



City of Appleton

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

Meeting Agenda - Final Appleton Redevelopment Authority

Wednesday, January 13, 2021

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[21-0024](#) ARA Minutes from 11-11-20

Attachments: [ARA Minutes 11-11-20.pdf](#)

4. Public Hearings/Apearances

5. Action Items

6. Information Items

[21-0025](#) Update on City-wide ARA Business Enhancement Grants

Attachments: [ARA Business Enhancement Grant Update Memo 1-13-21.pdf](#)

[21-0026](#) Presentation on Development Updates and Opportunities

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.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

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



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Meeting Minutes - Final Appleton Redevelopment Authority

Wednesday, November 11, 2020

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 9:00 a.m.

2. Roll call of membership

Present: 5 - Fisher, Downs, Brokl, Thao and Higgins

Excused: 1 - Van Dyke

Others present:

Attorney Michael Lokensgard, Godfrey & Kahn

Lisa Shovan, CFO, Fox Cities Performing Arts Center

Chris Behrens, City Attorney

Tony Saucerman, Finance Director

Karen Harkness, Community & Economic Development Director

Monica Stage, Community & Economic Development Deputy Director

Matt Rehbein, Economic Development Specialist

3. Approval of minutes from previous meeting

[20-1462](#)

ARA Minutes from 8-12-20

Attachments: [ARA Minutes 8-12-20.pdf](#)

Higgins moved, seconded by Thao, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 5 - Fisher, Downs, Brokl, Thao and Higgins

Excused: 1 - Van Dyke

4. Public Hearings/Appearances

5. Action Items

[20-1463](#)

Review and approval of a Resolution authorizing the execution of an Amended and Restated Trust Indenture, Amended and Restated Loan Agreement, Amended and Restated Assignment of Mortgage, and a Remarketing Circular, each of which is to be entered into by the ARA in connection with a letter of credit substitution, tender, and remarketing of the Redevelopment Authority of the City of Appleton, Wisconsin Variable Rate Demand Redevelopment Bonds, Series 2001B (Fox Cities Performing Arts Center Project), as well as the execution and delivery of a replacement Bond

Attachments: [Memo to ARA From Godfrey & Kahn re PAC Bonds_11-4-2020.pdf](#)
[AppletonRDA2001BFoxCitiesPAC2020AlternateLOC-IssuerAuthorizingReso.pdf](#)

**Fisher moved, seconded by Higgins, that the Report Action Item be approved.
Roll Call. Motion carried by the following vote:**

Aye: 5 - Fisher, Downs, Brokl, Thao and Higgins

Excused: 1 - Van Dyke

6. Information Items

[20-1464](#)

ARA Business Enhancement Grant Update and Additional Funding

Attachments: [ARA Business Enhancement Grant Update Memo 11-11-20.pdf](#)
[Guidelines - Business Enhancement Grant Program ARA August 2020.pdf](#)
[Finance Committee - Fund Balance Policy 2020.pdf](#)

This item was presented and discussed.

[20-1465](#)

Update on 222 N. Oneida Street

Attachments: [222 N Oneida St Update Memo 11-11-20.pdf](#)
[OMNNI Contract Memo_222 N Oneida_3-5-18.pdf](#)
[OMNNI Site Investigation Proposal_222 N Oneida.pdf](#)
[OMNNI Contract Amendment Memo_222 N Oneida_12-7-18.pdf](#)
[OMNNI Amendment001_222 N Oneida.pdf](#)
[Procurement+Contract Management Policy_10-7-15.pdf](#)
[222 N Oneida St Cost Estimates 6-24-20.pdf](#)
[222 N Oneida_Wells_Map.pdf](#)
[222 N Oneida Update Memo_10-3-19.pdf](#)
[Site Status Update From Omnni_222 N Oneida St_10-2-19.pdf](#)

This item was presented and discussed.

[20-1466](#)

2021 Budget

Attachments: [Budget Overview Letter from Mayor.pdf](#)

This item was presented and discussed.

7. Adjournment

Fisher moved, seconded by Brokl, that the meeting be adjourned at 9:35 a.m.
Roll Call. Motion carried by the following vote:

Aye: 5 - Fisher, Downs, Brokl, Thao and Higgins

Excused: 1 - Van Dyke



MEMORANDUM

TO: Appleton Redevelopment Authority

FROM: Matt Rehbein, Economic Development Specialist

DATE: January 13, 2021

RE: Appleton Redevelopment Authority (ARA) Business Enhancement Grant Update

The Appleton Redevelopment Authority (ARA) allocated \$80,000 toward Business Enhancement Grants to support façade improvements City-wide on July 15, 2020, and an additional \$50,000 was allocated by Council in October 2020. These grants were modeled on the successful Business Enhancement Grant program available since 2018 in Tax Incremental Financing Districts #11 and #12.

Staff created the program guidelines, application and launched the program on August 25, 2020.

To date, there are seven (7) approved grants with \$32,730.99 in grant funds allocated and four (4) completed projects totaling \$17,538.38. This grant funding has leveraged \$58,913.11 in owner investment for a total investment of \$109,182.48 in property improvements (details below).

<u>Business</u>	<u>Address</u>	<u>Estimated</u>	<u>Estimated</u>	<u>Owner Investment</u>
		<u>Total Project</u>	<u>ARA Grant Commitment</u>	
<i>Fitzgerald Law Firm</i>	304 N. Appleton St.	\$14,316.00	\$7,000.00	\$7,316.00
<i>Simple Simon</i>	218 E. Wisconsin Ave.	\$7,030.00	\$3,515.00	\$3,515.00
<i>Little Diner Xpress</i>	1939 N. Richmond St.	\$6,421.30	\$3,210.65	\$3,210.65
<i>Outer Edge Stage</i>	303 N. Oneida St.	\$2,509.38	\$1,254.69	\$1,254.69
<i>Daily Care, LLC</i>	323 N. Morrison St.	\$13,616.30	\$6,808.15	\$6,808.15
<i>920 Home Pro, LLC</i>	625 W. Lawrence	\$7,885.00	\$3,942.50	\$3,942.50
<i>Randercom Properties, LLC</i>	311 W. Packard St	\$21,515.00	\$7,000.00	\$14,515.00
<i>Paid/Closed:</i>				
<i>Red Ox Seafood and Steakhouse</i>	2318 S. Oneida St.	\$10,226.86	\$5,113.43	\$5,113.43
<i>Chain Reaction Cyclery</i>	818 N. Superior St.	\$4,900.00	\$2,450.00	\$2,450.00
<i>Grumpys Pub</i>	1501 N. Richmond St.	\$8,267.14	\$3,727.20	\$4,539.94
<i>Marks East Side</i>	1405 E. Wisconsin Ave.	\$12,495.50	\$6,247.75	\$6,247.75
	Subtotal of ARA Funds Committed/Spent:		\$50,269.37	\$58,913.11
	<i>Balance of ARA Grant Funds:</i>		<i>\$79,730.63</i>	

Staff continues to receive inquiries, and interest is strong in the program. Marketing of the program is made via direct contact with businesses, word of mouth, referrals from contractors, real estate brokers, lenders and others.