

WELCOME

DOWNTOWN APPLETON

One Great Place!

**Creative Downtown Appleton &
City of Appleton**

What is Placemaking?

Creating great places by drawing on the COLLECTIVE wisdom, energy and action of those who live, work and play there (YOU!)

It is a movement that transforms spaces into PLACES where people want to gather and experience the city. It Activates Spaces!

It is looking at community development from the perspective of what do we want to DO or experience in Downtown verses what do we want it to LOOK like.

**Placemaking builds SOCIAL CAPITAL as well as
ECONOMIC CAPITAL**

Why Placemaking?

It attracts quality talent and drives economic growth!

Economic Impact:

- **Differentiation** sets you apart and creates long-term value
- Studies reveal that people are moving to **urban areas** (live/work/play)
- Developers **invest** in communities that **invest** in themselves
- **Demographic trends** – millennials and boomers attracted to creative environment
- Residents and employers become **ambassadors**
- **Public-Private partnerships** create shared vision & smoother process





Creative Downtown
Appleton Inc.

- Enrich Downtown's public spaces, accessibility and walkability
- Create diverse, inclusive and livable Downtown
- Provide more access to art, music and culture







Mielke
Family
Foundation



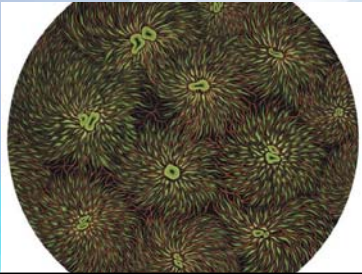
20 Traffic Control Boxes wrapped
with original artwork by middle
school and high school students
embracing diverse populations
within our community!

Mandalas by Tony Conrad



Courtesy of the Frank Janner Gallery

Principal
Financial Group



**Shared vision +
cooperative spirit =
Great Places!**

City of Appleton's Downtown
Comprehensive Plan Update

Envisionappleton.org

