrances along East Longview Drive that are closet to Ballard Road will be closed.
- 12 proposed outdoor self-service vacuum stations.
- Energy efficient LED light fixtures for all exterior lighting.
- Indoor bicycle parking.
- Green space/landscaping areas equaling 25.1%.
- Utilizing a water reclamation system.
- Drying system located on the west side of the building.
- Proposed hours of operation are from 7:00 a.m. to 7:00 p.m./8:00 p.m. Monday thru Saturday and 8:00 a.m. to 7:00 p.m./8:00 p.m. on Sunday.

Operational Information: A plan of operation is attached to the staff report.

Existing Site Conditions: See background section.

Surrounding Zoning and Land Uses: The surrounding area is under the jurisdiction of the City of Appleton (north, south, east, and west). The site is adjacent on all sides by existing commercial development. The nearest residential use is a Treyton Oaks Apartments which is approximately 315 feet south of the car wash site.

North: C-2 General Commercial District. The adjacent land use to the north is a mix of commercial uses (professional services and office).

South: C-2 General Commercial District. The adjacent land use to the south is Community First Credit Union.

East: R-1B Single-family District and C-2 General Commercial District. The adjacent land uses to the east are a drainage corridor and Pick-N-Save grocery store.

West: C-2 General Commercial District. The adjacent land use to the west is MJI Building Services.

Appleton Comprehensive Plan 2010-2030: Community and Economic Development staff has reviewed this proposal and determined it is compatible with the Commercial designation shown on the City's *Comprehensive Plan 2010-2030* Future Land Use Map. Listed below are related excerpts from the City's *Comprehensive Plan 2010-2030*.

Goal 1 – Community Growth

Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.

Special Use Permit #9-22
August 24, 2022
Page 3

Goal 8 – Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

OBJECTIVE 9.4 Economic Development:

Ensure the continued vitality of downtown and the City's neighborhood commercial districts.

Current Zoning and Procedural Findings: The subject property has a zoning designation of C-2 General Commercial District. Per Section 23-113(e) of the Municipal Code, a car wash requires a Special Use Permit in the C-2 District. The Plan Commission makes a recommendation to the Common Council who will make the final decision on the Special Use Permit. A two-thirds vote of the Common Council is required for approval.

Zoning Ordinance Requirements and Substantial Evidence: When reviewing an application for a Special Use Permit, the City must determine if the applicant's proposal satisfies Municipal Code requirements and conditions. Pursuant to Section 23-66(c)(5) of the Municipal Code, the Plan Commission and Common Council must provide substantial evidence supporting their decision to approve, approve with conditions, or deny the Special Use Permit. Substantial evidence means "facts and information, other than merely personal preferences or speculation, directly pertaining to the requirements and conditions an applicant must meet to obtain a Special Use Permit and that reasonable persons would accept in support of a conclusion." Any requirements and conditions listed for approval must be reasonable, and to the extent practicable, measurable.

Finding of Fact: This request was reviewed in accordance with the standards for granting a Special Use Permit under Section 23-66(e)(1-8) of the Municipal Code: (1. *proper zoning district:* C-2 zoning allows car washes as a special use permit, 2. *zoning district regulations:* all applicable requirements will be verified as part of the site plan review and approval process, see condition #2, 3. *special regulations:* not applicable to car washes, 4. *consistent with comprehensive plan and other plans:* yes, see above analysis, 5. *traffic:* the car wash will be served by two existing driveway entrances to allow vehicles to enter and leave the site, no concerns submitted by traffic engineer, 6. *landscaping and screening:* the proposed project proposes landscaping enhancements consistent with zoning ordinance standards and will be verified as part of the site plan review approval process, see condition #2, 7. *neighborhood compatibility:* the proposed use provides service and is located in proximity to existing commercial and two/multi-family uses, and 8. *impact on services:* the City has existing utilities, services and equipment in place to serve this proposed use). These standards were found in the affirmative, as long as all stipulations are satisfied.

Technical Review Group (TRG) Report: This item appeared on the August 2, 2022 TRG agenda. No negative comments were received from participating departments.

RECOMMENDATION

Staff recommends, based on the above, that Special Use Permit #9-22 for a car wash located at 1920 East Longview Drive (Tax Id #31-1-6550-08), as shown on the attached materials and per attached plan of operation, along with the attached resolution, **BE APPROVED** to run with the land, subject to the following conditions:

1. The owner shall have twelve (12) months from the issuance of the Special Use Permit to obtain a building permit and/or occupancy permit for the proposed carwash or Special Use Permit #9-22 will expire pursuant to Sections 23-66 (f)(1) b. and c. of the Zoning Ordinance.

Substantial Evidence: Standardized condition to ensure the use is established in a timely manner. This condition will not be applicable when the building permit and/or occupancy permit is issued.

2. Prior to the construction of the carwash and building permits being issued, site plan review and approval is required, pursuant to Section 23-570 of the Municipal Code.

Substantial Evidence: This condition provides notice to the owner and applicant that they are required to receive site plan approval from the Community and Economic Development Department prior to receiving building permits from the Inspection Division for the project pursuant to Section 23-570(e)4) of the Zoning Ordinance.

3. All Zoning, Building, Fire, Engineering, Utility, Noise and other Municipal Codes, and all applicable State and Federal laws shall be complied with.

Substantial Evidence: This condition assures the applicant understands they must follow the City's Municipal Code and all applicable State and Federal laws which they are required to follow while conducting business in the City; failure to follow City, State and Federal regulations may result in enforcement action pursuant to Sections 1-16, 1-17, 23-66(f)(5) and 23-69 of the Municipal Ordinance.

4. Any future expansions of the carwash, changes to the development plans, plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community and Economic Development Department to discuss any proposed changes.

Substantial Evidence: Standardized condition that establishes parameters for the current application and identifies the process for review of any future changes to the special use.

**CITY OF APPLETON
RESOLUTION FOR SPECIAL USE PERMIT #9-22
CAR WASH
1920 EAST LONGVIEW DRIVE**

WHEREAS, Michael Leidig – Robert E. Lee & Associates, on behalf of Club Car Wash has applied for a Special Use Permit for a car wash located at 1920 East Longview Drive, also identified as Parcel Number 31-1-6550-08; and

WHEREAS, the location for the proposed car wash is located in the C-2 General Commercial District, and the proposed use may be permitted by Special Use Permit within this zoning district pursuant to Chapter 23 of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission held a public hearing on August 24, 2022 on Special Use Permit #9-22, at which all those wishing to be heard were allowed to speak or present written comments and other materials at the public hearing; and

WHEREAS, the City of Appleton Plan Commission has reviewed and considered the Community and Economic Development Department’s staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for granting a Special Use Permit under Sections 23-66(e)(1-8) of the Municipal Code; and

WHEREAS, the City of Appleton Plan Commission reviewed the standards for imposing conditions on the Special Use Permit under Section 23-66(c)(5) of the Municipal Code, and forwarded Special Use Permit #9-22 to the City of Appleton Common Council with a favorable conditional or not favorable (CIRCLE ONE) recommendation; and

WHEREAS, the City of Appleton Common Council has reviewed the report and recommendation of the City of Appleton Plan Commission at their meeting on September 7, 2022.

NOW, THEREFORE, BE IT RESOLVED, DETERMINED AND ORDERED by the Common Council, based on Community and Economic Development Department’s staff report and recommendation, as well as other spoken and written evidence and testimony presented at the public hearing and Common Council meeting, and having considered the recommendation of the City Plan Commission, that the Common Council:

1. Determines all standards listed under Sections 23-66(e)(1-8) of the Municipal Code are found in the affirmative YES or NO (CIRCLE ONE)
2. If NO, the City of Appleton Common Council hereby denies Special Use Permit #9-22 for a car wash located at 1920 East Longview Drive, also identified as Parcel Number 31-1-6550-08, based upon the following standards and determinations: (List reason(s) why the Special Use Permit was denied)
3. If YES, the City of Appleton Common Council hereby approves Special Use Permit #9-22 for a car wash located at 1920 East Longview Drive, also identified as Parcel Number 31-1-6550-08, subject to the

following conditions as they are related to the purpose of the City of Appleton Municipal Code and based on substantial evidence:

CONDITIONS OF APPROVAL FOR SPECIAL USE PERMIT #9-22

- A. The owner shall have twelve (12) months from the issuance of the Special Use Permit to obtain a building permit and/or occupancy permit for the proposed carwash or Special Use Permit #9-22 will expire pursuant to Sections 23-66 (f)(1) b. and c. of the Zoning Ordinance.
 - B. Prior to the construction of the carwash and building permits being issued, site plan review and approval is required, pursuant to Section 23-570 of the Municipal Code.
 - C. All Zoning, Building, Fire, Engineering, Utility, Noise and other Municipal Codes, and all applicable State and Federal laws shall be complied with.
 - D. Any future expansions of the carwash, changes to the development plans, plan of operation or any conditions of approval may require a major or minor amendment request to this Special Use Permit pursuant to Section 23-66(g) of the Zoning Ordinance. Contact the Community and Economic Development Department to discuss any proposed changes.
4. The City Clerk’s Office is hereby directed to give a copy of this resolution to the owner/applicant, Community and Economic Development Department, Inspections Division, and any other interested party.

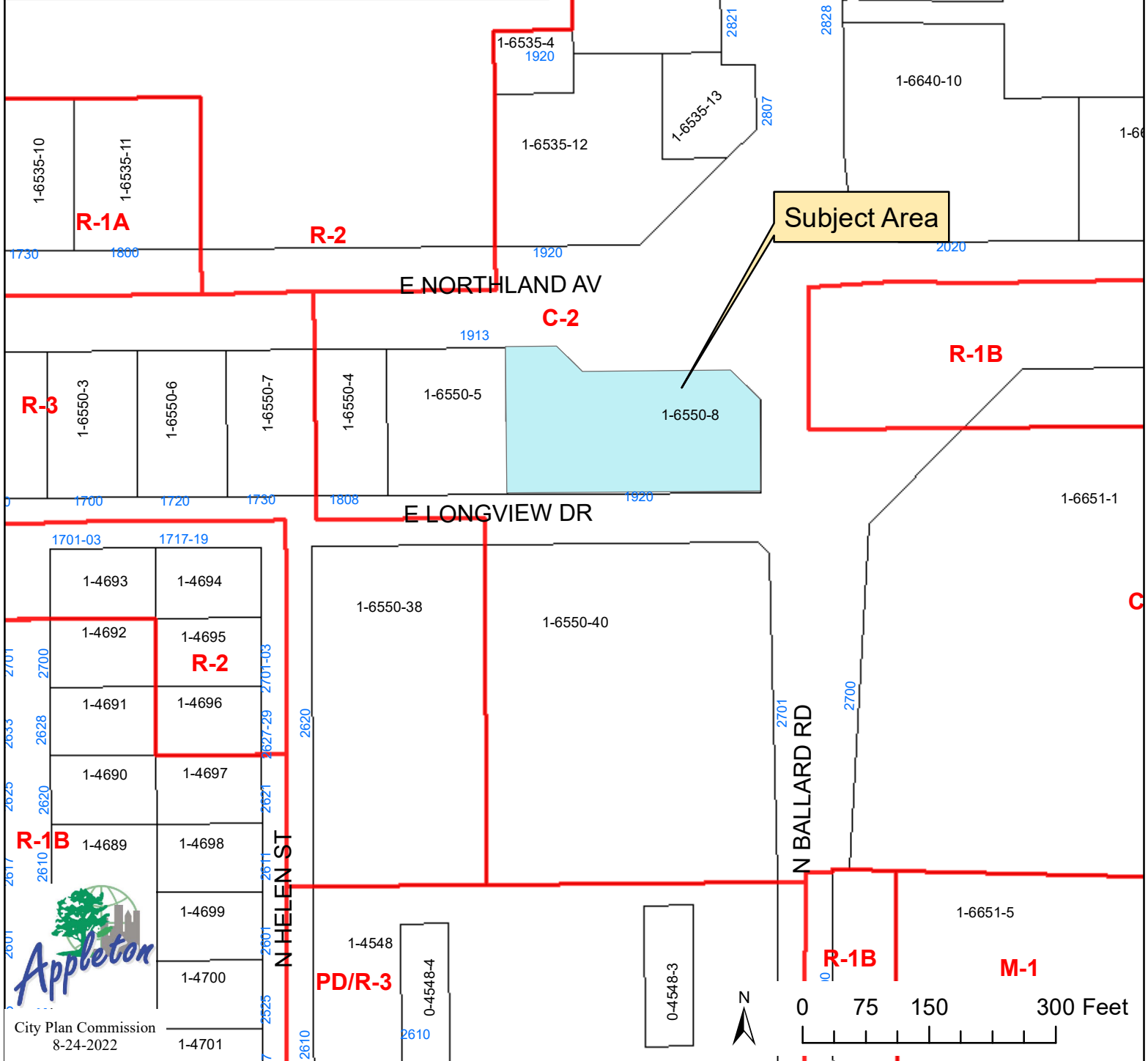
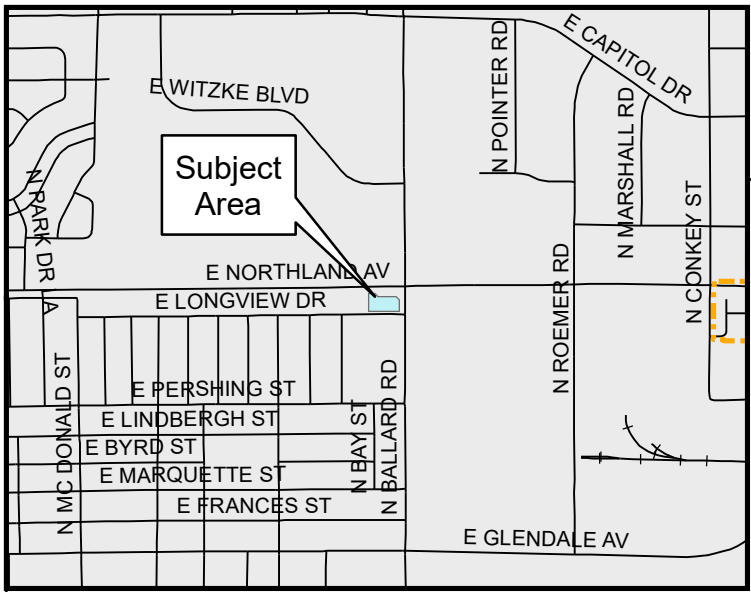
Adopted this _____ day of _____, 2022.

Jacob A. Woodford, Mayor

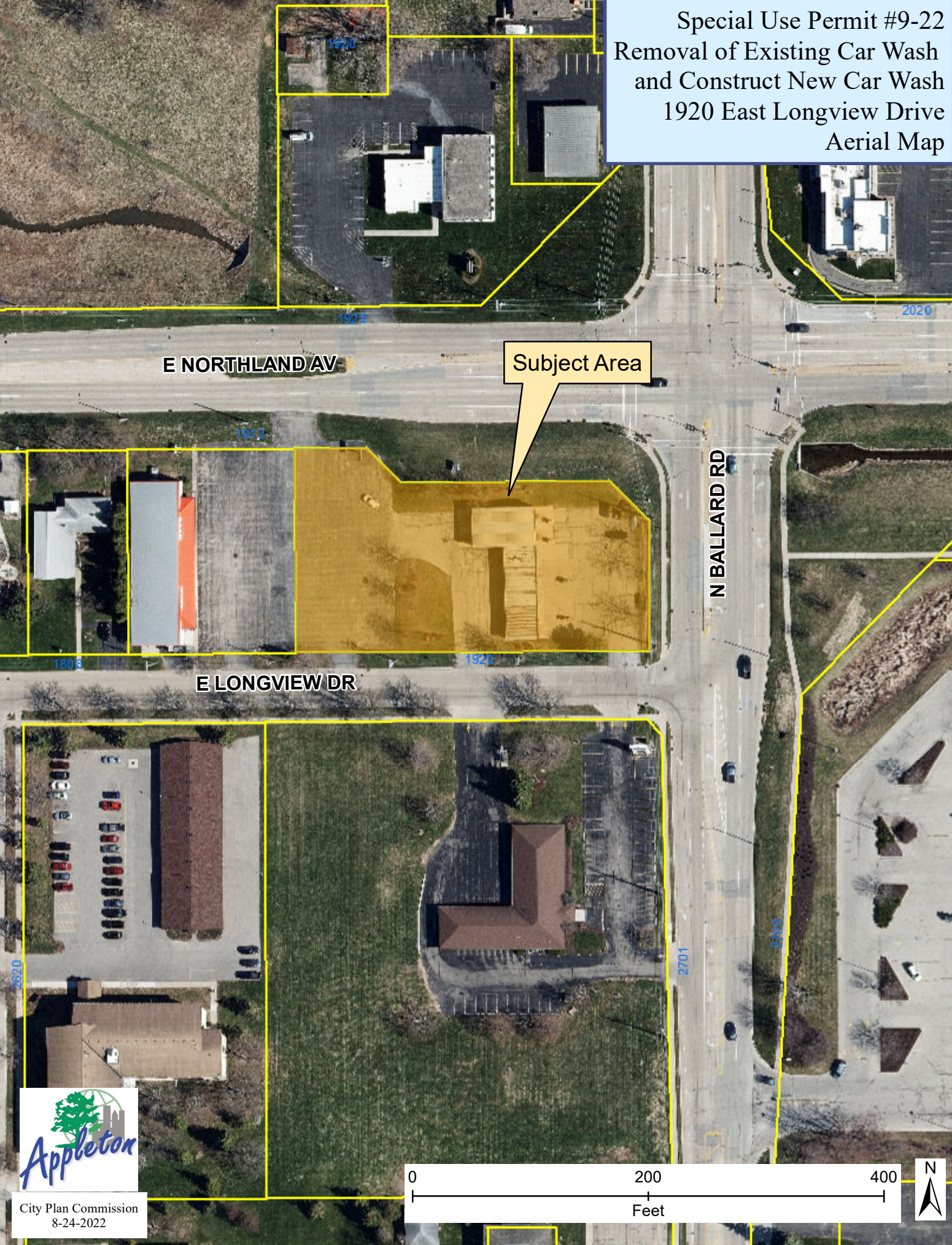
ATTEST:

Kami Lynch, City Clerk

Special Use Permit #9-22
 Removal of Existing Car Wash
 and Construct New Car Wash
 1920 East Longview Drive
 Zoning Map



Special Use Permit #9-22
Removal of Existing Car Wash
and Construct New Car Wash
1920 East Longview Drive
Aerial Map



Subject Area

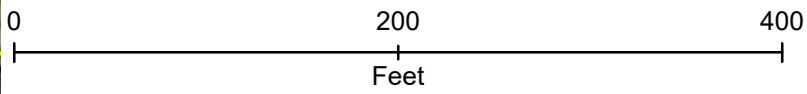
E NORTHLAND AV

E LONGVIEW DR

N BALLARD RD



City Plan Commission
8-24-2022



PLAN OF OPERATION AND LOCATIONAL INFORMATION

Business Information:

Name of business: CLUB CAR WASH

Years in operation: 15 YEARS

Type of proposed establishment (detailed explanation of business):

The proposed project includes the construction of a 6,044 square foot car wash building and the associated paved parking lot, driveways, and outdoor vacuum stations. The proposed car wash will be open Monday to Saturday from 7:00 AM to 8:00 PM during the summer and 7:00 AM to 7:00 PM during daylight savings. The car wash will only be open 8:00 AM to 8:00 PM or 8:00 AM to 7:00 PM on Sundays. The car wash will have 3 employees on site during all hours of operation. The vacuum stalls will be self-serve but the car wash will be staffed at all times.

Proposed Hours of Operation of Car Wash:

Day	From	To
Monday thru Thursday	7:00 AM	7:00 PM/8:00 PM
Friday	7:00 AM	7:00 PM/8:00 PM
Saturday	7:00 AM	7:00 PM/8:00 PM
Sunday	8:00 AM	7:00 PM/8:00 PM

Building Capacity, Operations, and Storage Areas:

Maximum number of persons permitted to occupy the building or tenant space as determined by the International Building Code (IBC) or the International Fire Code (IFC), whichever is more restrictive: 825 persons

Gross floor area of the existing building(s): 4,397 SF.

Gross floor area of the proposed building(s): 6,044 SF.

(Check applicable response)

Water reclamation system: YES NO

Anticipated water use: 3 MILLION average gallons per year.

Anticipated noise readings at the car wash entrance: 72 dBA.

Air Drying System: YES NO

If yes, describe the location of the air drying system: _____

DRYING SYSTEM WILL BE LOCATED ON THE WEST SIDE OF THE CAR WASH

If yes, identify the anticipated noise levels at the car wash tunnel exit: 80 dBA.

How will the noise be controlled?

Sound attenuating landscaping will be implemented. Expected adequate distance from property boundaries to meet Appleton noise ordinance levels at property / adjacent property boundaries. Building and vacuums are positioned so vacuums / tunnel exit blowers are on the opposite end from street and away from residential zoning.

Identify location, number, capacity and type of flammable and non-flammable liquid materials stored in storage tanks or containers:

There are (3) total products that are classified as Corrosive. These products are the carwash's Prep Soap, Regular Soap, and Wheel Cleaner. There will be (2) 55-gallon barrels of each of these products stored in the Equipment Room along the interior wall at any given time, for a total volume of 330 gallons of Corrosive material. Each of these 55-gallon barrels are individually labeled with Hazardous/Corrosive warnings.

Odor:

Describe any odors emanating from the proposed use and plans to control them:

There will be no smoke emanating from the proposed use and no significant odor.

Outdoor Lighting:

Type (LED): LED light pole fixtures and LED exterior wall packs on building

Location: See attached lighting plan.

Off-Street Parking/Stacking Spaces:

Number of spaces existing on-site: 0.

Number of spaces proposed on-site: 4.

Number of existing stacking spaces on-site: 0.

Number of proposed stacking spaces on-site: 19.

Bicycle Parking Spaces: Type and Location: 1 BIKE SPACE WILL BE PROVIDED IN THE INTERIOR OF THE BUILDING.

*Bicycle Parking Spaces are required per Municipal Code Section 23-172(I)(1)a., b. and c.

Street Access:

Is street access to the subject property adequate or are any street improvements, such as a new turning lane, necessary to minimize impacts on traffic flow?

ACCESS IS ADEQUATE

Outdoor Uses:

(Check applicable response)

Vacuum Stations: YES NO

If yes, identify the number of vacuum stations proposed: 12.

If yes, identify the anticipated noise levels at the vacuum stations: 80 dBA.

Proposed Hours of Operation of the Vacuum Stations:

Day	From	To
Monday thru Thursday	7:00 AM	7:00 PM/8:00 PM
Friday	7:00 AM	7:00 PM/8:00 PM
Saturday	7:00 AM	7:00 PM/8:00 PM
Sunday	8:00 AM	7:00 PM/8:00 PM

If applicable, describe other outdoor services provided: NONE

Landscaping:

Type and height of screening of plantings/fencing/gating for outdoor storage area(s):

SEE LANDSCAPING PLAN

Outdoor Display:

Type, location, size of outdoor display area(s) of merchandise for sale or other business property:

NONE

Number of Employees:

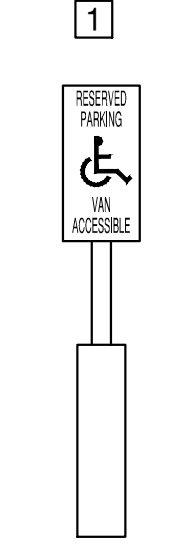
Number of existing employees: UNKNOWN.

Number of proposed employees: 3.

Number of employees scheduled to work on the largest shift: 3.

- LEGEND**
- CONCRETE SIDEWALK
 - CONCRETE PAVEMENT (LIGHT) (24,731 S.F.)
 - CONCRETE PAVEMENT (HEAVY) (S.F.)
 - GREEN SPACE
 - PROPOSED 18" MOUNTABLE CURB AND GUTTER
 - PROPOSED 18" MOUNTABLE SHEDDING CURB AND GUTTER
 - TRAFFIC FLOW ARROW
 - HANDICAPPED PARKING
 - INDICATES NUMBER OF PARKING STALLS

NOTE: ALL DIMENSIONS ARE TO THE FACE OF CURB, UNLESS NOTED OTHERWISE



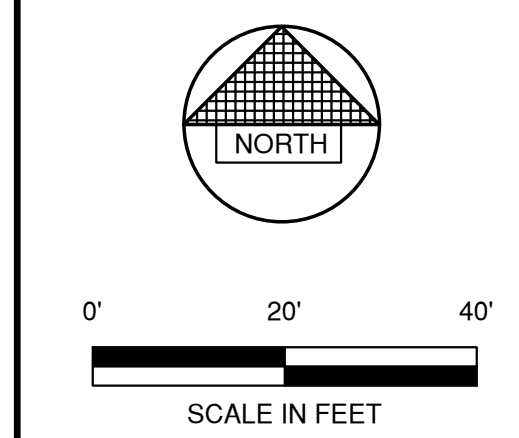
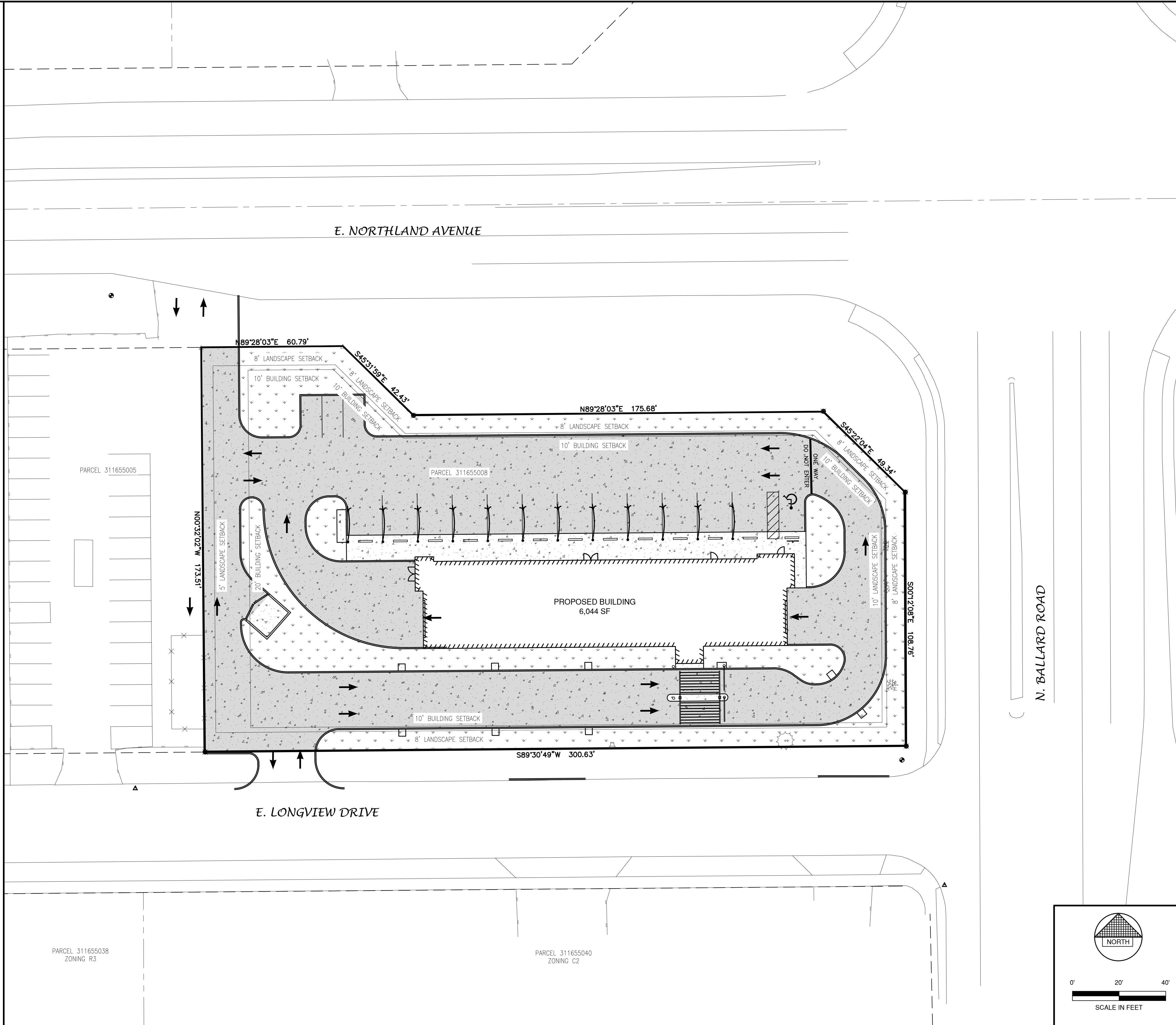
NOTE
ALL DISTURBED AREAS SHALL BE TOPSOILED TO A DEPTH OF 6 INCHES, SEEDED AND MULCHED. AREA TO BE RAKED FREE OF STONES AND CLUMPS.

PARKING DATA
TOTAL PARKING STALLS PROVIDED = 4
HANDICAP ACCESSIBLE PARKING STALLS = 1
TOTAL PARKING STALLS REQUIRED = 4
NOTE: ONE BICYCLE PARKING SPACE TO BE PROVIDED INDOORS

SITE DATA
TOTAL AREA = 1.03 ACRES, 44,818 S.F.
BUILDING AREA = 0.14 ACRES, 6,044 S.F. (13.5%)
SIDEWALK/PARKING LOT AREA = 0.63 ACRES, 27,496 S.F. (61.4%)
GREEN SPACE = 0.26 ACRES, 11,278 S.F. (25.1%)

ZONING
COMMERCIAL - C2

PARCEL NO.
31-1-6550-08



FILE: P:\A\2020\6258\62580121.dwg DATE: 07/20/22 11:22:22 AM

NO.	DATE	APPROV.	REVISION	NO.	DATE	APPROV.	REVISION

DRAWN: MRL
CHECKED: AUB
DESIGNED: MRL

CLUB CAR WASH
1920 E. LONGVIEW DRIVE
CITY OF APPLETON
OUTAGAMIE COUNTY, WISCONSIN

DATE: 07/20/22
FILE: 6258012D
JOB NO.: 6258012

Robert E. Lee & Associates, Inc.
ENGINEERING, SURVEYING, ENVIRONMENTAL SERVICES
1250 CENTENNIAL CENTRE BOULEVARD HOBART, WI 54155
920-662-9641 www.releeinc.com

SHEET NO. 1

EXTERIOR COLOR PALETTE

- ARCHITECTURAL 8" CMU SMOOTH FACE BLOCK
COLOR: Ivory
- ARCHITECTURAL 8" CMU SPLIT FACE BLOCK
COLOR: Slate
- METAL AWNINGS
COLOR: Red

- EXTERIOR INSULATED FINISH SYSTEM
COLOR: Ivory
- EXTERIOR INSULATED FINISH SYSTEM
COLOR: Slate

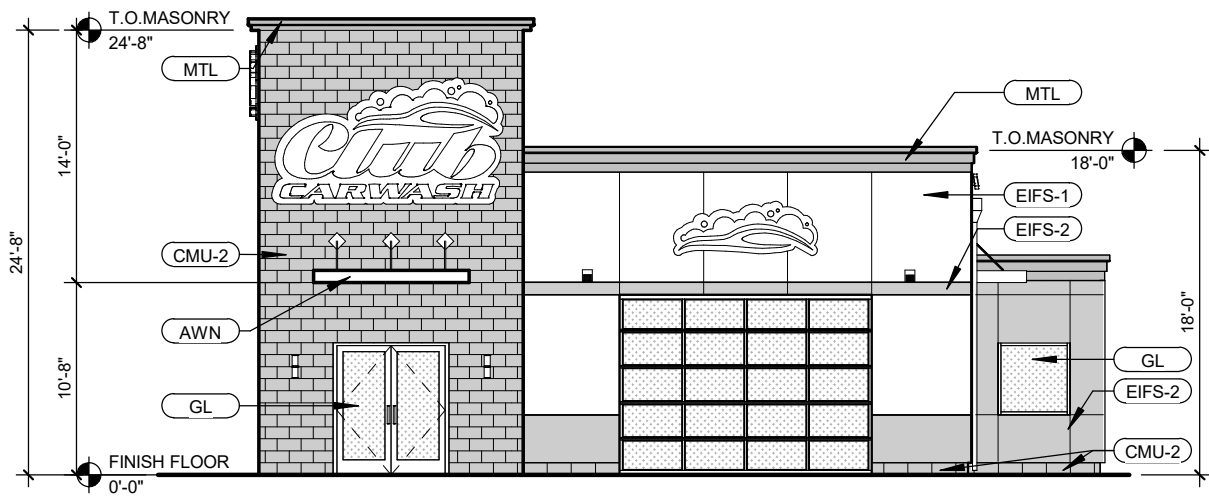
- STOREFRONT
COLOR: Black Painted
- SCUPPERS, DOWNSPOUTS, AND METAL COPINGS
COLOR: Kynar Finish Matte Black



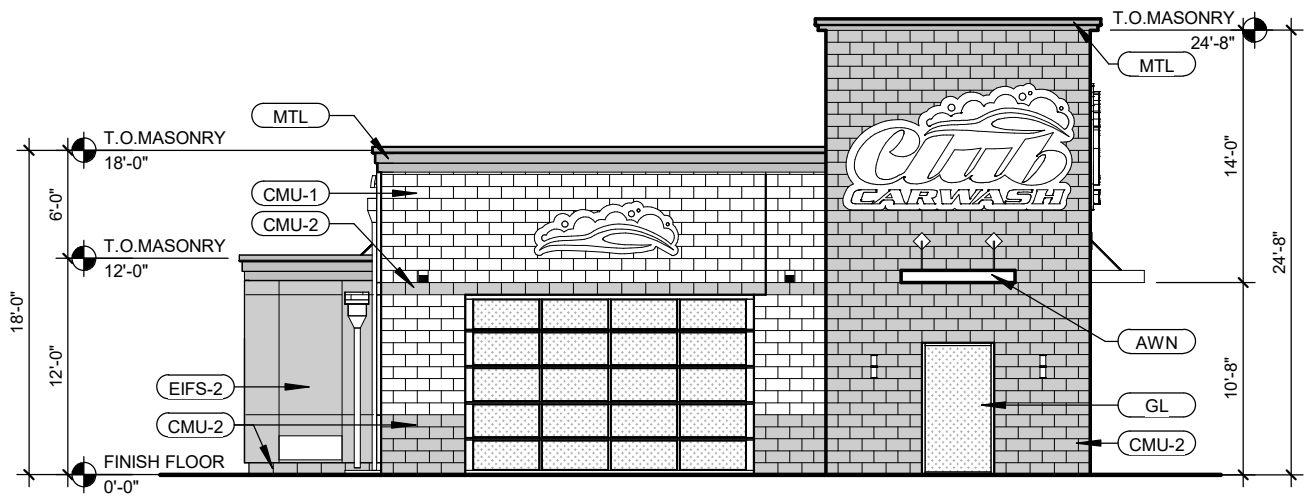
CLUB CAR WASH RENDERING



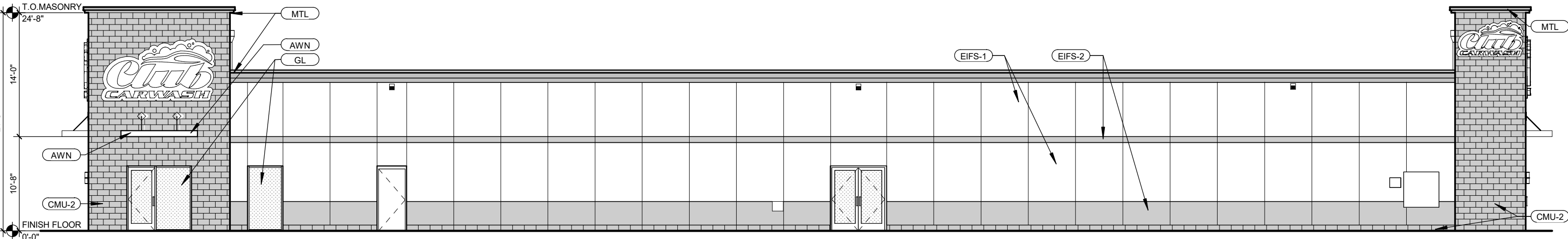
EXTERIOR MATERIAL LEGEND	
CMU-1	ARCHITECTURAL 8" CMU SMOOTH FACE BLOCK (COLOR: Ivory)
CMU-2	ARCHITECTURAL 8" CMU SPLIT FACE BLOCK (COLOR: Slate)
EIFS-1	EXTERIOR INSULATED FINISH SYSTEM (COLOR: Ivory)
EIFS-2	EXTERIOR INSULATED FINISH SYSTEM (COLOR: Slate)
GL	ALUMINUM STOREFRONT GLAZING SYSTEM 2"x4 1/2" Thermal Storefront Framing in Black Painted Aluminum, w/ 1" Insulated LOW-E Tinted Glazing Unit
AWN	PREFABRICATED PAINTED FLAT METAL AWNING (COLOR: Red)
S/DS	PREFINISHED KYNAR-COATED SHEET METAL SCUPPER AND DOWNSPOUTS (COLOR: Matte Black)
MTL	PREFINISHED KYNAR COATED METAL COPING (COLOR: Matte Black)
ROOF	SINGLE PLY EPDM OVER TAPERED INSULATION (COLOR: White)



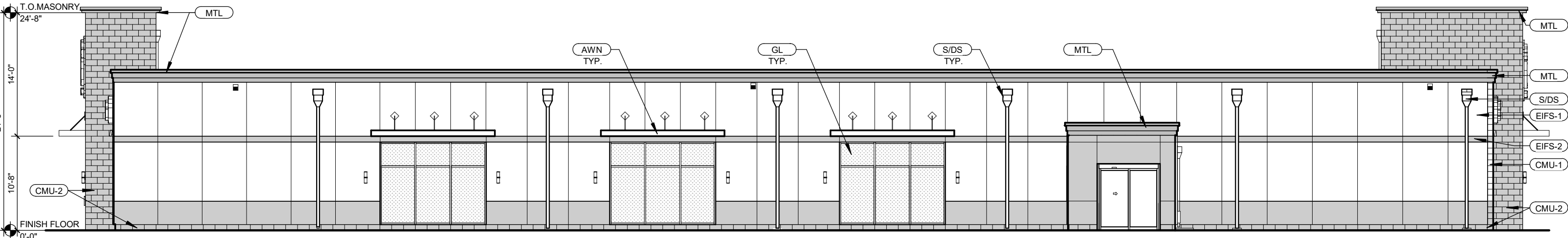
WEST ELEVATION | 3/32" = 1'-0"



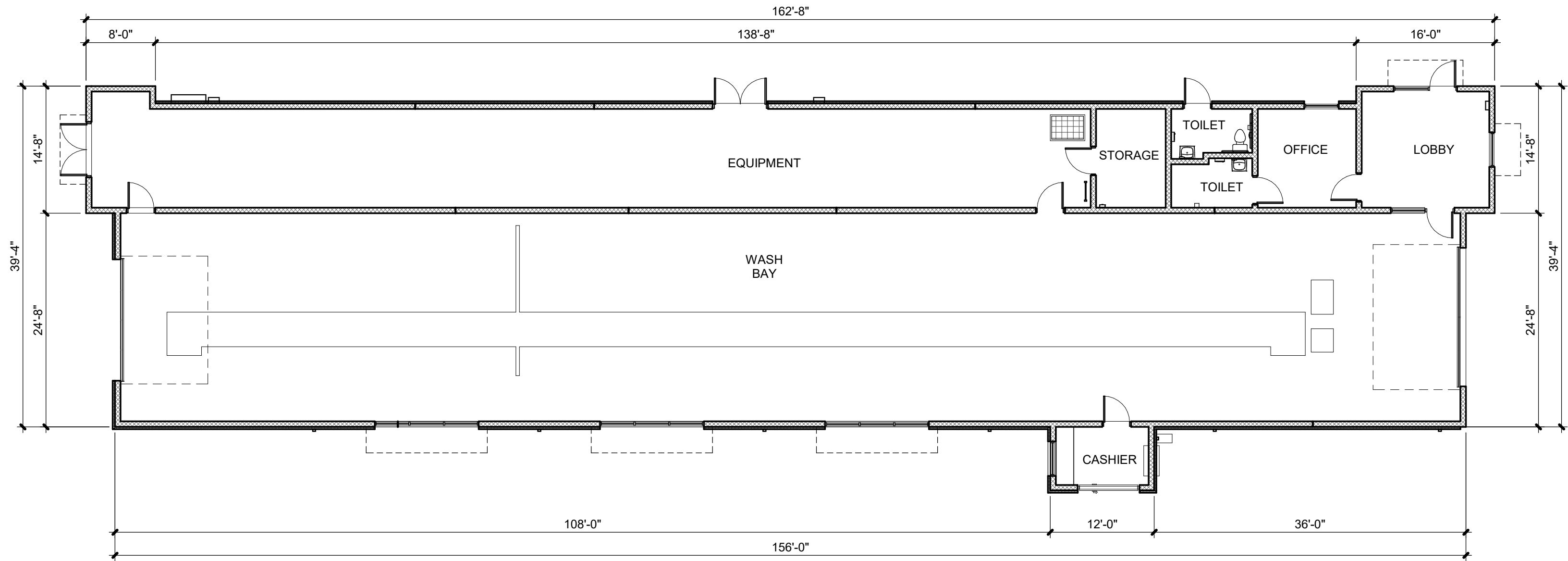
EAST ELEVATION | 3/32" = 1'-0"



NORTH ELEVATION | 3/32" = 1'-0"



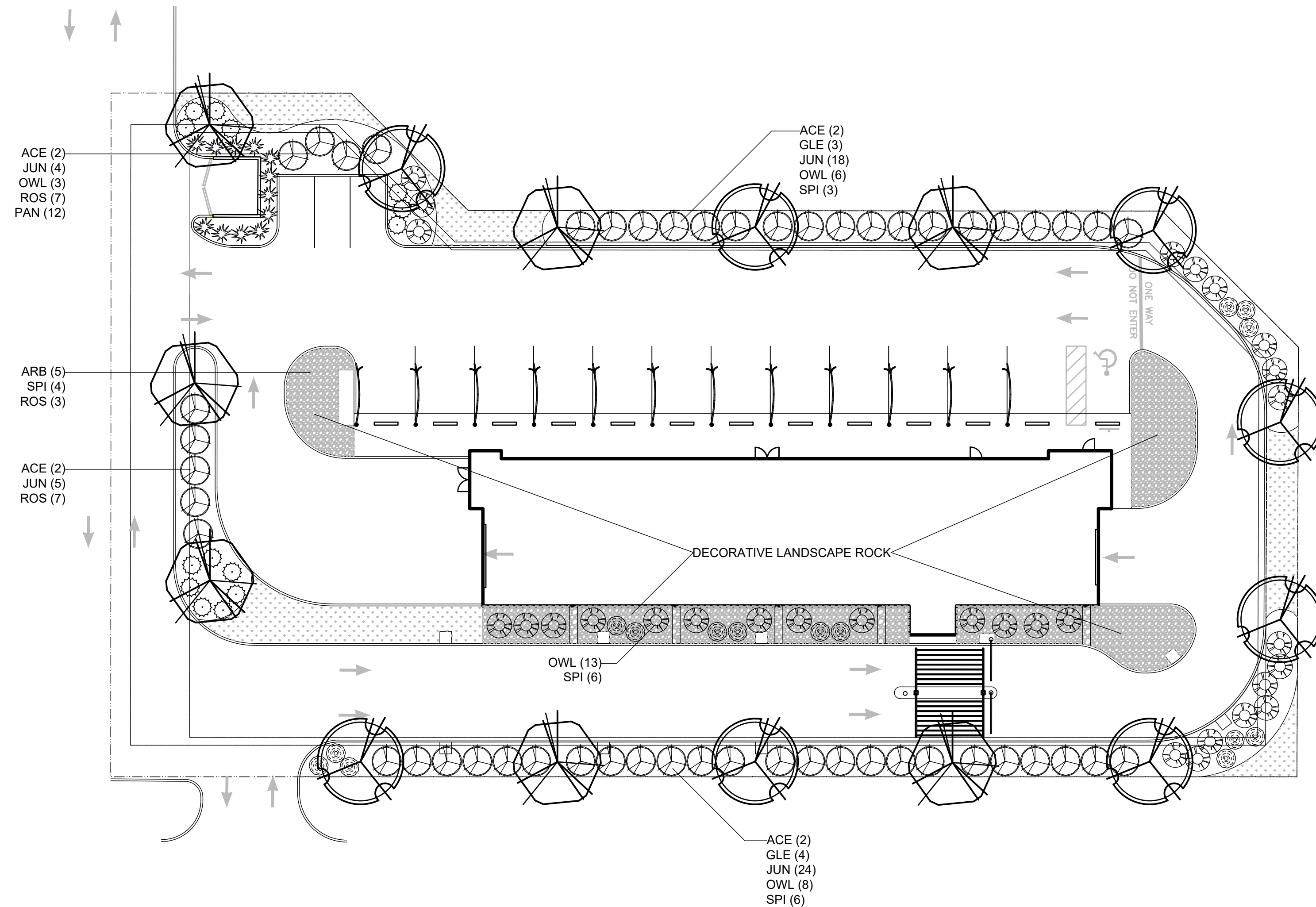
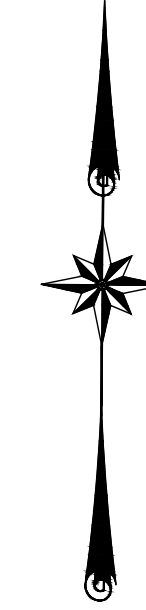
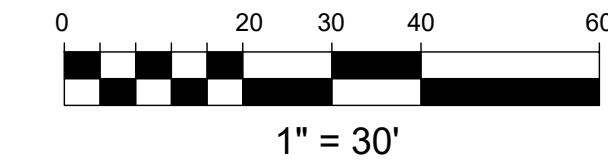
SOUTH ELEVATION | 3/32" = 1'-0"



FLOOR PLAN



LANDSCAPE PLAN



LANDSCAPE INSTALLATION NOTES:

GENERAL:

- Landscape contractor is responsible for coordinating work with general contractor to ensure the landscape scope of work doesn't interfere with existing or built conditions. They should note any discrepancies to the general contractor.
- Landscape contractor is responsible for verifying the location of underground utilities by calling their local utility marking service.
- All plant material should be inspected by Landscape Contractor prior to installation to determine overall appearance and condition. Plant material that is damaged or has clear signs of stress should be rejected.
- Quantities of material shown on plan take precedence over the specification list or legend.
- If plant substitutions are required, Landscape Contractor is responsible for submitting recommendations to the client or client's representative.

PLANTING:

- When excavating for plant pits, any excess rock or building material should be removed and replaced with specified soil mix backfill.
- All plant tags should be removed from material by landscape contractor.
- All planting beds should receive a minimum 3" deep layer of shredded hardwood mulch, unless otherwise noted.
- Edge all beds with a spade cut edge unless otherwise noted.
- All backfill around plant material rootballs should receive a soil mix of 4 parts (pulverized) topsoil to 1 part fine, organic compost.
- All wire baskets and stakes should be removed during planting.
- Cut and remove top half of burlap around rootballs and cut and remove any twine around trunk or root flare.
- All stakes and guy wires and tree wrap are to be removed no more than 1 year after installation.

PLANT SCHEDULE

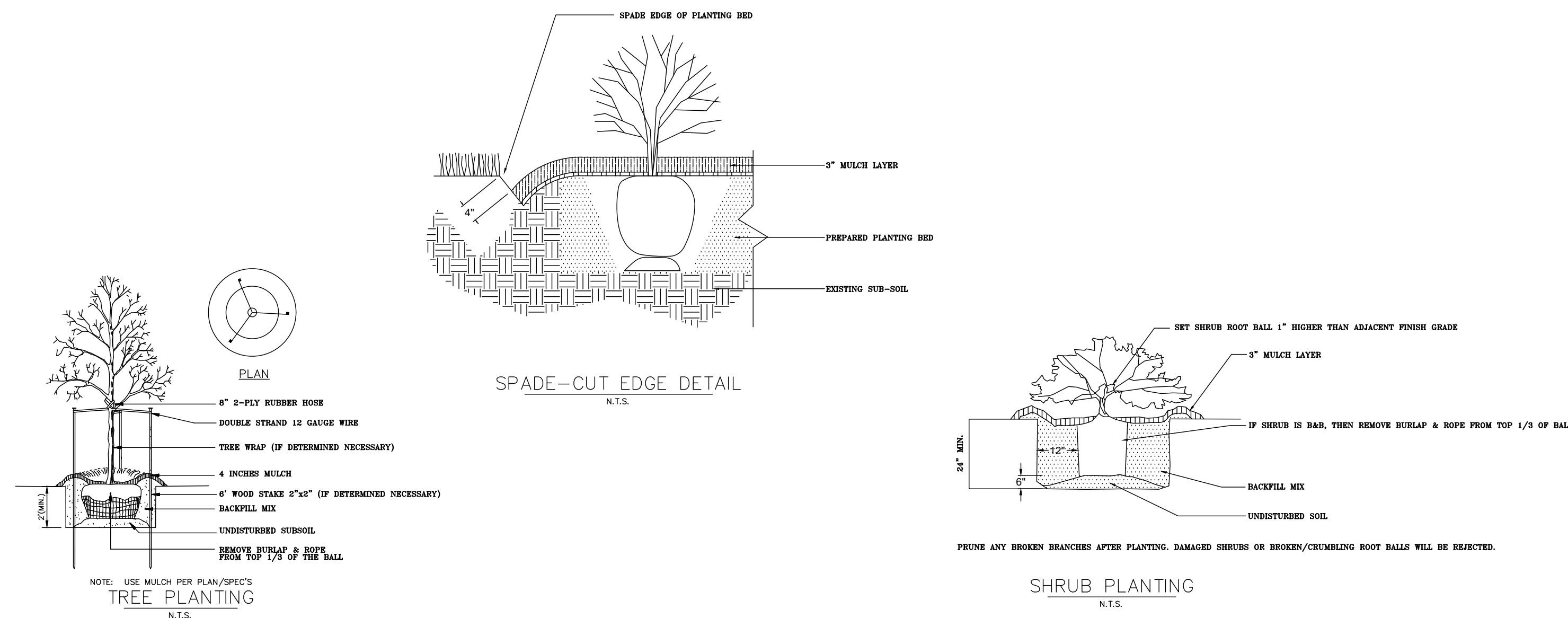
TREES	QTY	COMMON NAME / BOTANICAL NAME	SIZE
ACE	8	Acer rubrum 'October Glory'	2.5"
GLE	7	Gleditsia triacanthos f. inermis 'Skycole' SKYLINE	2.5"
ARB	5	Thuja occidentalis 'Smaragd' Emerald Green	6"
SHRUBS	QTY	COMMON NAME / BOTANICAL NAME	SIZE
JUN	52	Juniperus x pfitzeriana 'Sea Green'	24"
OWL	29	Juniperus virginiana 'Grey Owl'	24"
SPI	19	Spirea japonica	24"
ROS	17	Rosa 'Meigalpio' PP #17,877	#5
PAN	12	Panicum virgatum 'Heavy Metal'	#5

PLANT LEGEND:

	MAPLE 'OCTOBER GLORY'
	HONEYLOCUST 'SKYLINE'
	ARBORVITAE 'EMERALD GREEN'
	JUNIPER 'SEA GREEN'
	JUNIPER 'GREY OWL'
	SPIREA, JAPONICA
	ROSE 'RED DRIFT'
	SWITCH GRASS 'HEAVY METAL'

LANDSCAPE REQUIREMENTS:

- ONE (1) DECIDUOUS SHADE TREE OR ORNAMENTAL TREE SHALL BE PLANTED FIFTY (50) FEET ON CENTER.
- A TWO (3) TO THREE (3) FOOT HIGH EVERGREEN ROW SHALL BE PROVIDED ACROSS 80% OF THE FRONTAGE OF THE PARKING LOT EXCLUDING DRIVEWAYS TO PROVIDE AN OPAQUE SCREEN



Club Car Wash
1920 E. Longview Drive
Appleton, Wisconsin 54911

This drawing is conceptual and is only to be used as a guide for construction. The completed project may differ from this plan in appearance and dimension.

This drawing is the instrument of service and the intellectual property of Elevate Outdoor. This plan is not to be reproduced, changed, or copied in any manner, nor is it to be assigned to any third party. Use of this plan or any of its elements without written permission and consent of Elevate Outdoor is expressly prohibited.

Drawing Completed:
7-18-2022
7-21-2022

Landscape Plan



Specifications

EPA: 1.01 ft (0.31m)

Length: 33" (0.84m)

Width: 13" (0.33m)

Height H1: 21.12" (0.53m)

Height H2: 3.12" (0.08m)

Weight (max): 27 lbs (12.3kg)

Introduction

The modern styling of the D-Series is striking yet unobtrusive - making a bold, progressive statement even as it blends seamlessly with its environment. The D-Series distills the benefits of the latest in LED technology into a high performance, high efficacy, long-life luminaire.

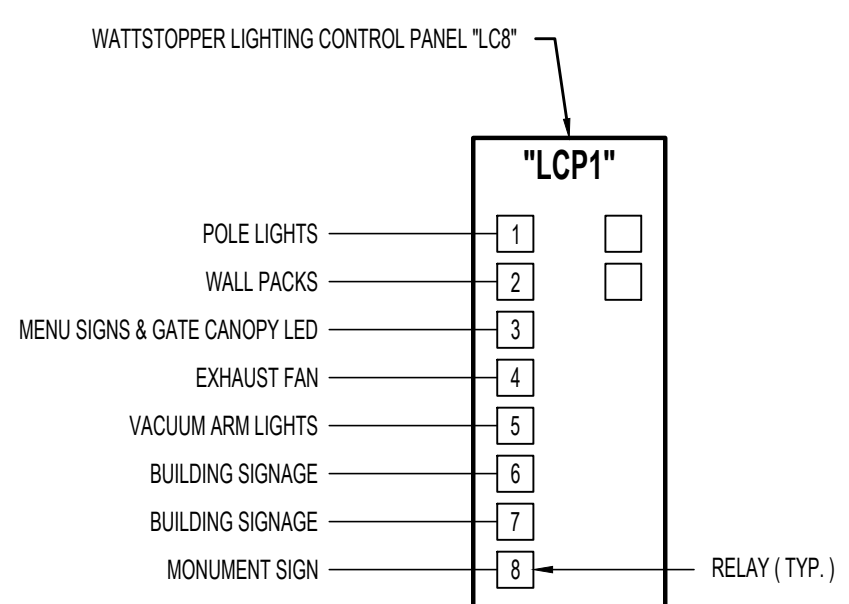
The outstanding photometric performance results in sites with excellent uniformity, greater pole spacing and lower power density. It is ideal for replacing up to 750W metal halide in pedestrian and area lighting applications with typical energy savings of 65% and expected service life of over 100,000 hours.

EXTERIOR LIGHT FIXTURE SCHEDULE												
MARK	MANUFACTURER*	MODEL NO.*	TYPE	VOLTS	AMPS	WATTS	LUMENS	CCT (°K)	CRI	LAMPS	MOUNTING	REMARKS
F1	LITHONIA	DSX1 LED P2 40K T3M MVOLT DBLXD	POLE LIGHT	277	0.25	70	9,235	4000	70	LED	POLE	WITH BLACK 20'-0" SQUARE STRAIGHT STEEL POLE
F2	LITHONIA	DSX1 LED P3 40K BLC MVOLT DBLXD	POLE LIGHT	277	0.37	102	10,309	4000	70	LED	POLE	WITH BLACK 20'-0" SQUARE STRAIGHT STEEL POLE
WP1	LITHONIA	DSXW1 LED 20C 1000 40K T2M MVOLT DBLXD	WALL PACK	277	0.26	73	7,373	4000	70	LED	WALL	
WP2	LITHONIA	DSXW1 LED 20C 1000 40K T1M MVOLT DBLXD	WALL PACK	277	0.26	73	7,711	4000	70	LED	WALL	

* OR EQUAL

Ordering Information EXAMPLE: DSX1 LED P7 40K T3M MVOLT SPA NLTAR2 PIRHN DBDXD

Series	LEDs	Color temperature	Distribution	Voltage	Mounting	Control Options
DSX1 LED	Forward optics P1 P4 P7 P2 P5 P8 P3 P6 P9	30K 3000K 40K 4000K 50K 5000K	T15 Type-I short T25 Type-II short T2M Type-I medium T3M Type-II medium T3S Type-II short T3M Type-II medium T3TM Forward throw medium	T15 Type-I very short T25 Type-II short T2M Type-I medium T3M Type-II medium BLC backlight control LCO left corner cast RCD right corner cast	MVOLT 120V 400V 120V 208V 277V 347V 480V	Shipped included SPA Square pole mounting RWA Round pole mounting WBA Wall bracket SPUMA Square universal mounting adaptor RUMA Round universal mounting adaptor KWAR DDBXD Mount arm mounting/bracket adaptor (specify finish)



LIGHTING CONTROL PANEL SCHEDULE			PANEL NO. - LCP1
RELAY #	VERRIDE SWITCH	OPERATIONAL SCHEDULE	
1	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
2	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
3	NO	SET TO RUN DURING OCCUPIED HOURS	
4	NO	SET TO RUN DURING OCCUPIED HOURS	
5	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK & SET TO TURN OFF 1 HR. AFTER CLOSING	
6	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
7	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	
8	NO	SET TO ON DURING NIGHT HOURS w/ ASTRONOMICAL CLOCK	

NOTE: VERIFY LIGHTING OPERATION SCHEDULE WITH OWNER.

LIGHTING CONTROL PANEL DETAIL

SITE LIGHTING GENERAL NOTES

- MAX / MIN RATIOS CALCULATED PER LIGHTING ORDINANCES, BASED ON 95% OF POINTS, LOWER & UPPER 2.5% EXCLUDED.
- POLE LOCATIONS, LIGHT FIXTURES AND FIXTURE MOUNTING HEIGHTS HAVE BEEN CAREFULLY SELECTED IN ORDER TO MEET REQUIRED LIGHTING LEVELS. ANY REQUESTED CHANGES MUST BE IN WRITING TO THE ENGINEER AND ACCOMPANIED BY A PHOTOMETRIC PLAN INDICATING THE COMPLIANCE WITH THE OWNERS AND THE LOCAL ORDINANCE LIGHTING REQUIREMENTS. CHANGES MUST BE APPROVED IN WRITING BY THE ENGINEER. FAILURE TO COMPLY WITH THIS REQUIREMENT MAY RESULT IN THE CONTRACTOR REPLACING OR RELOCATING FIXTURES AND/OR POLES AT THEIR EXPENSE.



Specifications

Width: 13-3/4" (0.34m)

Depth: 10" (0.25m)

Height: 6-3/8" (0.16m)

Weight: 12 lbs (5.4kg)

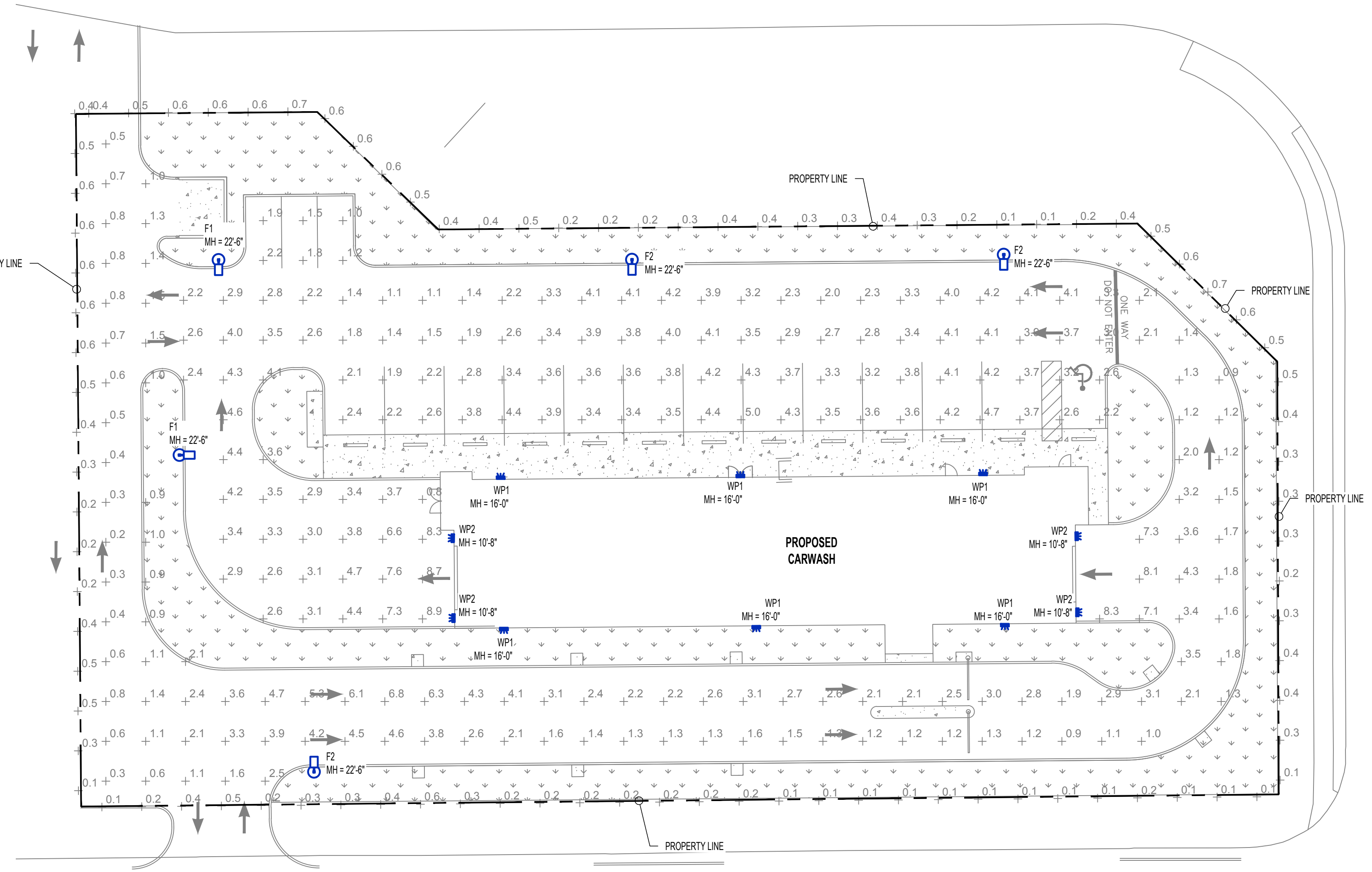
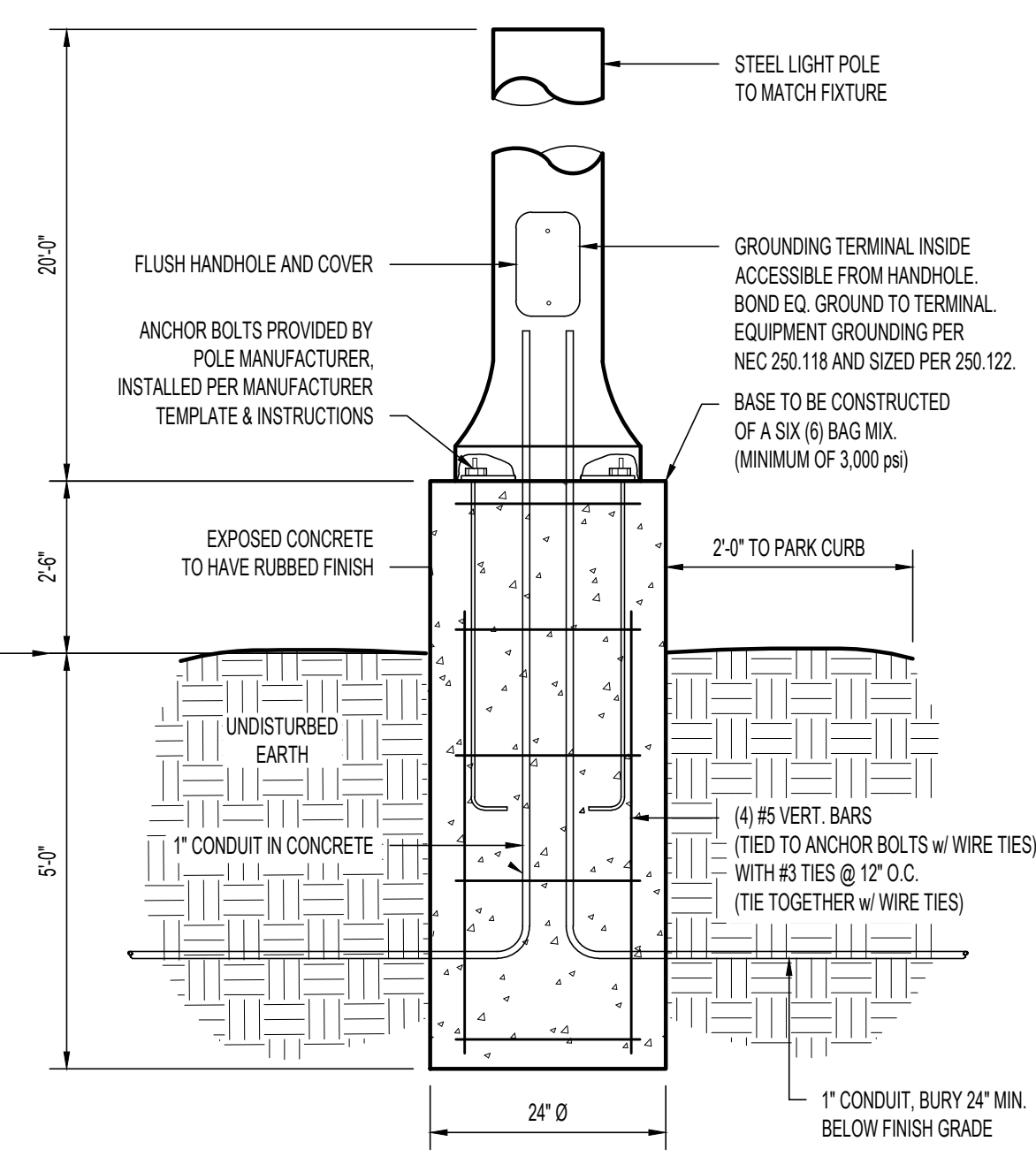
Introduction

The D-Series Wall luminaire is a sleek, fully integrated LED solution for building-mount applications. It features a sleek, modern design and is carefully engineered to provide long-lasting, energy-efficient lighting with a variety of optical and control options for customized performance.

With an expected service life of over 20 years of nighttime use and up to 74% in energy savings over comparable 250W metal halide luminaires, the D-Series Wall is a reliable, low-maintenance lighting solution that produces sites that are exceptionally illuminated.

Ordering Information EXAMPLE: DSXW1 LED 20C 1000 40K T3M MVOLT DBDXD

Series	LEDs	Drive Current	Color temperature	Distribution	Voltage	Mounting	Control Options
DSXW1 LED	10C 10 LEDs (0.1W) 20C 20 LEDs (0.2W) 30C 30 LEDs (0.3W)	350 350 mA 700 700 mA 1050 1050 mA (1 A)	30K 3000K 40K 4000K 50K 5000K	T25 Type-I short T3M Type-I medium T3S Type-II short T3M Type-II medium T3TM Forward throw medium	120V 208V 277V 347V 480V	Shipped included PE Phosco-free oil, button top DAG 0-10V dimming w/ pull-out outside fixture (for use with external control system separately) LCO Left corner cast RCD Right corner cast RWA Round pole mounting SPA Square pole mounting WBA Wall bracket SPUMA Square universal mounting adaptor RUMA Round universal mounting adaptor KWAR DDBXD Mount arm mounting/bracket adaptor (specify finish)	



SITE PHOTOMETRIC PLAN
SCALE: 1" = 20'

THE PROFESSIONAL ENGINEER'S SEAL ON THIS DRAWING HAS BEEN AFFIXED. IN AFFIXING THIS SEAL, THE ENGINEER TAKES RESPONSIBILITY FOR THE WORK SHOWN ON THIS DRAWING ONLY, AND HEREBY DISCLAIMS ANY AND ALL RESPONSIBILITY FOR OTHER PROJECT DRAWINGS NOT DIRECTLY BEARING THIS SEAL.

PRELIMINARY NOT INTENDED FOR CONSTRUCTION

SARAH N. KRIETE, P.E. XXX XX, 2022 48756-6 WI Certificate of Authority #4931



912 Oak 63 South • Columbia, MO 65201
PH: 672.875.4365

PROJECT NO: COL21122 DESIGNED BY: SNK
DRAWN BY: SNK CHECKED BY: SLF

PROJECT

CLUB CARWASH
LONGVIEW RD
APPLETON, WI

SHEET TITLE

SITE PHOTOMETRIC PLAN

SHEET NUMBER

MEP3



REPORT TO CITY PLAN COMMISSION

Plan Commission Informal Hearing Meeting Date: August 24, 2022

Common Council Public Hearing Meeting Date: September 21, 2022
(Public Hearing on Rezoning)

Item: Rezoning #4-22 – 1430 N. Ballard Road

Case Manager: Jessica Titel, Principal Planner

GENERAL INFORMATION

Owner/Applicant: Onstage Audio, LLC c/o Melvin & Lisa Kohl – Event Production Systems

Address/Parcel: 1430 N. Ballard Road (Tax Id #31-1-5207-00)

Petitioner's Request: The applicant proposes to rezone the subject parcel from M-2 General Industrial District to C-2 General Commercial District. The request is being made to facilitate expansion of the existing parcel by purchasing additional land to the south. The rezoning is needed so both parcels have consistent zoning designations. The additional land area will provide more parking for the subject business.

BACKGROUND

The subject property currently contains a commercial building that is approximately 3,000 square feet in size. The property currently contains a business (Event Production Systems) that offers professional audio, video, lighting and staging services. This business will continue to operate in this location.

The Board of Zoning Appeals approved variances for the rear setback, lot area and lot coverage on July 18, 2022. The variances were needed in order for the lot to comply with the C-2 General Commercial district minimum development standards stated in Section 23-113(h). The applicant applied for the variances in anticipation of submitting this rezoning request.

The applicant proposes to purchase additional land to the south to facilitate an expansion of the parking area. A Certified Survey Map will be required to create the new, larger parcel. Per Section 23-40(b) of the Municipal Code, there shall not be more than one zoning district on any parcel of land. Therefore, combining additional land from the parcel to the south to the subject parcel, which are currently in different zoning districts, also necessitates a rezoning.

STAFF ANALYSIS

Existing Site Conditions: The subject parcel is approximately 11,625 square feet in size. Ballard Road is classified as an arterial street on the City's Arterial/Collector Plan. Currently, the parcel is developed with a single-story building and a paved area that has been used for off-street parking, with vehicular access provided by a curb cut on Ballard Road.

Surrounding Zoning Classification and Land Uses:

North: M-2 General Industrial District. The adjacent land use to the north is industrial.

South: C-2 General Commercial District. The adjacent land use to the south is currently a vacant commercially zoned property.

East: R-1A Single-Family District. The adjacent land uses to the east are currently single-family residential.

West: R-2 Two-Family District and R-3 Multifamily District. The adjacent land uses to the west are currently two-family residential and multi-family residential.

Proposed Zoning Classification: The purpose of the C-2 General Commercial District is to provide for businesses which serve city and regional markets; provide goods and services to other businesses, as well as consumers, provide services to automobiles and serve the traveling public. The development standards for the C-2 District are listed below:

- 1) **Minimum lot area:** 14,000 square feet.
- 2) **Maximum lot coverage:** 75%.
- 3) **Minimum lot width:** 60 feet.
- 4) **Minimum front yard:** 10 feet.
- 5) **Minimum rear yard:** 20 feet.
- 6) **Minimum side yard:**
 - a. None.
 - b. 10 feet if abutting a residentially zoned district.
- 7) **Maximum building height:** 35 feet.

Zoning Ordinance Review Criteria: A rezoning is often triggered by development proposals or changing circumstances in the City. In this case, the request is being made to accommodate the purchase of additional land to the south to facilitate an expansion of the parking area. The rezoning is needed so the existing parcel and the additional land have consistent zoning designations. A Certified Survey Map will be completed to create the larger parcel.

If the rezoning request is approved, any future development would be reviewed against the C-2 District zoning regulations and other applicable sections of the Zoning Ordinance. Parking lot reconstruction and/or expansion would require site plan review and approval, pursuant to Section 23-570 of the Zoning Ordinance.

Appleton Comprehensive Plan 2010-2030: The City of Appleton *Comprehensive Plan 2010-2030* identifies this area with a future Commercial designation. The proposed C-2 General Commercial District rezoning is consistent with the Future Land Use Map. Listed below are related excerpts from the City's *Comprehensive Plan 2010-2030*.

Goal 1 – Community Growth

Appleton will continue to provide opportunities for residential, commercial, and industrial growth, including appropriate redevelopment sites within the downtown and existing neighborhoods, and greenfield development sites at the City's edge.

Goal 8 – Economic Development

Appleton will pursue economic development that retains and attracts talented people, brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts.

OBJECTIVE 9.4 Economic Development:

Ensure the continued vitality of downtown and the City's neighborhood commercial districts.

OBJECTIVE 9.5: Economic Development:

Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.

OBJECTIVE 10.2 Land Use:

Encourage redevelopment to meet the demand for a significant share of future growth, and to enhance the quality of existing neighborhoods.

OBJECTIVE 10.5 Land Use:

Support the continued redevelopment and revitalization of land uses adjacent to Appleton's key transportation corridors and downtown.

Standards for Zoning Map Amendments: Per Section 23-65(d)(3) of the Municipal Code, all recommendations for Official Zoning Map amendments shall be consistent with the adopted plans, goals, and policies of the City and with the intent of the Zoning Ordinance. Related excerpts are listed below.

- a. Prior to making a recommendation on a proposed rezoning, the Plan Commission shall make a finding to determine if the following conditions exist. No rezoning of land shall be approved prior to finding at least one of the following:
 1. The request for a zone change is in conformance with the Comprehensive Plan for the City of Appleton. *The rezoning request is in conformance with the Comprehensive Plan 2010-2030 goals and objectives stated above and the Future Land Use Map, which identifies this area for future commercial use.*
 2. A study submitted by the applicant that indicates that there has been an increase in the demand for land in the requested zoning district, and as a result, the supply of land within the City mapped as such on the Official Zoning Map, is inadequate to meet the demands for such development.
 3. Proposed amendments cannot be accommodated by sites already zoned in the City due to lack of transportation, utilities or other development constraints, or the market to be served by the proposed use cannot be effectively served by the location of the existing zoning district(s).
 4. There is an error in the code text or zoning map as enacted.

- b. In addition to the findings required to be made by subsection (a), findings shall be made by the Plan Commission on each of the following matters based on the evidence presented:
1. The adequacy of public facilities such as transportation, utilities and other required public services to serve the proposed site. *The subject area is served by existing infrastructure, and the transportation network should be able to accommodate the proposed rezoning.*
 2. The effect of the proposed rezoning on surrounding uses. *Industrial zoning already exists on the subject parcel. A mix of commercial uses are already present in this area of City and are adjacent to this parcel. The proposed rezoning would facilitate continued investment and growth for the existing business located on this parcel. Therefore, the proposed rezoning request is unlikely to create adverse impacts in the surrounding neighborhood.*

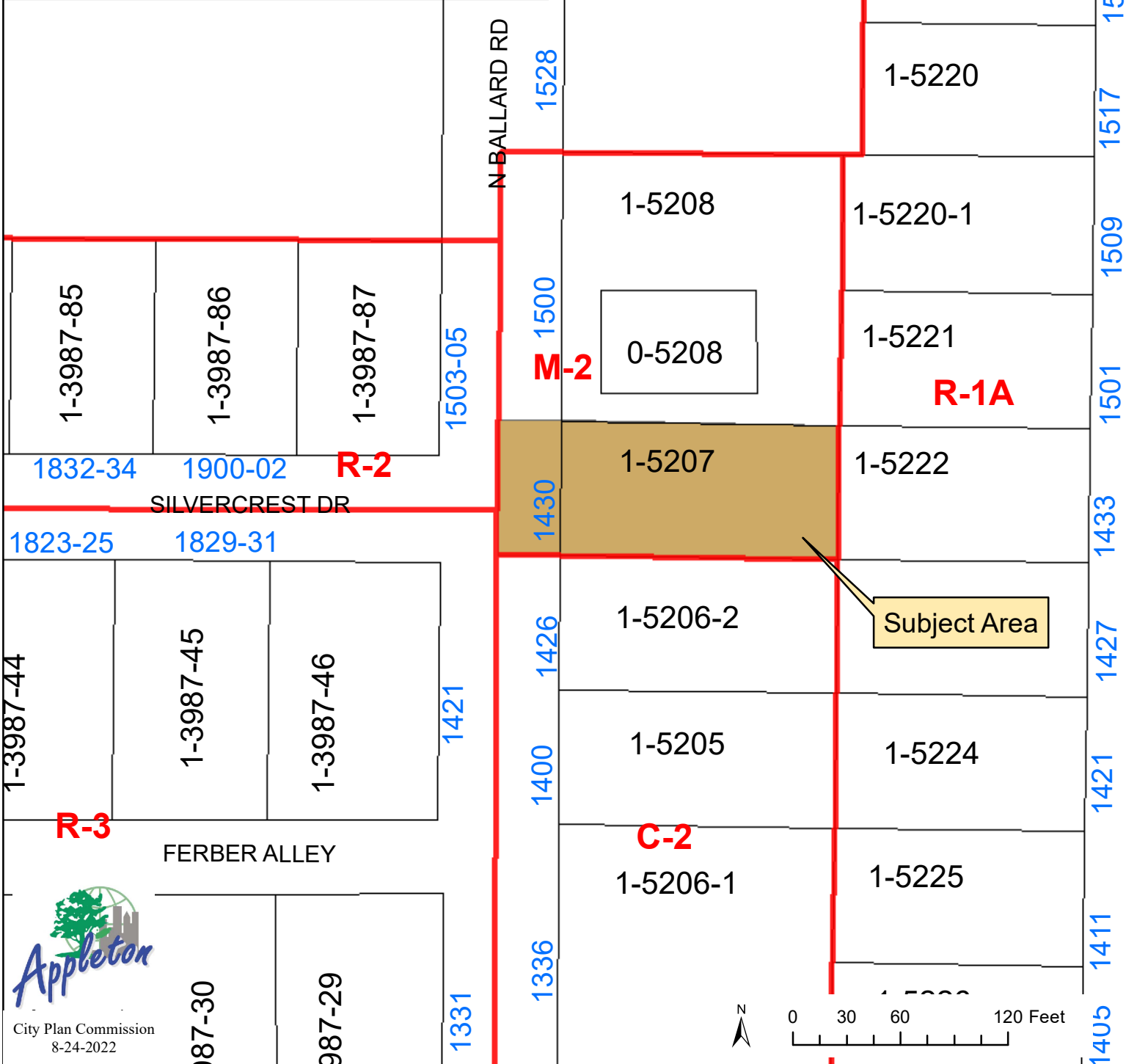
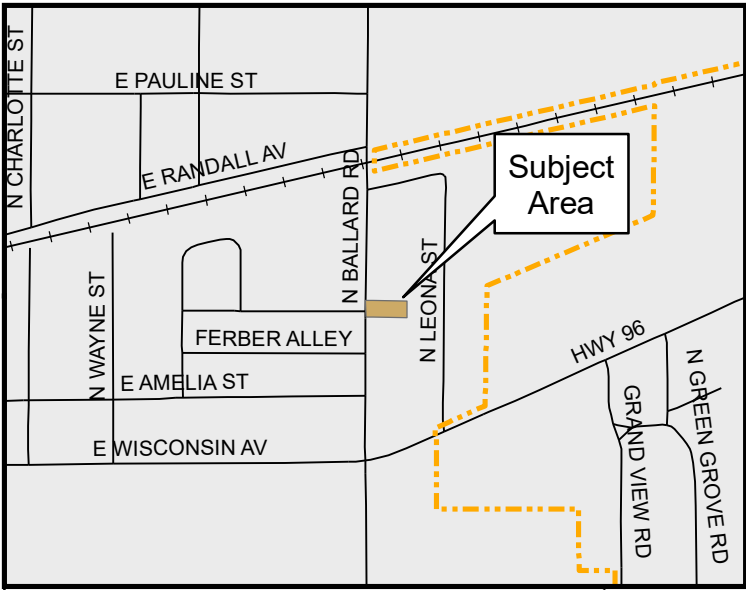
Review Criteria: Based upon the above analysis, it would appear the criteria established by Section 23-65(d)(3) Zoning Amendments has been satisfied.

Technical Review Group (TRG) Report: This item appeared on the August 2, 2022 TRG agenda. No negative comments were received from participating departments.

RECOMMENDATION

Staff recommends, based upon the standards for zoning map amendments as required by Section 23-65(d)(3) of the Zoning Ordinance, that Rezoning Application #4-22 to rezone the subject parcel located at 1430 N. Ballard Road (Tax Id #31-1-5207-00) from M-2 General Industrial District to C-2 General Commercial District, including to the centerline of the adjacent one-half (1/2) right-of-way of North Ballard Road, as shown on the attached map, **BE APPROVED**.

Event Production Systems
 Rezoning
 M-2 General Industrial District to C-2
 General Commercial District
 Zoning Map



Event Production Systems
Rezoning
M-2 General Industrial District to C-2
General Commercial District
Aerial Map



Subject Area

N BALLARD RD

SILVERCREST DR

FERBER ALLEY

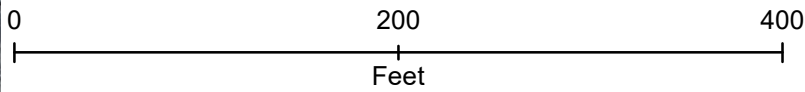
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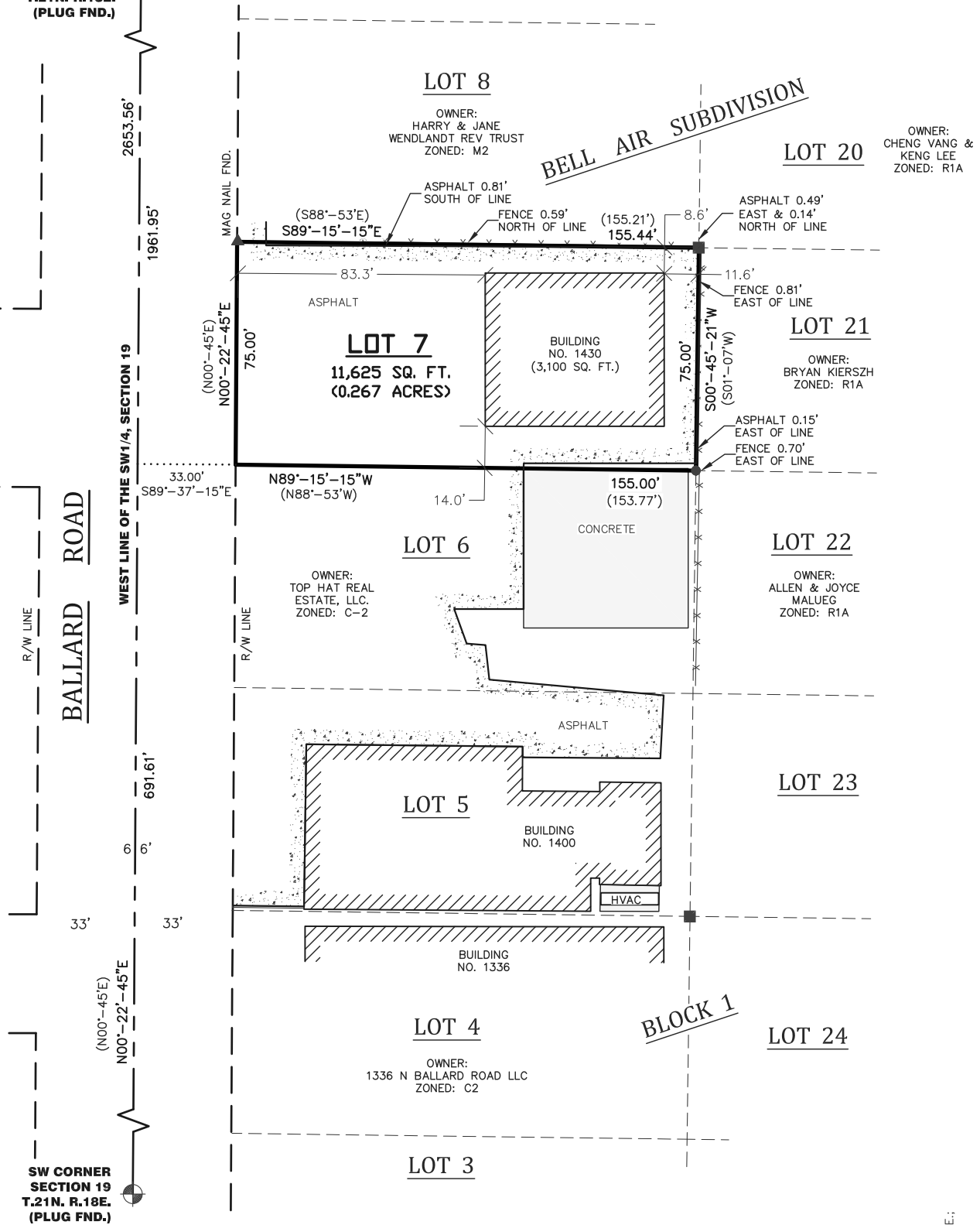
City Plan Commission
8-24-2022



REZONING EXHIBIT MAP

LOT 7, BLOCK 1, BELL AIR SUBDIVISION, BEING PART OF THE SW1/4 OF THE SW1/4, SECTION 19, T.21N., R.18E., CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN

W1/4 CORNER SECTION 19
T.21N. R.18E.
(PLUG FND.)



OWNER:
CHENG VANG &
KENG LEE
ZONED: R1A

LOT 20

LOT 8
OWNER:
HARRY & JANE
WENDLANDT REV TRUST
ZONED: M2

LOT 21

OWNER:
BRYAN KIERSZ
ZONED: R1A

LOT 7
11,625 SQ. FT.
(0.267 ACRES)

BUILDING
NO. 1430
(3,100 SQ. FT.)

LOT 6

155.00'
(153.77')

OWNER:
TOP HAT REAL
ESTATE, LLC.
ZONED: C-2

LOT 22

OWNER:
ALLEN & JOYCE
MALUG
ZONED: R1A

LOT 5

BUILDING
NO. 1400

LOT 23

LOT 4

OWNER:
1336 N BALLARD ROAD LLC
ZONED: C2

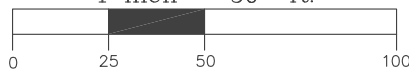
LOT 24

LOT 3

-LEGEND-

- = 1" IRON PIPE FOUND
- = 3/4" REBAR FOUND
- ⊕ = COUNTY MONUMENT FOUND
- () = RECORDED INFORMATION
- x---x---x---x--- = EXISTING FENCE

GRAPHIC SCALE
1 inch = 50 ft.



SURVEY NOTES:

-THE INTENT OF THIS EXHIBIT IS TO DEPICT LANDS TO BE REZONED FROM M-2 GENERAL INDUSTRIAL DISTRICT TO C-2 GENERAL COMMERCIAL DISTRICT.

-PROPERTY OWNER: ONSTAGE AUDIO, LLC. - C/O MELVIN KOHL

-PROPERTY ADDRESS: 1430 N. BALLARD RD. APPLETON, WI 54911

BEARINGS REFERENCED TO THE OUTAGAMIE COUNTY COORDINATE SYSTEM AND THE WEST LINE OF THE SW1/4, SECTION 19, T.21N., R.18E., WHICH BEARS: N00°-22'-45"E (N00°-45"E)

MERIDIAN
SURVEYING, LLC



N9637 Friendship Drive Office: 920-993-0881
Kaukauna, WI 54130 Fax: 920-273-6037

DRAWN BY: J.B.

FIELD WORK DATE: 4-26-22

CHECKED BY: S.C.D.

FIELD BOOK: X

JOB NO.: 13654

SHEET 1 OF 1

SURVEYED FOR:
DAN NELESSEN
W3044 BROADWAY DRIVE
FREEDOM, WI 54913

PARCEL ID:
311520700
DEED:
DOC. NO. 2006548

All of Lot Seven (7), Block One (1), Bell Air Subdivision, as recorded in Volume 15 of Plats on Page 19 as Document No. 450970, located in the Southwest Quarter (SW1/4) of the Southwest Quarter (SW1/4) of Section Nineteen (19), Township Twenty-One (21) North, Range Eighteen (18) East, City of Appleton, Outagamie County, Wisconsin containing 11,625 square feet (0.267 acres) of land and including the adjacent one-half (1/2) right-of-way of N. Ballard Road.



REPORT TO CITY PLAN COMMISSION

Plan Commission Meeting Date: August 24, 2022 ***Critical Timing***

Common Council Meeting Date: September 7, 2022

Item: Annual Review of the Business Improvement District (BID) 2023 Operating Plan

Case Manager: David Kress, Principal Planner

GENERAL INFORMATION

On behalf of Jennifer Stephany, Executive Director of Appleton Downtown Inc., please find the attached 2023 Business Improvement District (BID) Operating Plan for your review and recommendation.

Staff has reviewed the Operating Plan, and there are two BID boundary changes proposed. As explained on page 5 of the Operating Plan, annual adjustments are made based on parcel combinations and divisions along the BID boundary. For this review period, impacted parcels include #31-5-1232-00 and #31-2-0159-00. The language included on pages 5, 7, and 8 is meant to clarify past/ongoing practice for creating the annual BID map, which is included in Appendix F.

Page 9 of the Operating Plan identifies the parcels that are removed from or added to the schedule of assessments. Only BID contributing parcels are listed in the schedule of assessments (Appendix E). The language on pages 7 and 8 clarifies how contributing versus non-contributing status is determined.

Business Improvement Districts are regulated by Section 66.1109 of the Wisconsin State Statutes. These Statutes require that a BID Operating Plan be reviewed and approved by the local legislative body on an annual basis. The Plan Commission is being asked to review and make recommendation to the Common Council in regard to the submitted 2023 Operating Plan.

*Greetings
from*

DOWNTOWN



Appleton

One Great Place!



2023

**Downtown Appleton Business
Improvement District Operating Plan**

Downtown Appleton Business Improvement District Operating Plan 2023

I. Preface - no change has been made to this section from the previous year.

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 2023 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 2023 which shall be the Twentieth “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 2023.

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

B. 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.

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 initiatives, strategies and tasks for the plan year as they align with Chapter 14 Downtown Plan of the City of Appleton Comprehensive Plan.

D. 2021 Annual Report

The 2021 annual report is attached.

The total assessed value of properties for the district for 2021 was \$137,653,700 a 1.33% increase over previous year.

The total assessed value of the district properties for 2022 increased by 1.45% \$139,643,700

Also included as **Appendix B** is the 2022 Midyear update report

E. 2023 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the 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 revenues of 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 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 this contracted and approved expenditures with ADI, and are expected to pay for about 30 percent of the projected annual budget to implement a full downtown management and event program. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

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 these goals.
9. To add to the security of the district.

10. 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.
11. To adopt 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.

III. District Boundaries – no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in red 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 2022.

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 205 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.

IV. 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. 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. Hosted 6/15/2022
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. ADI Staff will submit the plan draft it to the ADI Board for review. Hosted 7/26/2022
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval. Hosted 7/27/2022
5. The proposed plan will be submitted to the Community Development Department. Submitted on 8/3/2022
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.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

V. 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

VI. Method of Assessment no change has been made to this section from the previous year.

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 and 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 2023 plan year is \$2.75 per \$1000 of assessed value, minimum \$275 and maximum \$5500.

The 2023 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 – updated to reflect assessment adjustments presented by the City Assessor

The final form of this 2023 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.

- The 2023 BID assessment current rate of \$2.75/\$1000 with a maximum assessment of \$5500 and a minimum assessment of \$275
- The 2023 BID assessments are anticipated to generate: \$241,511.61 based on this methodology.
- Adjustments from previous year presented by the City Assessor include:

ADDED PARCELS:

- 312027309 at 100 W College unit 50H (no longer tax exempt)
- 312034300 at 320 E. College Ave. (was vacant lot 1/1/21, now new building)
- 313101700 at 119 S Walnut St. (included a commercial use on 1/1/22)

REMOVED PARCELS:

- 312027312 at 116 N. Appleton St. (now tax exempt church)
- 312043900 at 303 N. Oneida St. (now tax exempt church)

11 properties increased in value over the previous year. An increase in total assessed value of 1.45% or \$1,990,000

- 201 W. College
- 129 Durkee
- 300 Appleton
- 625 Lawrence
- 621 Lawrence
- 843 W. College
- 800 W. College
- 513 W. College
- 532 W. College
- 514 W. College
- 500 W. College

D. Assessment Collection and Dispersal

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 2021 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 2021 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.

VII. 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.

VIII. 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.

IX. 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.

X. 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

2023 Plan of Action



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.

OUR BRIGHT FUTURE

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
- Expand 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, Paint out, Avenue of Ice	ADI/CDA
Partner with Community organizations to co-host or support events and programs: Rhythms of the World, Mile of Music, Heid Music's Street Music Week, Fox Cities Chamber of Commerce Octoberfest, City of Appleton parades, 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	

Appendix B

2022 Midyear Review

2022 BID Work Plan Second Quarter report

#1 Urban Form & Design	ADI/BID/CDA	Second Quarter 2022
Street pole banner replacement	BID/ADI	Replacement banners are up and more are ordered
Annual flowers in the planters and Houdini Fountain area	BID/ADI	Sidewalk flowers are in and we have connected with the master gardeners to design and maintain the areas around the fountain in Houdini Plaza
Manage the Façade grant program	BID/ADI	Applications listed below
Increase flexible outdoor seating and public use areas	ADI/CDA	Parklet area updated – still need to paint the tables The State street parklet is installed Would like to put Adirondack chairs back in Houdini Plaza – push back from neighboring businesses. Feedback appreciated

#2 Tourism, Arts, Entertainment & Education	ADI/BID/CDA	
Maintain the Visitor Area kiosk within our office	BID/ADI	With the expected office renovation we are looking at ways to expand our visitor area and create better access to the materials. Outdoor brochure box or holders will be added. Construction happening sooner than expected. Have requested more wall space for visitor information.
Collaborate with community partners to increasing leisure travel to Appleton and maximize the value of the Fox Cities Exhibition Center	BID/ADI	Conventions are back and visitor traffic is increasing. Recent WCMA conference we helped make dinner reservations for 85 of their attendees through signupgenius. Visitor spending increasing quickly in 2022. CVB reports we are near pre pandemic occupancy – 57.6%.
Explore opportunities to connect with sports tournament travelers	BID/ADI	We meet monthly with the CVB to connect with groups coming in. CVB has launched the tourism master plan process – ADI is involved on the committee.
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, Community Public Market events, Light up Appleton, Downtown Creates walking features: Playful Planter, Artful Chairs, Chalk Walk, Paint out, Avenue of Ice	ADI/CDA	First quarter events: 2 Community Public Markets, Vacation Destination, Death by Chocolate, Avenue of Ice, Ladies day tickets and Mini Golf Teams on sale now! Second quarter events: Ladies Day Fashion Show and shopping, Mini Golf, Craft Beer Walk, Dt Creates Student Gallery Walk, Memorial Day Parade, Concerts, Lunch Time Live, Flag Day Parade, Farm Market, Street Music Week, Make Music Day,

CDA to curate public art projects as the opportunities occur	ADI/CDA	Proposed mural on the Block 800 building. \$5000 committed and another \$5000 needed to start painting. Looking for additional support.
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 others	ADI/CDA	Current Planning committee involvement: Rhythms of the World, Street Music Week, Make Music Day, Festival of Cultures, Octoberfest, Mile of Music, The new museum pass will go on sale this summer and will be a month long pass for September unlimited visits to five museums for \$25/person or \$100 for a family.

#3 Neighborhood & Residential Development	ADI/BID/CDA	
Host a downtown living Open House event with video promotion	ADI	As part of our image video work, we have several 2 minute videos in the work: the winter seasonal video, living in downtown, business attraction. Downtown Living video work part of the proposed group of new videos Tour at 320 East with the Econ Dev Committee June 22 12:30-1pm
Promote and distribute Downtown Welcome packet for new residents	BID/ADI	Updated Welcome packets are ready and being distributed
Host Downtown resident meet and greet events twice a year	ADI/CDA	Resident Meet and Greet will be moved to Sept. 10 for Rhythms of the World in Houdini Plaza. We are also engaged in the Age Friendly Initiative with the City of Appleton and will host a listening session in downtown this summer and help distribute the survey.
Add pet friendly amenities and explore options for a downtown dog friendly green space	ADI/CDA	Private space for a dog park is no longer an option. Other options to look at: Kalata Place. City will install the second pet waste station on the west end. We will work with CARE to empty it weekly – a new application is now required.

#4 Downtown Development & Business Retention	ADI/BID/CDA	
Downtown Development and recruitment event, webinar or video created to share data and information with developers and business interests	BID/ADI	Insight will host InDevelopment in Appleton on September 13, 2022. We are exploring a Downtown Update to developers for an October date.

Cooperatively market the City TIF and ARA grant programs	BID/ADI	TIF 12 and 11 boundaries have been amended. New maps are available on the City website. Several interested improvement projects have already reached out. We continue to promote the collaborative leverage of both programs.
Promote and distribute Downtown Welcome packet for new employees	BID/ADI	No new updates – packets are going out.
Manage and promote the Gift Certificate Program	BID/ADI	No new updates – sales continue to be steady throughout the year.
Manage the Business Recruitment grant program	BID/ADI	Murphy’s Family Barbershop and Salon All tied Up Floral Café Franklin Street Salon Studios Yoga 3 Appleton 3 Tall Pines Eroding Winds League of Woman Voters Tiffani’s Bridal
Manage the matching marketing grant program	BID/ADI	Grant program had committed on \$6227 in matching grant awards Program is still open until the dollars are granted

Increase brand and image marketing	BID/ADI	<p>Appleton Mag will feature Appleton in April and we are working on an article and ad for the magazine. Other image ads: Fun in WI, Fox Cities Magazine, WI Event Guide, Airport, hotel guides, Downtown Guide.</p> <p>Met with CVB regarding additional options for partnership to extend our image marketing beyond the Fox Cities. We are exploring partner opportunities and setting a follow up meeting with CVB.</p> <p>Current focus on vertical video – concepts for the first round: Video 1: B2B – Make your business stand out Video 2: Getting Around Downtown Video 3: Shop for Summer in Downtown Appleton Video 4: Full Day in Downtown</p> <p>Travel WI summer campaign which targets 12 markets including Chicago, Duluth, Rochester, Cedar Rapids, Des Moines, Rockford. Looking for ways to play off of the Here’s to Summer in WI – with tag like: Here’s how we summer in Downtown Appleton</p> <p>https://www.industry.travelwisconsin.com/travel-promotion/seasonal-marketing-plan/</p>
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#5 Mobility and Parking	ADI/BID/CDA	
Include and promote accessibility improvements through the façade grant program	BID/ADI	Acoca Coffee applied for an automatic door addition to their building. The new bookstore is also interested in making accessibility improvements once they are up and operating.
Expand the sidewalk safety program: walk your wheels signage, social media messaging	BID/ADI	Concerns continue with the BIRD scooters. We reached out to BIRD with sidewalk parking and riding concerns. They would like to meet with us to look at solutions. Working on scheduling
Promote the use of the Passport parking app	BID/ADI	The downtown parking map available on our website is now updated and Refreshing our how to use the app video
Host walk audits of BID side streets to identify walkability improvement opportunities	ADI	Economic Development committee will look to fall for scheduling a walk of side streets. We walk the downtown discuss projects, facades, condition, walkability etc.. All are welcome to join us.

#6 Downtown Management	ADI/BID/CDA	
Cooperative agreement between the BID and ADI. Management of:		

Image and event marketing to promote, shopping, dining, attractions, employment, living: such as the Downtown Guide, Small Business Saturday, Vacation Destination, Golden Ticket Giveaway, One Great Give, I'm Worth It promotion,	BID/ADI	Marketing report is attached Please note Google Analytics is switching to a new platform called GA4 across the board for all users. During this transition, data was not being collected, therefore, we do not have analytics on our website for the month of April. All data shown above was resumed at the beginning of May. Normal data collection will resume in the Q3 report.
Weekly public and member Eblast	BID/ADI	weekly updates on happenings, committee minutes and City committee meetings
Create and manage a social media network for business members to connect and share resources	BID/ADI	The private business Facebook group was launched. Abby is using it to share information but it's intended use is to increase communication between business owners. 90 members and growing.
Host monthly committee meetings: Marketing committee, Hospitality committee, Washington Square committee, Economic Development committee, Museum Directors	BID/ADI	In addition to our committee meetings we also participate in monthly: Octoberfest meeting, age friendly network meetings, various City committees, Chamber of Commerce public policy meetings, Mile, CVB Master Plan Tourism, East Central Planning trail/bike community impacts study, WDAC state Board, WI Creates Board.
The BID Board of Directors quarterly meetings	BID	Next meeting June 15 following the joint board retreats
Manage and financially support the CARE team contract in partnership with Riverview Gardens and the City of Appleton, to ensure daily sidewalk cleanup. Additional contract services as needed.	BID/ADI	I receive weekly reporting from Pfefferle on any graffiti removed, damaged property reports, weed reports, large items, dumpster fires, etc.. I direct to the proper City department or the Pfefferle team cleans or removes as they can.
Host annual networking events for members: ADI Business Awards, Golf Outing and BID/ADI Annual Meeting	BID/ADI	First B2B luncheon is scheduled for June 28 11:30-1pm at J. Geiger Consulting, Lunch will be included and Jeff will present on how to leverage technology for your small business and provide other service based businesses the opportunity to share their B2B service. Invites are targeted to serviced based business. No cost to attend.

#7 Public Spaces & Riverfront	ADI/BID/CDA	
Partner role in supporting the downtown trolley	ADI	Trolley will run this year and ADI will contribute a reduced fee this year. \$5000
Riverfront committee with a focus on enhancing walkability, connectivity and promotion between destination points including wayfinding signage	ADI	Still looking for a chair for a riverfront committee. No new work accomplished here.
Cooperatively draft a parklet policy proposal with City of Appleton departments	ADI/CDA	Parklet Policy is adopted by City council – complete! Parklet is installed on State Street.

2022 2nd Quarter BID Marketing Report

EVENT	DATE	SPONSORS	ADVERTISING/PROMO	ATTENDANCE	NEW NOTES
Ladies' Day Spring into Style Fashion Show	Saturday, April 9 th	Star Supporters: Tundraland and AZCO Sponsors: Renewal by Andersen, ATW, Clarity Care, Fox Communities Credit Union, TDS Media Partner: Y100 Country Supporting: Wisconsibs	Radio advertising with Y100 Digital advertising with Cumulus Facebook advertising , website, eblasts, social media with FB event, Fox Cities Magazine ad	Attendance lower than 2019, but good turnout and good participating from the Downtown retailers	Considering changing location from the Hilton Paper Valley Hotel to The 513
Mini Golf on the Town	Saturday, April 9 th	Star Supporters: Tundraland and AZCO Sponsor: Renewal by Andersen	Radio advertising with Woodward radio on KISS FM Facebook advertising , website, eblasts, social media with FB event	Attendance was great, around 500 playing	There was a lot of back and forth with the bars and restaurants, closing of Bad Badger, etc. We need to have more clear communication and commitment for the event next year
One Great Give	May 1 - 7	Star Supporters: Tundraland and AZCO Sponsor: Renewal by Andersen	Facebook advertising , website, eblasts, social media with FB event	Good reports from businesses about business throughout the week	A total of \$8,823 was raised by all 15 businesses, the most the event has ever raised, great feedback from the community
Craft Beer Walk	Saturday, May 14 th	Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Hilton Appleton Paper Valley Hotel, Wisconsin Distributors, General Beer, Lee Beverage and Kay Distributing Media Partner: 96.9 The Fox	Radio advertising with 96.9 The Fox, ticket giveaways on air Print advertising with Appleton Monthly Facebook advertising , website, eblasts, social media with FB event	Great attendance, over 100 tickets sold online and more sold by participating businesses in store	Overall good feedback from the businesses, a bit of miscommunication about VIP offers that will be clarified for the fall event Brought a lot of business during the full duration of the event

<p>Downtown Creates: Student Art Gallery</p>	<p>Friday, May 20th</p>	<p>Presented by: Kimberly-Clark Cares Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: TDS, Warning Lites, ATW, Hilton Appleton Paper Valley Hotel, Johnson Financial Group and the City of Appleton</p>	<p>Digital advertising with Cumulus Facebook advertising , website, eblasts, social media with FB event</p>	<p>Consistent traffic Downtown viewing the art and listening to live performers, cold weather might have been a deterrent</p>	<p>A first time event for the Downtown Creates Series, we are hoping to continue to grow the event involving more local schools. A great way to bring families Downtown</p>
<p>Heid Music Summer Concert Series</p>	<p>Thursday's June 2 – August 25</p>	<p>Presented by US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Heid Music, Nicolet National Bank, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers Media Partners: Woodward Radio (105.7 WAPL, 95.9 KISS FM, 104.3 KZ and 103.5 WAPL)</p>	<p>Radio advertising with Woodward radio across multiple stations (each band is paired with a station that fits their genre) Facebook advertising , website, eblasts, social media with FB event</p>		<p>Great feedback on the line up from the community, a lot of inquiries about the event</p>

Lunchtime Live on the Road!	Friday's June 3 – August 26	Presented by US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Heid Music, Nicolet National Bank, Festival Foods, Steve & Teri Winter, General Beer, Wisconsin Distributors, Brian Hodgkiss Injury Lawyers Media Partners: Woodward Radio (105.7 WAPL, 95.9 KISS FM, 104.3 KZ and 103.5 WAPL)	Radio advertising with Woodward radio across multiple stations, mention of the performance during concert announcements Facebook advertising , website, eblasts, social media with FB event		Working closely with businesses to help them promote the shows they are hosting, hoping for better traffic now that it's on Friday afternoons versus Thursday afternoons
Downtown Creates: Street Music Night	Friday, June 17	Presented by: Kimberly-Clark Cares Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: TDS, Warning Lites, ATW, Hilton Appleton Paper Valley Hotel, Johnson Financial Group and the City of Appleton	Digital advertising with Cumulus Facebook advertising , website, eblasts, social media with FB event		A first time event for the Downtown Creates Series partnering with Heid Music during Street Music week to bring performers Downtown Friday night up and down College Avenue

Farm Market	Saturday's June 18 – October 29	Presented by: US Venture Star Supporters: Tundraland, AZCO and Renewal by Andersen Sponsors: Theda Care, Gateway Chiropractic, City of Appleton, Hilton Appleton Paper Valley Hotel, First Weber Realtors, Sury-Dry, Ulness Health, Warning Lites, Crunch Fitness, Mortgage Nerds Media Partner: Healthy Living and Wellness Magazine Kids Market Sponsor: Fox Communities Credit Union EBT Match Sponsor: Community First Credit Union Music Sponsor: Consolidated Construction Co.	Facebook advertising , website, eblasts, social media with FB event		30 th Anniversary
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OTHER DOWNTOWN EVENTS	PRESENTED BY	DATES	NOTES
WNA APRN Forum Pharmacology & Clinical Update Conference	Wisconsin Nurses Association	April 20-24 2022	400 attendees at the Hilton Appleton Paper Valley
WI Credit Union League Annual Convention, 600 attendees, Fox Cities Exhibition Center & Hilton Appleton Paper Valley Hotel	The Wisconsin Credit Union League	May 11 - 13	Annual Convention, 600 attendees, Fox Cities Exhibition Center & Hilton Appleton Paper Valley Hotel
Memorial Day Parade	City of Appleton	May 30 th	
Street Music Week	Heid Music	June 13 - 17	
Flag Day Parade	City of Appleton	June 11	Introducing new elements to the event: live music, Cavalcade of cards, etc.

FREE PUBLICITY	PAID IMAGE ADVERTISING
Monthly Interviews with WVBO	CopperLeaf guestbook (annual)
Monthly Interviews with Y100	APRD City Guide Back Cover Full Page ad
Local 5 Live interviews for Mini Golf on the Town and Ladies' Day Fashion Show	Appleton International Airport Billboard in Luggage Area (annual)
Local 5 Live interview for One Great Give	1/2 page with Appleton Monthly May Issue
Local 5 Live interview for Craft Beer Walk	Found in the Fox Ad Fox Cities Magazine, April and June Issues
Focus Fox Valley Radio Interview – Covering all summer events	Healthy Living and Wellness Full Page Ad, May and June Issues
Appleton Monthly - Article on Craft Beer Walk	
Fox Cities Convention and Visitors Bureau Newsletter	
Appleton Monthly Events Calendar	

COMMUNICATION STATISTICS: May 1 – June 2

Appleton Downtown Facebook Page Likes	18,510	Email Active Contacts	
Farm Market Facebook Page Likes	18,874	@Dwtnappleton Twitter Followers	
Blog Posts	850	Website Sessions: 10,824	
Instagram Followers	6,733	By Device:	
		Mobile 67.5 % Desktop 30.3% Other 2.2%	
Engaged Sessions	9,561	New Visitors	9,656
<ul style="list-style-type: none"> Views a page for 10 or more seconds Visits 2 or more pages Completes an action on page (eg. filling out a form) 			
Website Visits by Location		Top Referral Sites	
Appleton, WI	1,073	Google	2,228
Milwaukee	538	Direct Search	694
Kaukauna	301	Bing	83
Neenah, WI	106	Robly (Eblast platform)	80
Chicago	97		
Website Visits from Social Media : 594		Top Landing Pages	
Facebook: 196		Downtown Appleton Farm Market	840
		Home Page	538
		Heid Music Summer Concert Series	471
		Upcoming Events	422

Google Analytics is switching to a new platform called GA4 across the board for all users. During this transition, data was not being collected, therefore, we do not have analytics on our website for the month of April. All data shown above was resumed at the beginning of May. Normal data collection will resume in the Q3 report.

APPENDIX C

2023

Budget

BUSINESS IMPROVEMENT DISTRICT PROPOSED 2023 BUDGET

REVENUE

BID Assessments
Carry Over from Prior Year
Interest Income
Total

2023 Proposed Budget	
	241,512
	241,512
	50,000
	6,412
	2,600
	75,000
	40,000
	10,000
	15,000
	7,500
	35,000
	241,512

EXPENSES

Contracted Services	
	ADI Staff
Administrative	
	Telephone
	Office Supplies
	Postage
	Conferences/Workshops
	Dues, Fees, Subscriptions
	Space Lease/Rental Fees
	Internet Fees
	Office Equipment Repairs & Maint.
BID Audit/Accounting Services	
Marketing	
	Website / Social Media
	Image Advertising
	Design services
Economic Development	
	Façade Grants
	Marketing Grant
	Recruitment Grant
	Business Recruitment
Maintenance services	
	Maintenance contracts including:
	CARE team, flowers, garbage, graffiti

APPENDIX D

2022 BID Board List

Board Member	Business	Category
Monica Stage – Treasurer	City of Appleton	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 – President	Retired	
Marcie Harris	Triumph Engineering	Property and Business Owner – office
Bill Wetzel	Acoca Coffee	Property Owner / Business Owner Hospitality
Jason Druxman– Secretary	Avenue Jewelers	Retail & property/co-owner
Tim Ceman	Noble Assets	Building Owner
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / Business Owner: Retail

Appendix E

Schedule of Assessments (attached)

Parcel	#	Dir	Street Location	Owner first	Owner MI	Owner last	Acres	Land Assessed Value	Building Assessed Value	Total Assessed Value	% of Condo	Unit	Assessment	Min/Max Adj	Total Assessment
312000200	303	E	COLLEGE AVE			WP & R INC	0.17	128,600	171,400	300,000			825.00	825.00	825.00
312000300	305	E	COLLEGE AVE			GO TO COLLEGE LLC	0.08	54,900	98,800	153,700			422.68	422.68	422.68
312000400	311	E	COLLEGE AVE			311 COLLEGE AVE LLC	0.07	43,000	117,000	160,000			440.00	440.00	440.00
312000700	321	E	COLLEGE AVE	JIMMY	B	PHIMMASENE	0.11	68,300	237,800	306,100			841.78	841.78	841.78
312001700	231	E	COLLEGE AVE			FURMAN PROPERTIES LLC	0.09	68,600	281,400	350,000			962.50	962.50	962.50
312001900	229	E	COLLEGE AVE			NOBLE ASSETS INC	0.04	27,400	98,000	125,400			344.85	344.85	344.85
312002000	227	E	COLLEGE AVE			FIFTY-ONE FIFTY LLC	0.04	30,700	93,400	124,100			341.28	341.28	341.28
312002100	225	E	COLLEGE AVE	WENDY		KRUEGER ET AL	0.04	32,100	91,900	124,000			341.00	341.00	341.00
312002200	223	E	COLLEGE AVE			223 COLLEGE LLC	0.08	59,400	123,300	182,700			502.43	502.43	502.43
312002300	219	E	COLLEGE AVE			219 COLLEGE LLC	0.08	59,400	45,600	105,000			288.75	288.75	288.75
312002500	217	E	COLLEGE AVE	ANTHONY	A	MUELLER	0.08	59,400	112,600	172,000			473.00	473.00	473.00
312002600	215	E	COLLEGE AVE			KORN ACQUISITIONS R.E. LLC	0.08	59,700	254,300	314,000			863.50	863.50	863.50
312002700	213	E	COLLEGE AVE			SHIRAZ HOLDINGS LLC	0.08	59,700	162,300	222,000			610.50	610.50	610.50
312003100	201	E	COLLEGE AVE			GABRIEL LOFTS LLC	0.38	303,800	3,996,200	4,300,000			11,825.00	5,500.00	5,500.00
312003800	101	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.04	37,900	194,700	232,600			639.65	639.65	639.65
312003900	103	E	COLLEGE AVE			FA & VB LLC	0.15	122,300	426,700	549,000			1,509.75	1,509.75	1,509.75
312004000	107	E	COLLEGE AVE	RAYMON	L	ASPLUND	0.06	49,400	124,000	173,400			476.85	476.85	476.85
312004100	109	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC	0.06	53,000	127,000	180,000			495.00	495.00	495.00
312004200	111	E	COLLEGE AVE			DKS REALTY WISCONSIN IV LLC	0.06	53,000	136,000	189,000			519.75	519.75	519.75
312004300	113	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07	55,100	140,800	195,900			538.73	538.73	538.73
312004400	115	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.18	152,900	420,900	573,800			1,577.95	1,577.95	1,577.95
312004600	121	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.06	46,400	113,200	159,600			438.90	438.90	438.90
312004700	123	E	COLLEGE AVE			ECO PROPERTIES LLC	0.05	44,900	115,100	160,000			440.00	440.00	440.00
312004800	125	E	COLLEGE AVE			SOMA CORPORATION	0.06	47,500	289,000	336,500			925.38	925.38	925.38
312004900	127	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07	58,700	126,100	184,800			508.20	508.20	508.20
312005000	129	E	COLLEGE AVE			BEHNKE PROPERTIES LLC	0.07	58,700	182,700	241,400			663.85	663.85	663.85
312005100	133	E	COLLEGE AVE			133 E COLLEGE WI WCO LLC	0.07	58,700	303,300	362,000			995.50	995.50	995.50
312005101	135	E	COLLEGE AVE			GREENSIDE PROPERTIES LLC	0.07	61,900	135,600	197,500			543.13	543.13	543.13
312006900	107	W	COLLEGE AVE			BAZIL PROPERTIES LLC	0.1	90,100	359,900	450,000			1,237.50	1,237.50	1,237.50
312007000	101	W	COLLEGE AVE			ZUELKE FLATS LLC	0.15	133,100	1,789,000	1,922,100			5,285.78	5,285.78	5,285.78
312007200	100	W	LAWRENCE ST			100 W LAWRENCE STREET FEE LLC	0.79	519,100	7,504,900	8,024,000			22,066.00	5,500.00	5,500.00
312007400	221	W	COLLEGE AVE			SHAH BECK GROUP LLC	0.58	533,600	2,472,800	3,006,400			8,267.60	5,500.00	5,500.00
312007800	215	W	COLLEGE AVE			PASSION8 LLC	0.11	98,400	207,500	305,900			841.23	841.23	841.23
312007900	211	W	COLLEGE AVE			KING BROKERAGE LTD	0.17	146,200	625,600	771,800			2,122.45	2,122.45	2,122.45
312008000	207	W	COLLEGE AVE			TUSLER PROPERTIES LLC	0.08	73,000	229,900	302,900			832.98	832.98	832.98
312008100	205	W	COLLEGE AVE	STEVEN		HECKENLAIBLE LIV TRUST	0.05	43,200	231,800	275,000			756.25	756.25	756.25
312008200	203	W	COLLEGE AVE			CLEO'S REAL ESTATE PARTNERSHIP	0.05	44,200	260,100	304,300			836.83	836.83	836.83
312008300	201	W	COLLEGE AVE			201 W COLLEGE LLC	0.06	53,100	307,500	360,600			991.65	991.65	991.65
312008400	117	S	APPLETON ST			THEOBALD-APPLETON RENTAL PROPERTY LLC	0.03	24,200	114,000	138,200			380.05	380.05	380.05
312009200	343	W	COLLEGE AVE			DURTY PROPERTIES LLC	0.06	56,200	93,800	150,000			412.50	412.50	412.50
312009201	345	W	COLLEGE AVE			KONIETZKI HOLDINGS LLC	0.04	44,000	123,800	167,800			461.45	461.45	461.45
312009500	333	W	COLLEGE AVE			APPLETON HOTEL HOLDINGS LLC	0.35	321,700	2,026,100	2,347,800	21%		6,456.45	5,500.00	1,155.00
312009600	333	W	COLLEGE AVE			APPLETON HOTEL HOLDINGS LLC	2.5	1,963,700	8,442,900	10,406,600	79%		28,618.15	5,500.00	4,345.00
312023300	125	N	SUPERIOR ST			FOX CITIES CHAMBER OF COMMERCE	0.29	179,600	475,400	655,000			1,801.25	1,801.25	1,801.25

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312023500	342	W	COLLEGE AVE			HVN COMMERCIAL HOLDINGS LLC	0.4	401,100	1,328,900	1,730,000			4,757.50	4,757.50	4,757.50
312023800	330	W	COLLEGE AVE	STEPHEN	M	EVANS	0.38	332,300	1,820,000	2,152,300			5,918.83	5,500.00	5,500.00
312024200	322	W	COLLEGE AVE			DOUGHLICIOUS REAL ESTATE HOLDINGS LLC	0.13	110,500	219,500	330,000			907.50	907.50	907.50
312024300	318	W	COLLEGE AVE			318 COLLEGE AVE LLC	0.38	326,700	500,300	827,000			2,274.25	2,274.25	2,274.25
312024800	310	W	COLLEGE AVE	NATHAN	S	WEYENBERG	0.07	57,000	105,000	162,000			445.50	445.50	445.50
312025000	300	W	COLLEGE AVE			FOX CITIES HOTEL INVESTORS LLC	0.36	333,700	6,618,300	6,952,000			19,118.00	5,500.00	5,500.00
312025300	131	N	APPLETON ST			BANK ONE	0.54	378,300	158,300	536,600			1,475.65	1,475.65	1,475.65
312025700	222	W	COLLEGE AVE			222 BUILDING LLC	0.62	567,800	10,472,900	11,040,700			30,361.93	5,500.00	5,500.00
312026000	210	W	COLLEGE AVE			PATTEN PROPERTIES LLC	0.17	144,200	706,800	851,000			2,340.25	2,340.25	2,340.25
312026300	200	W	COLLEGE AVE			BANK ONE	0.33	305,100	1,800,600	2,105,700			5,790.68	5,500.00	5,500.00
312027303	100	W	COLLEGE AVE			NKHH LLC	0.01	6,400	100	6,500	1.30%	50B	17.88	275.00	71.50
312027304	100	W	COLLEGE AVE			NKHH LLC	0.0043	3,900	100	4,000	0.80%	50C	11.00	275.00	44.00
312027305	100	W	COLLEGE AVE			ISLAND MEDICAL LLC ET AL	0.0043	3,900	100	4,000	0.80%	50D	11.00	275.00	44.00
312027306	100	W	COLLEGE AVE			ISLAND MEDICAL LLC ET AL	0.0027	2,500	3,200	5,700	0.50%	50E	15.68	275.00	27.50
312027309	100	W	COLLEGE AVE			NKHH LLC	0.0011	500	3,500	4,000	1.30%	100C	11.00	275.00	71.50
312027330	100	W	COLLEGE AVE			NKHH LLC	0.08	78,000	983,400	1,061,400	15.80%	300A	2,918.85	2,918.85	869.00
312027340	100	W	COLLEGE AVE			NKHH LLC	0.08	78,500	988,200	1,066,700	15.90%	400A	2,933.43	2,933.43	874.50
312027341	100	W	COLLEGE AVE			NKHH LLC	0.0005	500	4,400	4,900	0.10%	400B	13.48	275.00	5.50
312027342	100	W	COLLEGE AVE			NKHH LLC	0.0005	500	6,900	7,400	0.10%	400C	20.35	275.00	5.50
312028200	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.51	447,100	1,928,800	2,375,900	34.00%	001	6,533.73	5,500.00	1,870.00
312028201	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0026	2,200	7,100	9,300	0.17%	002	25.58	275.00	9.35
312028202	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I	0.14	123,900	1,194,600	1,318,500	9.42%	101	3,625.88	3,625.88	518.10
312028203	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I	0.01	7,100	19,500	26,600	0.54%	102	73.15	275.00	29.70
312028204	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I	0.01	12,200	71,600	83,800	0.93%	103	230.45	275.00	51.15
312028205	122	E	COLLEGE AVE			HOFFMAN HOLDINGS LLC ET AL	0.01	7,600	19,000	26,600	0.58%	104	73.15	275.00	31.90
312028206	122	E	COLLEGE AVE			APPLETON EDUCATION FOUNDATION INC	0.1	0	674,300	674,300	6.68%	105	1,854.33	1,854.33	367.40
312028207	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.19	166,700	1,606,800	1,773,500	12.68%	201	4,877.13	4,877.13	697.40
312028208	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.01	5,000	13,800	18,800	0.38%	202	51.70	275.00	20.90
312028210	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.28	243,500	2,327,500	2,571,000	18.52%	204	7,070.25	5,500.00	1,018.60
312028211	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0039	3,400	10,000	13,400	0.26%	205	36.85	275.00	14.30
312028212	122	E	COLLEGE AVE			PFEFFERLE INVESTMENTS INC ET AL	0.0041	3,600	9,700	13,300	0.27%	206	36.58	275.00	14.85
312028213	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I	0.05	45,400	410,700	456,100	3.45%	301	1,254.28	1,254.28	189.75
312028214	122	E	COLLEGE AVE			WASHINGTON STREET R.E. INVESTMENT FUND I	0.07	57,500	554,800	612,300	4.37%	106	1,683.83	1,683.83	240.35
312028215	122	E	COLLEGE AVE			HOFFMAN HOLDINGS LLC ET AL	0.1	87,300	871,800	959,100	6.64%	107	2,637.53	2,637.53	365.20
312028700	100	E	COLLEGE AVE			APPLETON HOTEL GROUP LLC	0.07	60,300	227,700	288,000			792.00	792.00	792.00
312029001	10	E	COLLEGE AVE			TAM LLC	1.54	1,209,400	769,500	1,978,900			5,441.98	5,441.98	5,441.98
312030200	130	N	MORRISON ST			DAUNTLESS PROPERTIES LLC	0.05	26,000	114,000	140,000			385.00	385.00	385.00
312030300	120	N	MORRISON ST			MORRISON BUILDING LLC	0.18	96,500	332,400	428,900			1,179.48	1,179.48	1,179.48
312031100	129	N	DURKEE ST			229 WASHINGTON LLC	0.14	61,800	127,200	189,000			519.75	519.75	519.75
312031200	200	E	COLLEGE AVE			200 COLLEGE LLC	0.12	102,600	527,400	630,000			1,732.50	1,732.50	1,732.50
312031300	204	E	COLLEGE AVE			FA & VB LLC	0.12	97,500	369,200	466,700			1,283.43	1,283.43	1,283.43
312031500	208	E	COLLEGE AVE			TENNIE'S JEWELRY PROPERTIES LLC	0.06	47,500	92,500	140,000			385.00	385.00	385.00
312031600	212	E	COLLEGE AVE	BRADLEY	R	VANDINTER	0.06	49,700	88,300	138,000			379.50	379.50	379.50
312031700	216	E	COLLEGE AVE			214/216 COLLEGE LLC	0.12	97,200	242,300	339,500			933.63	933.63	933.63

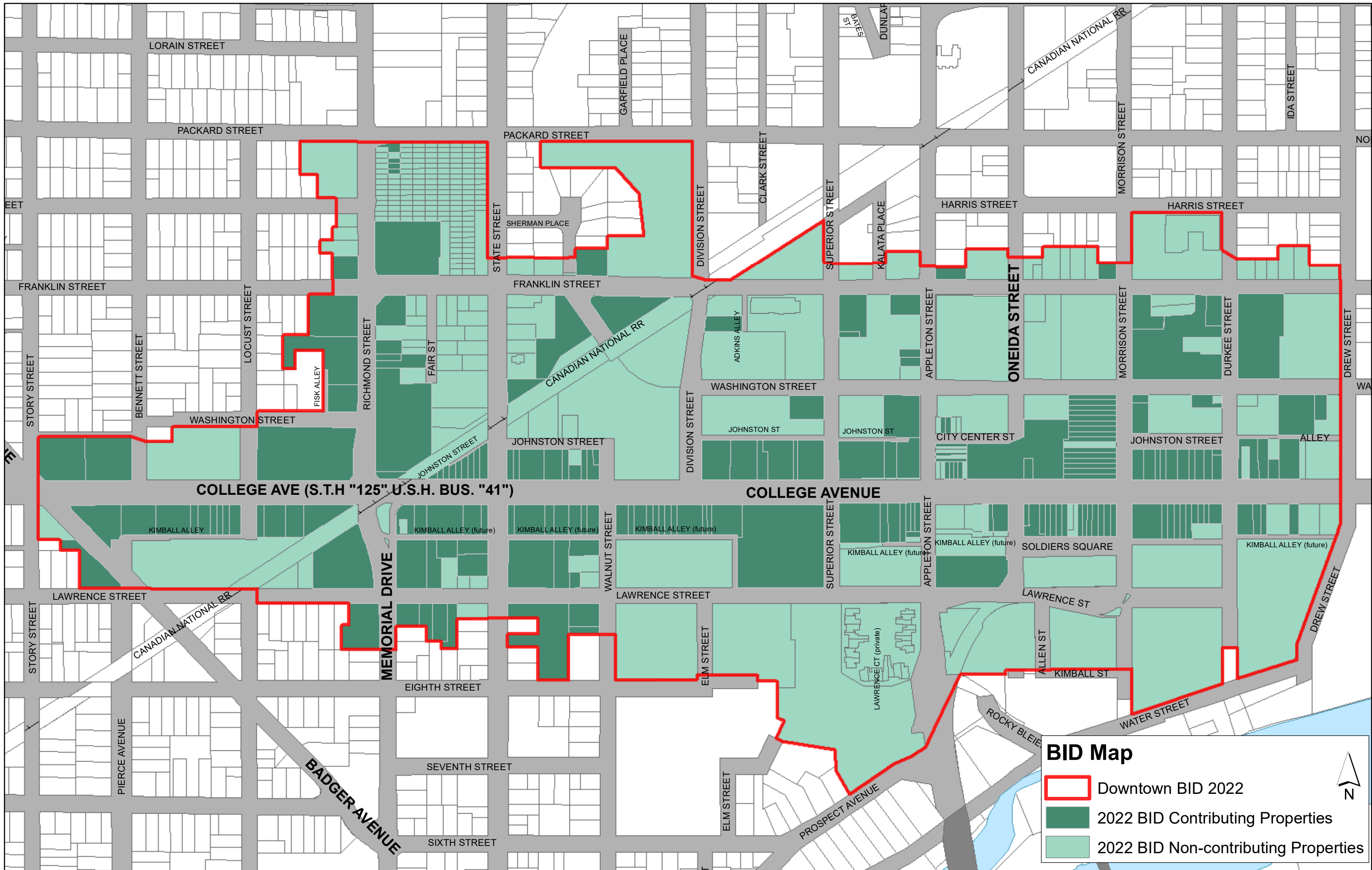
Parcel	#	Dir	Street Location	Owner first	Owner MI	Owner last	Acres	Land Assessed Value	Building Assessed Value	Total Assessed Value	% of Condo	Unit	Assessment	Min/Max Adj	Total Assessment
312031900	218	E	COLLEGE AVE			218220 COLLEGE LLC	0.12	94,000	275,600	369,600			1,016.40	1,016.40	1,016.40
312032100	222	E	COLLEGE AVE			DDCC HOLDINGS LLC	0.06	45,900	140,900	186,800			513.70	513.70	513.70
312032200	224	E	COLLEGE AVE			TROOPER PROPERTIES LLC	0.11	78,500	355,000	433,500			1,192.13	1,192.13	1,192.13
312032300	230	E	COLLEGE AVE			CJW PROPERTIES LLC	0.09	67,300	113,800	181,100			498.03	498.03	498.03
312032400	232	E	COLLEGE AVE			CJW PROPERTIES LLC	0.08	60,500	164,500	225,000			618.75	618.75	618.75
312032500	109	N	DURKEE ST			CJW PROPERTIES LLC	0.02	8,400	60,700	69,100			190.03	275.00	275.00
312033300	323	E	WASHINGTON ST			LAWRENCE UNIVERSITY OF WISCONSIN	0.51	142,900	12,300	155,200			426.80	426.80	426.80
312033400	331	E	WASHINGTON ST			DMW INVESTMENTS LLC	0.11	42,500	195,500	238,000			654.50	654.50	654.50
312033700	300	E	COLLEGE AVE			BGO LLC	0.3	206,600	181,000	387,600			1,065.90	1,065.90	1,065.90
312034000	308	E	COLLEGE AVE			BGO LLC	0.15	96,300	192,700	289,000			794.75	794.75	794.75
312034200	314	E	COLLEGE AVE			BOMB ALLEY LLC	0.07	45,600	136,500	182,100			500.78	500.78	500.78
312034300	320	E	COLLEGE AVE			320 EAST COLLEGE LLC	0.3	163,900	3,000,000	3,163,900			8,700.73	5,500.00	5,500.00
312035300	200	N	DURKEE ST			FIRSTAR BANK APPLETON	1.33	492,500	947,500	1,440,000			3,960.00	3,960.00	3,960.00
312036300	230	N	MORRISON ST			OPTION L PROPERTIES LLC	0.29	115,600	209,800	325,400			894.85	894.85	894.85
312036600	200	E	WASHINGTON ST			SKY APPLETON LLC ET AL	1.67	888,000	4,520,100	5,408,100			14,872.28	5,500.00	5,500.00
312037100	229	E	FRANKLIN ST	ETHEL		CONNER LLC	0.18	65,000	125,000	190,000			522.50	522.50	522.50
312040400	231	W	FRANKLIN ST			SEC PROPERTIES LLC	0.38	132,200	155,700	287,900			791.73	791.73	791.73
312040500	214	N	SUPERIOR ST			214 SUPERIOR LLC	0.04	21,500	153,400	174,900			480.98	480.98	480.98
312040800	233	N	APPLETON ST	SCOTT		BERKEN	0.22	86,500	136,600	223,100			613.53	613.53	613.53
312041700	211	N	APPLETON ST			VINTAGE-SPECIALTY PROPERTIES LLC	0.06	30,500	105,000	135,500			372.63	372.63	372.63
312041800	207	N	APPLETON ST			JK APOLLON LLC	0.07	34,600	184,100	218,700			601.43	601.43	601.43
312043006	218	N	DIVISION ST	ROBERT	E	HOERSCH	0.2	71,100	142,200	213,300			586.58	586.58	586.58
312043600	300	N	APPLETON ST			FITZGERALD PROPERTIES LLC	0.14	51,000	285,000	336,000			924.00	924.00	924.00
312045800	130	E	FRANKLIN ST			HOTV.BIZ LLC	0.11	42,000	177,000	219,000			602.25	602.25	602.25
313084700	201	S	WALNUT ST			MIP LLC	0.25	104,400	300,400	404,800			1,113.20	1,113.20	1,113.20
313084900	211	S	WALNUT ST			NOBLE ASSETS INC	0.08	28,800	121,200	150,000			412.50	412.50	412.50
313085500	516	W	EIGHTH ST			NORWEST BANK WISCONSIN APPLETON	1.14	375,900	141,900	517,800			1,423.95	1,423.95	1,423.95
313087600	206	S	MEMORIAL DR			MSV ENTERPRISE LLC	0.19	61,200	144,800	206,000			566.50	566.50	566.50
313087700	625	W	LAWRENCE ST			920 HOME PRO LLC	0.15	34,800	72,900	107,700			296.18	296.18	296.18
313087800	621	W	LAWRENCE ST			MB HOMES LLC	0.19	46,300	90,300	136,600			375.65	375.65	375.65
313087900	617	W	LAWRENCE ST			BEHNKE PROPERTIES LLC	0.18	42,900	45,600	88,500			243.38	275.00	275.00
313088300	215	S	MEMORIAL DR			DECLREENE-ZELLNER LLC	0.56	145,700	478,300	624,000			1,716.00	1,716.00	1,716.00
313093400	131	S	BADGER AVE	JAMES	M	BOYLE	0.42	77,600	47,400	125,000			343.75	343.75	343.75
313093700	911	W	COLLEGE AVE			S & K FOOD MART INC	0.48	132,800	314,900	447,700			1,231.18	1,231.18	1,231.18
313093800	843	W	COLLEGE AVE	LANCE	L	NEVINS REV TRUST	0.38	115,600	331,000	446,600			1,228.15	1,228.15	1,228.15
313094300	823	W	COLLEGE AVE			BLOCK 800 LLC	0.37	129,600	4,570,000	4,699,600			12,923.90	5,500.00	5,500.00
313094400	819	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.08	25,200	79,200	104,400			287.10	287.10	287.10
313094500	815	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.13	40,500	139,500	180,000			495.00	495.00	495.00
313094501	813	W	COLLEGE AVE	SARA	K	PIERRI REV TRUST	0.07	20,800	52,500	73,300			201.58	275.00	275.00
313094600	809	W	COLLEGE AVE			PIONEER PROFESSIONAL CARPET CARE LLC	0.07	20,200	76,700	96,900			266.48	275.00	275.00
313094700	807	W	COLLEGE AVE			OUTPOST 31 LLC	0.07	20,200	67,700	87,900			241.73	275.00	275.00
313094800	801	W	COLLEGE AVE			WENZ RENTAL PROPERTIES LLC	0.13	46,100	115,200	161,300			443.58	443.58	443.58
313096000	745	W	COLLEGE AVE			PACIFIC HOLDINGS LLC	0.08	29,500	274,500	304,000			836.00	836.00	836.00
313096100	741	W	COLLEGE AVE			I KNOW, RIGHT? LLC	0.25	45,100	33,300	78,400			215.60	275.00	275.00

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313096301	733	W	COLLEGE AVE			SPATS FOOD AND SPIRITS LLC	0.21	64,400	142,700	207,100			569.53	569.53	569.53
313096400	719	W	COLLEGE AVE	JENNY		KONG-YU ET AL	0.31	114,500	185,300	299,800			824.45	824.45	824.45
313097200	127	S	MEMORIAL DR			ZCF QOZB LLC	1.03	269,500	1,100,500	1,370,000			3,767.50	3,767.50	3,767.50
313097600	623	W	COLLEGE AVE			GENIA'S LEGACY LLC	0.13	69,400	224,600	294,000			808.50	808.50	808.50
313097601	104	S	MEMORIAL DR	MAI		VANG	0.19	107,500	90,400	197,900			544.23	544.23	544.23
313097900	609	W	COLLEGE AVE			APPLETON WEST END REALTY LTD	0.4	202,300	271,700	474,000			1,303.50	1,303.50	1,303.50
313098300	603	W	COLLEGE AVE			DAS VENTURES HOLDINGS LLC	0.2	112,500	488,600	601,100			1,653.03	1,653.03	1,653.03
313098500	601	W	COLLEGE AVE	JAMES		LISON	0.07	46,100	168,900	215,000			591.25	591.25	591.25
313098600	115	S	STATE ST			MCFLESHMAN'S COMMONS LLC	0.15	63,900	539,000	602,900			1,657.98	1,657.98	1,657.98
313098800	121	S	STATE ST			121 STATE ST LLC	0.24	83,000	126,500	209,500			576.13	576.13	576.13
313099300	620	W	LAWRENCE ST			RUBY LOU PROPERTIES LLC	0.23	59,900	108,100	168,000			462.00	462.00	462.00
313099600	122	S	MEMORIAL DR	ROBERT	J	MAZZA	0.52	182,000	138,000	320,000			880.00	880.00	880.00
313099800	613	W	COLLEGE AVE			RUBY LOU PROPERTIES LLC	0.13	24,400	35,600	60,000			165.00	275.00	275.00
313099900	535	W	COLLEGE AVE	JOHN	C	GREINER	0.07	51,800	151,100	202,900			557.98	557.98	557.98
313100300	523	W	COLLEGE AVE			EFS LLC	0.33	246,400	724,800	971,200			2,670.80	2,670.80	2,670.80
313100400	519	W	COLLEGE AVE			KOROLL PROPERTIES LLC	0.1	77,600	336,300	413,900			1,138.23	1,138.23	1,138.23
313100500	513	W	COLLEGE AVE			BELA DEVELOPMENT LLC	0.16	128,100	912,000	1,040,100			2,860.28	2,860.28	2,860.28
313100600	516	W	LAWRENCE ST			BELA DEVELOPMENT LLC	0.26	90,900	10,000	100,900			277.48	277.48	277.48
313100800	118	S	STATE ST			NORWEST BANK WISCONSIN APPLETON	0.78	341,000	791,700	1,132,700			3,114.93	3,114.93	3,114.93
313101500	510	W	LAWRENCE ST	CRESENCIO		VICTORIA	0.06	24,300	55,700	80,000			220.00	275.00	275.00
313101700	119	S	WALNUT ST			HAUSSERMAN REV TRUST	0.17	82,000	78,000	160,000			440.00	440.00	440.00
313102000	511	W	COLLEGE AVE			JJS VENTURES LLC	0.13	109,400	508,100	617,500			1,698.13	1,698.13	1,698.13
313102100	507	W	COLLEGE AVE			VICTORIAS APPLETON INC	0.07	57,600	259,300	316,900			871.48	871.48	871.48
313102200	503	W	COLLEGE AVE			VICTORIAS APPLETON INC	0.13	121,400	249,000	370,400			1,018.60	1,018.60	1,018.60
313102300	427	W	COLLEGE AVE			THE BAR GROUP LLC	0.13	138,200	789,500	927,700			2,551.18	2,551.18	2,551.18
313102500	425	W	COLLEGE AVE			SUESS MANAGEMENT LLC	0.07	66,200	193,000	259,200			712.80	712.80	712.80
313102700	423	W	COLLEGE AVE			FERRUCCIO VC INC	0.13	132,500	1,153,200	1,285,700			3,535.68	3,535.68	3,535.68
313102800	417	W	COLLEGE AVE			M & H PROPERTIES LLC	0.07	69,300	242,700	312,000			858.00	858.00	858.00
313102900	415	W	COLLEGE AVE			ZIMJET LLC	0.06	63,500	167,800	231,300			636.08	636.08	636.08
313103000	413	W	COLLEGE AVE			RVC LLC	0.07	66,200	203,800	270,000			742.50	742.50	742.50
313103100	411	W	COLLEGE AVE	MERIJE		ELMAZI	0.07	66,200	183,800	250,000			687.50	687.50	687.50
313103200	409	W	COLLEGE AVE	JULIA		MORALES	0.07	66,200	128,800	195,000			536.25	536.25	536.25
313103300	403	W	COLLEGE AVE			AH&M ENTERPRISES LLC	0.28	277,700	1,090,700	1,368,400			3,763.10	3,763.10	3,763.10
315069300	305	N	RICHMOND ST			MYLEE'S EGG ROLLS LLC	0.22	71,800	95,200	167,000			459.25	459.25	459.25
315071200	225	N	RICHMOND ST			BLUE OFFICE LLC	0.73	239,200	385,800	625,000			1,718.75	1,718.75	1,718.75
315105800	532	W	COLLEGE AVE			KEYSTONE FUTURES LLC	0.07	51,800	449,000	500,800			1,377.20	1,377.20	1,377.20
315105900	530	W	COLLEGE AVE	ANDREW	R	THORNELL	0.07	49,000	123,500	172,500			474.38	474.38	474.38
315106000	524	W	COLLEGE AVE	PATRICK	J	FLANAGAN	0.26	201,500	326,100	527,600			1,450.90	1,450.90	1,450.90
315106300	514	W	COLLEGE AVE			NOBLE ASSETS INC	0.2	154,900	181,000	335,900			923.73	923.73	923.73
315106500	512	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07	52,400	98,900	151,300			416.08	416.08	416.08
315106700	508	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07	55,700	129,400	185,100			509.03	509.03	509.03
315106800	506	W	COLLEGE AVE			FRASER PROPERTIES LLC	0.07	54,700	121,400	176,100			484.28	484.28	484.28
315107000	500	W	COLLEGE AVE			COLLEGE AVE LEGACY LLC	0.1	89,800	229,000	318,800			876.70	876.70	876.70
315107001	111	N	WALNUT ST	NATASHA		BANKS	0.03	29,900	47,100	77,000			211.75	275.00	275.00

Parcel	#	Dir	Street Location	Owner first	Owner MI	Owner last	Acres	Land Assessed Value	Building Assessed Value	Total Assessed Value	% of Condo	Unit	Assessment	Min/Max Adj	Total Assessment
315107500	509	W	FRANKLIN ST			BELFEUIL RENTALS LLC	0.64	111,500	88,500	200,000			550.00	550.00	550.00
315107502	437	W	FRANKLIN ST			RUNNING PROPERTIES LLC	0.61	110,500	129,600	240,100			660.28	660.28	660.28
315107600	136	N	STATE ST	ROBERT		CASTON	0.2	43,200	66,000	109,200			300.30	300.30	300.30
315110000	306	N	RICHMOND ST			KWIK TRIP INC	1.27	401,700	1,546,200	1,947,900			5,356.73	5,356.73	5,356.73
315110100	400	N	RICHMOND ST			400 NORTH LLC	0.22	67,700	634,200	701,900			1,930.23	1,930.23	1,930.23
315110120	400	N	RICHMOND ST			400 NORTH LLC	0.05	16,800	117,800	134,600			370.15	370.15	370.15
315110121	400	N	RICHMOND ST			400 NORTH LLC	0.28	85,200	479,100	564,300			1,551.83	1,551.83	1,551.83
315110122	400	N	RICHMOND ST			400 NORTH LLC	0.05	14,100	141,900	156,000			429.00	429.00	429.00
315113900	226	N	RICHMOND ST			2418 S ONEIDA ST LLC	0.32	47,000	100	47,100			129.53	275.00	275.00
315114700	208	N	RICHMOND ST	JAMIE	L	BOYCE	0.13	34,700	60,300	95,000			261.25	275.00	275.00
315114800	200	N	RICHMOND ST	JAMIE	L	BOYCE	0.19	50,500	69,500	120,000			330.00	330.00	330.00
315114801	204	N	RICHMOND ST	JAMIE	L	BOYCE	0.06	14,700	66,300	81,000			222.75	275.00	275.00
315115800	110	N	RICHMOND ST			OLD BRICK PROPERTIES LLC	1.81	630,900	489,100	1,120,000			3,080.00	3,080.00	3,080.00
315115900	638	W	COLLEGE AVE	RANDY		KESTER	0.07	41,700	37,800	79,500			218.63	275.00	275.00
315116000	600	W	COLLEGE AVE	EMILIANO		MORALES REV LIV TRUST	0.1	53,500	77,500	131,000			360.25	360.25	360.25
315116200	602	W	COLLEGE AVE	SHANE		KRUEGER	0.07	32,600	88,300	120,900			332.48	332.48	332.48
315116300	604	W	COLLEGE AVE			FDS LLC	0.06	28,500	126,500	155,000			426.25	426.25	426.25
315116400	606	W	COLLEGE AVE	FREDERICK	G	VANHANDEL	0.05	24,300	90,800	115,100			316.53	316.53	316.53
315116500	610	W	COLLEGE AVE	FREDERICK	G	VANHANDEL	0.04	20,200	98,600	118,800			326.70	326.70	326.70
315116600	612	W	COLLEGE AVE			INVESTMENT CREATIONS LLC	0.03	16,300	103,700	120,000			330.00	330.00	330.00
315116700	614	W	COLLEGE AVE			DRS INVESTMENTS LLC	0.03	15,100	86,900	102,000			280.50	280.50	280.50
315116800	616	W	COLLEGE AVE	JOHN		YDE	0.02	11,000	61,700	72,700			199.93	275.00	275.00
315116900	618	W	COLLEGE AVE	ANTAR		BARQUET-LEYTE ET AL	0.02	9,700	30,900	40,600			111.65	275.00	275.00
315117300	700	W	COLLEGE AVE			GRANITE PEAK PROPERTY INVESTMENTS LP ET A	1.82	790,700	1,409,300	2,200,000			6,050.00	5,500.00	5,500.00
315118400	137	N	RICHMOND ST			CHRISTENSEN LAND CO	0.87	227,200	507,100	734,300			2,019.33	2,019.33	2,019.33
315118700	133	N	RICHMOND ST			EVERGREEN CREDIT UNION	0.29	95,700	415,000	510,700			1,404.43	1,404.43	1,404.43
315121200	900	W	COLLEGE AVE	JOHN	C	MAY REVOCABLE TRUST	0.72	251,500	864,000	1,115,500			3,067.63	3,067.63	3,067.63
315121600	926	W	COLLEGE AVE			CAPITAL CREDIT UNION	0.72	251,200	387,500	638,700			1,756.43	1,756.43	1,756.43
315191800	500	W	FRANKLIN ST			FRANKLIN PROPERTIES LLC	0.32	69,900	160,100	230,000			632.50	632.50	632.50
								25,391,500	114,252,200	139,643,700					241,511.61

Appendix F

Map of District



BID Map

- Downtown BID 2022
- 2022 BID Contributing Properties
- 2022 BID Non-contributing Properties

ON THE

RISE

Appleton Downtown, Inc.

2021 ANNUAL REPORT



**BUSINESS IMPROVEMENT DISTRICT
& CREATIVE DOWNTOWN APPLETON**

2021 ADI & CDA HIGHLIGHTS

Over the past year, Downtown has continued on a path through recovery. Our climb is steady as we work to retain a vital business mix, restore valuable foot traffic and attract new tenants. As we celebrated the vibrancy of our community, we welcomed 14 dynamic entrepreneurs, 89 new residential units and the return of many of our events. The mission of our collaborative organization has become even more important as we create an environment that supports small business and attracts residents, visitors and investments that will keep Downtown on the rise.

- **Laura Vargosko**, President of ADI Board of Directors, Thrivent Financial

ADI/BID/CDA: Our Strategic Core

DISTRICT SERVICES

The cornerstone of a GREAT Downtown is a clean, safe and hospitable environment. We collaborate to address cleanliness and walkability in the public realm. We partner with property owners and many others to support the live/work/visit experience.

STAKEHOLDER SUPPORT & ADVOCACY

Our grant programs aim to attract new business neighbors, sustain and enhance the value of the properties within the district and support business retention. We represent and advocate for our stakeholders and keep them informed on issues impacting Downtown.

MARKETING

We market Downtown as the unique epicenter for business, culture, education, living and entertainment for our region through content creation and curation.

EVENTS

Our events and promotions showcase Downtown's diverse attractions, amenities and offerings. They serve as economic drivers for Downtown businesses; create welcoming settings for people to explore Downtown; and raise funds for special initiatives.

PLACEMAKING

Public space beautification, activation and management plays a fundamental role in creating exceptional experiences. We focus on improving the public realm experience with cultural events and a variety of artistic expression to create reasons for all people to linger, explore and return to One Great Place!

Downtown Livability

Urban Living has Downtown Appleton on the RISE! With an estimated total value of over \$60.5 million dollars, the following developments bring a total of **461** units to Downtown (101 low moderate income units).

Gabriel Lofts	Park Central
Avant Apartments	Zuelke Building
Crescent Lofts	Merge Urban Dev. Ph. I
320 E. College	Merge Urban Dev. Ph. II
Block 800	Rise

Gift Certificates

2,699 Downtown Gift Certificates sold



\$71,532 Generated additional Downtown spending!

Marketing and Events

303,452 WEBSITE VISITS

68% MOBILE	29% DESKTOP	3% OTHER
-------------------	--------------------	-----------------



17,127 LIKES +5%



6,012 FOLLOWERS +8%



841 BLOG POSTS



17,518 LIKES +6%



70+ PLEDGES



70+ public events drive foot traffic and economic development to the district annually

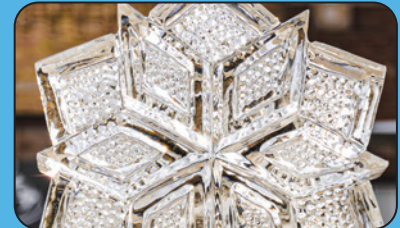
2021 CREATIVE DOWNTOWN APPLETON HIGHLIGHTS:



LIGHT UP APPLETON



DOWNTOWN CREATES: ARTFUL CHAIRS



AVENUE OF ICE



LUNCHTIME LIVE



DOWNTOWN CREATES: PAINT OUT



TASTE OF THAI MURAL

2021 BUSINESS IMPROVEMENT DISTRICT HIGHLIGHTS

Business Improvement District total assessed value of the 206 BID properties: \$137,653,700

1.33% INCREASE OVER PREVIOUS YEAR

The 2021 BID Budget reflects the BID Board of Directors, City Planning Commission and City Council approved BID rate of \$2.75 per \$1000 of assessed value, with a minimum of \$275 and maximum of \$5500.

BID Grant Investments:

Grant Support:

- 20 Matching Marketing Grants totaling \$9,342
- 14 Business Recruitment Grants totaling \$13,250
- 25 Façade Improvement Grants totaling \$57,215

City of Appleton TIFs #11 & #12 Business Enhancement Grants were awarded to 11 properties totaling over \$63,000 and leveraging another \$165,673 in private investment in these districts.



The C.A.R.E. Team, in partnership with Riverview Gardens and the City of Appleton, in 2021 completed 454 hours of cleaning and collected 384 bags of garbage. The program helped 46 ServiceWorks participants acquire employability training while contributing to the cleanliness of the district.



Business Recruitment Grants supported 14 new businesses. Welcome to Downtown:

- Dreyer Wealth Management
- Olive & Rose Boutique
- The Hypnosis Institute of Wisconsin
- The Statement Piece
- Brian Hodgkiss Injury Lawyers
- Evolve Management Solutions Inc.
- Sunny Side Up Yoga
- Fitzgerald Properties / Fitzgerald Law
- Queen B Braids
- Amanda Furman Real Estate Collective
- Shear Images by Carla
- Voyageurs Bakehouse
- HOLA Wisconsin
- Coalesce Marketing Inc.



To access the 2022 Collaborative BID/ADI/CDA Operating Plan

280 Welcome Packets

were distributed to new residents and employees to help introduce them to businesses in their new neighborhood.

BUSINESS IMPROVEMENT DISTRICT

REVENUE	2021 Actual	2022 Budget
BID Assessments	231,786	235,485
Carryover from Prior Year	20,937	21,805
	\$252,723	\$257,290
EXPENSES		
Contracted Services		
ADI Staff	50,000	50,000
Administrative	6,147	6,485
BID Audit	2,971	2,500
Marketing and Printing	73,040	74,000
Economic Development		
Façade Grant	57,215	40,000
Marketing Grant	9,342	10,000
Recruitment Grant	13,250	15,000
Business Employee & Resident Recruitment	2,440	7,500
Maintenance Services		
Maintenance/Flowers	16,513	30,000
	\$230,918	\$235,485
CARRYOVER	\$21,805	\$21,805

APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS 2021

PRESIDENT

Laura Vargosko, Thrivent Financial

VICE PRESIDENT

Lyssa King, Downtown Resident & King Brokerage

SECRETARY

Tom Klister, FORE Development + Investment Group

TREASURER

Steve Lonsway, Stone Arch Brewpub

Monica Stage, City of Appleton

Kevin Wirth, US Venture

Natasha Banks, Queen of Soul Food

AJ Olander, Salelytics

Natalie Klika, Johnson Financial Group

Madera Allen, Lawrence University

Kolby Knuth, Knuth Financial Planning and The 513

Jay Lison, Pixel Pro Audio

Kara Manuel, Lillians of Appleton

Audra Balof, Poppy Avenue Boutique

BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS 2021

PRESIDENT

Gary Schmitz, Community Advocate

TREASURER

Monica Stage, City of Appleton

SECRETARY

Jason Druxman, Avenue Jewelers

Leah Fogle, Appleton Beer Factory

Brad Schwebs, Pfefferle Management

Nate Weyenberg, Angels Forever-Windows of Light

Marcie Hoffman, Triumph Engineering

Bill Wetzel, ACOCA Coffee

Benjamin King, Downtown Resident and
King Brokerage

APPLETON DOWNTOWN, INC. STAFF 2021

Jennifer Stephany
EXECUTIVE DIRECTOR

Abby Reich
MARKETING AND
COMMUNICATIONS
MANAGER

Djuanna Kath
COMMUNITY
PARTNERSHIP
DIRECTOR

Meghan Warner
EVENT DIRECTOR/FARM
MARKET DIRECTOR

Sandy Storch
EVENTS
COORDINATOR

Cindy Shell
ADMINISTRATIVE
ASSISTANT
**Welcome to
the ADI Staff!**

THANK YOU

to all who sponsor and support our events & creative projects throughout the year:

4imprint	Consolidated Construction Co.	Hoffman Planning, Design & Construction Inc.	State Farm - Jordyn Hendzel
Abby Bank	CopperLeaf Boutique Hotel	Investors Community Bank	Stellar Blue Technologies
ACOCA	Crane Engineering	Ivory Rose Bridal Boutique	Steve & Teri Winter
ADI Board of Directors	Crazy Sweet	Jeff & Lisa Geiger	Stone Arch Brewpub
ADI Staff	Cumulus Media Radio Group	Johnson Financial Group	Sure-Dry Basement Systems
Acre Realty	D2 Sports Pub	Kay Distributing	The 513
Action Painting & Services	EPS	Kimberly-Clark Cares Foundation	The Bar on the Avenue
Appleton Beer Factory	Edible Door Magazine	Knuth Financial Life Planning	The Post-Crescent
Appleton International Airport - ATW	Festival Foods	Lee Beverage	The Trout Museum of Art
Appleton YMCA	First Weber Realty	Lillians of Appleton	ThedaCare
AT&T	Float Light	McCain Foods	TDS
Avenue Jewelers	Fore Development & Investments	McFleshman's Brewing Co.	Tech Village
AZCO Inc.	Fox Cities Magazine	Maritime Tavern	THZ Insurance Group
Bayland Builders	Fox Cities Sign & Lighting	Menasha Corporation	Tennie's Jewelry
Bazil's Pub & Provisions/No Idea Bar!	Fox Communities Credit Union	Midwest Communications	Triumph Engineering
BConnected Inc.	Fratellos Waterfront Restaurant	Mile of Music Festival	Tundraland/ Renewal by Andersen
BioLife Plasma Services	Gateway Chiropractic	NAI Pfefferle	U.S. Venture
Boldt Co.	General Beer	Network Health	Ulness Health
Brian Hodgkiss Injury Lawyers	GNC - Great Northern Corporation	Nicolet National Bank	Valley Transit Inc.
CLA - CliftonLarsonAllen	Harrison Printing & Promotions	Orange Theory Fitness	Warning Lites of Appleton, Inc.
City of Appleton	Healthy Living Magazine	Red Lion Paper Valley Hotel	WE Energies
Community First Credit Union	Heid Music & Heid Music Foundation	Regency Wealth Management	Willems Marketing
Community Foundation		Ridgeway Country Club	Wisconsin Distributors
Bright Idea Fund - Grant		Run Away Shoes	Woodward Communications
		Sabre Lanes	Radio Group

Thank you to our
Star Supporters!



2021 AWARD WINNERS

Business of the Year Award – The Fire

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

Bernie Pearlman Downtowner Award – Tim Hanna

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

The Mike Pfefferle Dreamers & Doers Award – Irineo Medina

A new award last year - Presented to the business, group or individual who has significantly enhanced, for years to come, the physical and/or economic landscape of the Downtown.

President's Award – BLOCK 800

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 – Don Schumann

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

New Face of Downtown Façade Award – ACOCA Coffee

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

Rising Star Award – Ivory Rose Bridal Boutique

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 – Stone Arch Brewpub

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.

Thank you to the photographers and artists whose work graces the walls, sidewalks, windows and public spaces of our Downtown.

Appleton Downtown, Inc.
Creative Downtown Appleton, Inc.
Business Improvement District
333 W College Ave, Suite 100, Appleton, WI 54911
920-954-9112 • Fax 920-954-0219 • info@appletondowntown.org

appletondowntown.org #onegreatplace



One Great Place!

DOWNTOWN

Appleton

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

**A COMPONENT UNIT OF THE
CITY OF APPLETON, WISCONSIN**

**FINANCIAL STATEMENTS AND
SUPPLEMENTARY INFORMATION**

YEAR ENDED DECEMBER 31, 2021



**WEALTH ADVISORY | OUTSOURCING
AUDIT, TAX, AND CONSULTING**

CLAconnect.com

**CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
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INDEPENDENT AUDITORS' REPORT

Board of Directors
Appleton Business Improvement District
City of Appleton, Wisconsin

Report on the Audit of the Financial Statements

Opinion

We have audited the accompanying financial statements of Appleton Business Improvement District (the District), a component unit of the City of Appleton, Wisconsin, as of and for the year ended December 31, 2021, and the related notes to the financial statements as listed in the table of contents.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the District as of December 31, 2021, and the changes in its financial position and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America (GAAS) and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the District and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the District's ability to continue as a going concern for twelve months beyond the financial statement date, including any currently known information that may raise substantial doubt shortly thereafter.

Board of Directors
Appleton Business Improvement District
City of Appleton, Wisconsin

Auditors' Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditors' report that includes our opinions. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS and *Government Auditing Standards* will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS and *Government Auditing Standards*, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Districts' internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Districts' ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Other Matter

Report on Summarized Comparative Information

We have previously audited the District's 2020 financial statements, and we expressed an unmodified opinion on the financial statements of the District in our report dated June 7, 2021. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2020, is consistent, in all material respects, with the audited financial statements from which it has been derived.

Board of Directors
Appleton Business Improvement District
City of Appleton, Wisconsin

Required Supplementary Information

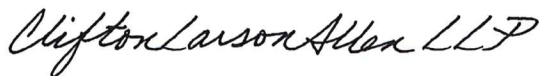
Management has omitted the management's discussion and analysis that accounting principles generally accepted in the United States of America require to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board, who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by this missing information.

Supplementary Information

Our audit was conducted for the purpose of forming an opinion on the District's financial statements. The schedule of revenues, expenses, and changes in net position – budget and actual is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The schedule of revenues, expenses, and changes in net position – budget and actual has been subjected to the auditing procedures applied in the audits of the financial statements, and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the schedule of revenues, expenses, and changes in net position – budget and actual is fairly stated in all material respects in relation to the basic financial statements as a whole.

Other Reporting Required by Government Auditing Standards

In accordance with *Government Auditing Standards*, we have also issued our report dated June 7, 2022, on our consideration of the District's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts and grant agreements and other matters. The purpose of that report is solely to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the effectiveness of District's internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with *Government Auditing Standards* in considering the District's internal control over financial reporting and compliance.



CliftonLarsonAllen LLP

Green Bay, Wisconsin
June 7, 2022

FINANCIAL STATEMENTS

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
STATEMENT OF NET POSITION
DECEMBER 31, 2021
 (WITH SUMMARIZED AMOUNTS AS OF DECEMBER 31, 2020)

	2021	2020
ASSETS		
Current Assets:		
Cash and Investments	\$ 205,599	\$ 222,019
Special Assessments Receivable	81,533	68,757
Total Assets	287,132	290,776
LIABILITIES		
Current Liabilities:		
Accounts Payable	23,639	30,819
DEFERRED INFLOWS OF RESOURCES		
BID Assessments Levied for Subsequent Year	235,485	230,931
NET POSITION		
Unrestricted	28,008	29,026
Total Net Position	\$ 28,008	\$ 29,026

See accompanying Notes to Financial Statements.

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
YEAR ENDED DECEMBER 31, 2021
(WITH SUMMARIZED ACTUAL AMOUNTS FOR THE YEAR ENDED DECEMBER 31, 2020)

	<u>2021</u>	<u>2020</u>
OPERATING REVENUES		
BID Assessments	\$ 230,931	\$ 225,757
OPERATING EXPENSES		
Contracted Services	50,000	50,349
Administrative:		
Telephone	1,889	2,660
Office Supplies	58	253
Postage	1,286	1,347
Dues, Fees, and Subscriptions	802	1,381
Facility Rent	1,816	368
Equipment	-	343
Total Administrative	<u>5,851</u>	<u>6,352</u>
Audit and Accounting Services	2,971	2,669
Marketing:		
Advertising	70,918	68,823
Printing	218	568
Total Marketing	<u>71,136</u>	<u>69,391</u>
Economic Development Projects:		
Sidewalk Maintenance/Amenities	18,712	11,165
Façade Grants	57,216	47,831
Marketing Grants	9,343	8,358
Recruiting Grant	13,250	8,000
Business Recruitment	2,440	2,500
Total Economic Development Projects	<u>100,961</u>	<u>77,854</u>
Total Operating Expenses	<u>230,919</u>	<u>206,615</u>
OPERATING INCOME (LOSS)	12	19,142
NONOPERATING REVENUES		
Investment Income (Loss)	<u>(1,030)</u>	<u>2,942</u>
CHANGE IN NET POSITION	(1,018)	22,084
Net Position - Beginning of Year	<u>29,026</u>	<u>6,942</u>
NET POSITION - END OF YEAR	<u>\$ 28,008</u>	<u>\$ 29,026</u>

See accompanying Notes to Financial Statements.

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
STATEMENT OF CASH FLOWS
YEAR ENDED DECEMBER 31, 2021
(WITH SUMMARIZED AMOUNTS FOR THE YEAR ENDED DECEMBER 31, 2020)

	2021	2020
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash Received from District Members	\$ 222,709	\$ 232,680
Cash Paid to Suppliers	(238,099)	(175,796)
Net Cash Provided (Used) by Operating Activities	(15,390)	56,884
CASH FLOWS FROM INVESTING ACTIVITIES		
Interest Income (Loss)	(1,030)	2,942
CHANGE IN CASH AND CASH EQUIVALENTS	(16,420)	59,826
Cash and Cash Equivalents - Beginning of Year	222,019	162,193
CASH AND CASH EQUIVALENTS - END OF YEAR	\$ 205,599	\$ 222,019
RECONCILIATION OF OPERATING INCOME (LOSS) TO NET CASH PROVIDED (USED) BY OPERATING ACTIVITIES		
Operating Income	\$ 12	\$ 19,142
Adjustments to Reconcile Operating Income to Net Cash Provided (Used) by Operating Activities:		
Change in Operating Assets and Liabilities:		
Special Assessments Receivable	(12,776)	1,749
Accounts Payable	(7,180)	30,819
BID Assessments Levied for Subsequent Year	4,554	5,174
Net Cash Provided (Used) by Operating Activities	\$ (15,390)	\$ 56,884

See accompanying Notes to Financial Statements.

**CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2021**

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The financial statements of the City of Appleton Business Improvement District, Appleton, Wisconsin (the District), have been prepared in conformity with accounting principles generally accepted in the United States of America (U.S. GAAP) as applied to government units. The Governmental Accounting Standards Board (GASB) is the accepted standard-setting body for establishing governmental accounting and financial reporting principles. The significant accounting principles and policies utilized by the District are described below:

A. Reporting Entity

Wisconsin Statutes allow for the creation of Business Improvement Districts (BID). A BID is a geographic area within a municipality consisting of contiguous parcels, which are subject to assessments, where the assessment revenue must be used to benefit the BID. The purpose was to authorize cities, villages, and towns to create one or more business improvement districts to allow businesses within those districts to develop, manage, maintain, and promote their districts and to establish an assessment method to fund these activities. A BID affords property owners and business people a very real role in directing those affairs within the district, which influences their investment and environment. It also ensures that the beneficiaries of district programs participate in the funding of the programs.

The District is a legal entity separate and distinct from the City of Appleton, Wisconsin. The District is governed by a nine member appointed board and approved by the Common council. The members serve staggered, two year terms. A majority of the board members shall own or occupy real property in the District.

B. Measurement Focus and Basis of Accounting

The accounting and financial reporting treatment applied to the District is determined by its measurement focus. The transactions of the District are accounted for using the *economic resources measurement focus*. With this measurement focus, all assets, deferred outflows of resources, liabilities, and deferred inflows of resources associated with the operations are included on the statement of net position.

The statement of net position and statement of revenues, expenses, and changes in net position are reported using the accrual basis of accounting. Under the accrual basis of accounting, revenues are recognized when earned and expenses are recorded when the liability is incurred or economic asset used. Revenues, expenses, gains, losses, assets, and liabilities resulting from exchange and exchange like transactions are recognized when the exchange takes place. Assessments are levied upon all property within the District and are recognized as revenues in the year for which they are levied. At year end, assessments for the following year are recorded as receivables and deferred inflows of resources. Grants and similar items are recognized as revenues as soon as all eligibility requirements imposed by the provider are met. Special assessments are recorded as revenue when earned. Unbilled receivables are recorded as revenues when services are provided.

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2021

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

B. Measurement Focus and Basis of Accounting (Continued)

The District distinguishes *operating* revenues and expenses from *nonoperating* items. Operating revenues and expenses generally result from providing services and producing and delivering goods in connection with a proprietary fund's principal ongoing operations. The principal operating revenues of the District are charges to the district members. Operating expenses for the District include salaries and wages, operation and maintenance, business development and promotions. All revenues and expenses not meeting this definition are reported as nonoperating revenues and expenses.

When both restricted and unrestricted resources are available for use, it is the District's policy to use restricted resources first, then unrestricted resources, as they are needed.

C. Assets, Liabilities, Deferred Outflows/Inflows of Resources, and Net Position

1. Cash and Investments

Cash and investments are combined in the financial statements. Cash deposits consist of demand and time deposits with financial institutions and are carried at cost. Investments are stated at fair value. Fair value is the price that would be received to sell an asset in an orderly transaction between market participants at the measurement date.

2. BID Special Assessments

The primary source of revenue for the District is an assessment levied on property located within District boundaries. The BID assessments are determined in November, and included as a special charge on each property owner's tax bill within the District and become an enforceable lien on December 31. The BID assessments are due in full to the City by January 31st of the subsequent year, who collects and distributes to the District.

3. Deferred Outflows/Inflows of Resources

Deferred outflows of resources are a consumption of net position by the government that is applicable to a future reporting period. Deferred inflows of resources are an acquisition of net position by the government that is applicable to a future reporting period. The recognition of those outflows and inflows as expenses or expenditures and revenues are deferred until the future periods to which the outflows and inflows are applicable.

**CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2021**

NOTE 1 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

**C. Assets, Liabilities, Deferred Outflows/Inflows of Resources, and Net Position
(Continued)**

4. Net Position

Equity is classified as net position and displayed in three components:

- Net Investment in Capital Assets. Amount of capital assets, net of accumulated depreciation, and capital related deferred outflows of resources less outstanding balances of any bonds, mortgages, notes, or other borrowings that are attributable to the acquisition, construction, or improvement of those assets and any capital related deferred inflows of resources.
- Restricted Net Position. Amount of net position that is subject to restrictions that are imposed by 1) external groups, such as creditors, grantors, contributors or laws or regulations of other governments or 2) law through constitutional provisions or enabling legislation.
- Unrestricted Net Position. Net position that is neither classified as restricted nor as net investment in capital assets.

5. Claims and Judgements

Claims and judgements are recorded as expenses when the related liabilities are incurred.

D. Prior Year Information

Comparative amounts for the prior year have been presented in the financial statements to provide an understanding of changes in the District's financial position and operations. The comparative amounts may be summarized in total and not at the level of detail required for a presentation in conformity with generally accepted accounting principles. Accordingly, such information should be read in conjunction with the District's financial statements for the year ended December 31, 2020, from which the summarized information was derived.

**CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
NOTES TO FINANCIAL STATEMENTS
DECEMBER 31, 2021**

NOTE 2 STEWARDSHIP AND COMPLIANCE

A. Operating Plan

The budgetary information is derived from the District's annual operating plan budget and is presented using the same basis of accounting as described in Note 1.B. The 2021 Operating Plan, as approved by the Board of Directors and Common council, included provisions for District assessments and related spending of \$252,722. The board of directors and management use the budget to manage the District's program activities; however, the budget does not represent a legal budget establishing specific line item expenditure limits.

NOTE 3 DETAILED NOTES ON ALL FUNDS

A. Cash and Investments

The District's cash and investments total \$205,599 are commingled with the cash and investment accounts of the City of Appleton; therefore, individual bank balances of the District cannot be determined. Please refer to the City's financial statements for further information.

The City's Comprehensive Annual Financial Report can be located at www.appleton.org/government/finance.

NOTE 4 OTHER INFORMATION

A. Risk Management

The District is exposed to various risks of loss related to torts; theft of, damage to and destruction of assets; errors and omissions; and natural disasters for which the government carries commercial insurance. The District completes an annual review of its insurance coverage to ensure adequate coverage.

B. Contingencies

From time to time, the District is party to other various pending claims and legal proceedings. Although the outcome of such matters cannot be forecast with certainty, it is the opinion of management that the likelihood is remote that any such claims or proceedings will have a material adverse effect on the District's financial position or results of operations.

SUPPLEMENTARY INFORMATION

**CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT
APPLETON, WISCONSIN
SCHEDULE OF REVENUES, EXPENSES, AND CHANGES IN NET POSITION
BUDGET AND ACTUAL
YEAR ENDED DECEMBER 31, 2021**

	Original Budget	Final Budget	Actual
OPERATING REVENUES			
Bid Assessments	\$ 231,786	\$ 252,722	\$ 230,931
OPERATING EXPENSES			
Contracted Services	50,000	50,000	50,000
Administrative:			
Telephone	-	-	1,889
Office Supplies	-	-	58
Postage	-	-	1,286
Dues, Fees, and Subscriptions	-	-	802
Facility Rent	-	-	1,816
Total Administrative	<u>6,286</u>	<u>6,286</u>	<u>5,851</u>
Audit and Accounting Services	2,500	2,500	2,971
Marketing:			
Advertising	73,000	73,000	70,918
Printing	-	-	218
Total Marketing	<u>73,000</u>	<u>73,000</u>	<u>71,136</u>
Economic Development Projects:			
Sidewalk Maintenance/Amenities	30,000	30,000	18,712
Façade Grants	35,000	57,216	57,216
Marketing Grants	10,000	9,470	9,343
Recruiting Grant	15,000	14,250	13,250
Business Recruitment	10,000	10,000	2,440
Total Economic Development Projects	<u>100,000</u>	<u>120,936</u>	<u>100,961</u>
Total Operating Expenses	<u>231,786</u>	<u>252,722</u>	<u>230,919</u>
OPERATING LOSS	-	-	12
NONOPERATING REVENUES			
Investment Income	-	-	(1,030)
CHANGE IN NET POSITION	-	-	(1,018)
Net Position - Beginning of Year	<u>29,026</u>	<u>29,026</u>	<u>29,026</u>
NET POSITION - END OF YEAR	<u>\$ 29,026</u>	<u>\$ 29,026</u>	<u>\$ 28,008</u>

