



**Meeting Agenda - Final**  
**Community & Economic Development Committee**

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Wednesday, June 9, 2021

4:30 PM

Council Chambers, 6th Floor

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

[21-0775](#) CEDC Minutes from 5-26-21

**Attachments:** [CEDC Minutes 5-26-21.pdf](#)

**4. Public Hearings/Apearances**

[21-0776](#) 2020 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program (Associated with Action Item #21-0777)

**Attachments:** [CAPER 2020 - Public Hearing Notice.pdf](#)

[21-0780](#) Presentation by Pam Seidl, Executive Director of the Fox Cities Convention & Visitors Bureau, regarding annual tourism figures

[21-0781](#) Presentation by Jayme Sellen, Vice President, Economic Development & Government Affairs of the Fox Cities Chamber of Commerce, regarding an update on activities

**5. Action Items**

[21-0777](#) Request to approve the 2020 Consolidated Annual Performance and Evaluation Report (CAPER) for the Community Development Block Grant (CDBG) Program

**Attachments:** [CAPER memo to CEDC 6-9-21.pdf](#)

[2020-2021 CAPER Draft for Public Comment.pdf](#)

[21-0778](#)

Request to approve an adjustment to the FINAL 2021-2022PY Community Development Block Grant (CDBG) funding previously approved on March 17, 2021 as specified in the attached revised community partner allocation recommendations

**Attachments:** [Alloc Recs Memo to CEDC REVISED Final Award 06-09-2021.pdf](#)

[Alloc Recs Memo to CEDC Final Award 03-10-2021.pdf](#)

[REVISED FINAL 2021 CDBG Community Partner Recommendations 6-9-21.pdf](#)

[REVISED FINAL 2021 CDBG Simple Summary Recommendations 6-9-21.pdf](#)

[Appleton Revised FY21 Formula Award Letter - FO Milwaukee 5-13-21.pdf](#)

## 6. Information Items

## 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.*



# City of Appleton

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

## Meeting Minutes - Final Community & Economic Development Committee

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Wednesday, May 26, 2021

4:30 PM

Council Chambers, 6th Floor

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1. Call meeting to order

**Meeting called to order at 4:30 p.m.**

2. Roll call of membership

**Present:** 5 - Reed, Firkus, Thao, Alfheim and Wolff

*Others present:*  
*Charlie Dercks, J. Ross & Associates*

3. Approval of minutes from previous meeting

[21-0690](#)

CEDC Minutes from 5-19-21

**Attachments:** [CEDC Minutes 5-19-21.pdf](#)

**Wolff moved, seconded by Firkus, that the Minutes be approved. Roll Call.  
Motion carried by the following vote:**

**Aye:** 5 - Reed, Firkus, Thao, Alfheim and Wolff

4. Public Hearings/Appearances

5. Action Items

[21-0691](#)

**\*\*CRITICAL TIMING\*\*** Request to approve a six (6) month extension to the Planning Option Agreement with Merge, LLC (d/b/a Merge Urban Development Group) for a potential mixed-use development located on the former Blue Ramp and Conway Hotel sites

**Attachments:** [Merge Option Extension Memo\\_5-26-21.pdf](#)  
[20-0044 - MERGE - 2nd Extension - 05-19-2021.pdf](#)  
[Merge Option Term Extension #1\\_November 2020.pdf](#)  
[Signed Planning Option Agreement Merge\\_2-6-20.pdf](#)  
[Map\\_Blue Ramp+Conway Hotel.pdf](#)  
[Letter of Intent Merge\\_11-29-19.pdf](#)  
[Merge Projects + References.pdf](#)

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

**Aye:** 5 - Reed, Firkus, Thao, Alfheim and Wolff

[21-0692](#)

**\*\*CRITICAL TIMING\*\*** Request to approve the Offer to Purchase from Bose 1 Investments, LLC and 4 Ross Investments, LLC, and/or its assigns, to purchase Lot 1 of CSM 3609 (Tax Id #31-9-5712-00), Lot 26 (Tax Id #31-9-5712-26), Lot 27 (Tax Id #31-9-5712-27), Lot 28 (Tax Id #31-9-5712-28) and Lot 29 (Tax Id #31-9-5712-29) Southpoint Commerce Park Plat No. 3, comprising a total of approximately 30.44 acres, at a purchase price of \$1,217,600.00 (\$40,000 per acre)

**Attachments:** [Bose 1 Investments and 4 Ross Investments OTP Memo\\_5-26-21.pdf](#)  
[Bose 1 Investments and 4 Ross Investments OTP\\_5-18-21.pdf](#)  
[SouthpointCommerceParkMap\\_SubjectParcel\\_5\\_2021.pdf](#)  
[SPCP Deed Restrictions.pdf](#)

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

**Aye:** 5 - Reed, Firkus, Thao, Alfheim and Wolff

[21-0693](#)

The Community and Economic Development Committee may go into closed session pursuant to State Statute §19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale of Lot 1 of CSM 3609 and Lots 26, 27, 28 and 29 Southpoint Commerce Park Plat No. 3 and then reconvene into open session

**The Committee did not go into closed session.**

## 6. Information Items

7. Adjournment

**Wolff moved, seconded by Reed, that the meeting be adjourned at 4:38 p.m.  
Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Reed, Firkus, Thao, Alfheim and Wolff

**City of Appleton**  
**Community Development Block Grant Program (CDBG) Notice of**  
**2020 Consolidated Annual Performance & Evaluation Report (CAPER)**  
**Public Hearing**

A public hearing will be held at a regularly scheduled Community & Economic Development Committee meeting on Wednesday, June 9, 2021, beginning at 4:30 p.m. in Council Chambers on the 6<sup>th</sup> floor of Appleton City Hall, 100 N. Appleton Street, Appleton, WI. The CAPER discusses CDBG activities undertaken by the City of Appleton during the 2020 Program Year. The primary function of this hearing is to obtain citizen comments on the submission.

A copy of the CAPER may be found online at <https://www.appleton.org/government/community-and-economic-development/grants-administration/community-development-block-grant-cdbg/cdbg-documents> or one copy is available for viewing at the first floor Customer Service area at City Hall.

The federal CDBG Program aims to develop viable urban communities through provision of decent housing, suitable living environments and economic opportunities, namely for low- and moderate-income persons. For more information on Appleton's CDBG Program, please visit the web site, <https://www.appleton.org/government/community-and-economic-development/grants-administration/community-development-block-grant-cdbg> or contact Nikki Gerhard at 920-832-6469 or email to [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org).

Run: June 2, 2021



# MEMORANDUM

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"...meeting community needs...enhancing quality of life."

TO: Community and Economic Development Committee

FROM: Nikki Gerhard, Community Development Specialist

DATE: June 9, 2021

RE: 2020 Consolidated Annual Performance and Evaluation Report (CAPER)

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The City of Appleton has prepared its 2020 Consolidated Annual Performance and Evaluation Report (CAPER) as required by the U.S. Department of Housing and Urban Development (HUD). The CAPER discusses Community Development Block Grant (CDBG) activities undertaken by the City of Appleton during the 2020 Program Year (April 1, 2020 - March 31, 2021).

The CAPER was available May 3 - June 3, 2021 for public comment. No comments were received.

Comments on the CAPER will also be accepted during a public hearing that will be held during the June 9, 2021 Community and Economic Development Committee meeting. The primary function of this hearing is to obtain citizen comments on the submission.

The City considers all public input received before preparing its final submission, in addition to providing HUD with a summary of such comments as they relate to the 2020 CAPER. The CAPER is due to HUD by June 29, 2021.

A copy of the CAPER may be found online at: <https://www.appleton.org/government/community-and-economic-development/grants-administration/community-development-block-grant-cdbg/cdbg-documents> or a copy is available for viewing at the first floor Customer Service area at City Hall.

Staff requests that CEDC approve the 2020 CAPER.

If you have any questions, please contact me at (920) 832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!



2020-2021PY



# Consolidated Annual Performance & Evaluation Report

This report contains outcomes and accomplishments from various CDBG funding sources, including 2020PY CDBG, CDBG-CV1, and CDBG-CV3.

## GOALS & OUTCOMES (CR-05)

**Progress the jurisdiction has made in carrying out its strategic plan and its action plan. 91.520(a)** This could be an overview that includes major initiatives and highlights that were proposed and executed throughout the program year.

In a typical program year, the primary goal of the City of Appleton's Community Development Block Grant (CDBG) program is to develop a viable urban community through the provision of decent housing, suitable living environments, and economic opportunities, namely for low- and moderate-income persons. However, due to the COVID-19 outbreak that caused unprecedented unemployment and put thousands of households at risk of being unable to afford housing and other basic needs, the City shifted focus to support all activities that were responding to the growing effects of the public health crisis. Authorized by the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), the City of Appleton was awarded a Round 1 special allocation, totaling \$348,255, and several months later, a Round 3 special allocation totaling \$343,268. The special allocations of Community Development Block Grant funding were used to prevent, prepare for, and respond to COVID-19.

**2020 CDBG- \$591,911**

**Appleton Housing Authority-** while *promoting quality, affordable housing for all residents of the City of Appleton*, nine households received homebuyer assistance and five households received homebuyer rehabilitation assistance.

**Apricity, Inc. (DBA The Mooring Programs)-** through the *provision of a full spectrum of care in a safe, progressive recovery community*, the residential programs served, for the first time in it's history, co-ed treatment for 234 men and women, for an average stay of 48 days. Of those men who had services at Mooring House, 39 of them transitioned to the Male Apartment Program and stayed an average of 106 days.

**The City of Appleton's Homeowner Rehabilitation Loan Program-** assisted 14 low- to moderate-income homeowners (less than 80 percent CMI) with the ability to live in decent, safe, and sanitary housing. Additionally, all 14 homeowners received technical assistance from staff regarding home rehabilitation.

**Habitat for Humanity-** acquired a foreclosed property, renovated the house, and rented it to a family who was previously cost burdened by spending greater than 30 percent of their income on rent. This unit has been added to the Greater Fox Cities Habitat for Humanity's Almost Home program, a unique rental program that prepares qualifying families for homeownership.

**LEAVEN, Inc.-** *stabilized and empowered people in financial crisis by providing financial assistance, referrals, and case management to address near- and long-term basic needs* for 145 households on the brink of homelessness.





**Metropolitan Milwaukee Fair Housing Council-** promoted fair housing and provided services to 827 recipients, including fair housing education and outreach for consumers and providers, social service agencies, and community-based organizations; complaint intake and counseling; and technical assistance.

**NAMI Fox Valley's Iris Place-** *while providing a safe and welcoming environment that offers opportunities for individual experiencing emotional distress or crisis to grow and change*, staff with lived experience mediated 4,965 warm calls and welcomed 161 guests into their short-term treatment facility.

**Pillars, Inc.-** provided services to three separate demographics through three funded programs. The Adult and Family *Emergency Shelter* upgraded their elevator system to provide 396 persons experiencing homelessness with safe and reliable accommodations, enabling people with disabilities to access services offered at the facility. The Adult *Emergency Shelter* installed 50 bunk bed units to provide 176 persons experiencing homelessness with safe and socially distanced shelter. The Prevention Program served 48 households in the community who were at risk of becoming homeless and did not qualify for other housing options. The Affordable Housing Program acquired and rehabilitated a single-family home into a Single Room Occupancy rental unit for four individuals that were deemed 'hardest to serve' currently residing in shelter. This project, while initiated during the 2019PY, was finally complete during the conclusion of the 2020PY.

**Rebuilding Together Fox Valley-** by providing critical home repairs at no cost to West Appleton Neighborhood homeowners, safety and health concerns were resolved for 17 families in need.

**Salvation Army of the Fox Cities-** used funds to support their Pathway of Hope Program, which is an at-risk/homelessness prevention program that provided rent, utility payments, case management and prevention planning for 13 households.

City staff worked closely with philanthropic entities and community partners to understand the needs of the community during the pandemic. The ongoing COVID-19 pandemic poses a clear risk to people experiencing homelessness, the precariously housed, and service provider organizations. Access to stable housing helps eliminate many of the barriers surrounding obtaining and maintaining health and safety. To address instability in the community as a result of the COVID-19 health emergency, staff made the following recommendations [with the support of the philanthropic entities and community partners], as they managed the short and long-term needs resulting from the public health crisis.

**2020 CDBG-CV1- \$348,255**

**Apricity, Inc. (DBA The Mooring Programs)-** utilized funding to purchase technology as a response to the COVID-19 pandemic. The purchase of these items ensured continued services to approximately 81 individuals in treatment.

**Building for Kids-** Museums in Motion: Responsive Community Engagement Toolkits are a collaborative project that responded to the COVID-19 pandemic by addressing the educational and social needs of economically disadvantaged K-12 students in the community. Through partnerships with local libraries and schools, non-virtual toolkits that support engagement and learning were created and deployed for approximately 1,120 individuals.

**Fox Valley Lutheran Homes-** provided WiFi access and devices to older adult tenants as they continue to isolate due to COVID-19. This program enhanced the mental and physical well-being



of 46 tenants and allowed them to keep their minds active by connecting with resources online and through technology.

**LEAVEN, Inc.-** prevented economically disadvantaged and vulnerable households from slipping into greater poverty and homelessness through their Emergency Assistance Program. The funds were used to provide rental assistance to 130 households.

**Motel Voucher Program-** The City of Appleton's Motel Voucher Program ensures that individuals and families experiencing homelessness have a safe, temporary place to stay until a more permanent housing solution is identified. The Motel Voucher Program includes a case management component, food, transportation, and connection to housing solutions.

**Pillars, Inc.-** Because of the pandemic, community emergency shelters had to reduce their maximum capacity in order to create social distancing. By installing 25 bunk beds (50 beds) at the Adult Night-Time Shelter, Pillars was able to maintain original capacity and continue serving 176 individuals experiencing literal homelessness, while still social distancing.

**Salvation Army of the Fox Cities-** The Housing Retention Program provided rental assistance for 15 households on the cusp of losing their housing due to nonpayment of rent, thereby preventing homelessness in the community.

**Wisconsin Women's Business Initiative Corporation (WWBIC)-** provided assistance to microenterprises and small businesses, while specifically focusing on and tracking outcomes related to job creation and retention, and providing hope and opportunity for restoration and resiliency during COVID-19. These funds helped four business owners pivot and prepare for recovery and rebound.

**2020 CDBG-CV3- \$343,268**

**ADVOCAP, Inc.-** Through an executed two- year MOU, ADVOCAP will provide street outreach, information and referrals, completed assessments, intakes, short-term case management, and services to people living in unsheltered locations, such as cars, parks, abandoned buildings, and on the streets and that are not already working with a Fox Cities Housing Coalition members for services. The Street Outreach and Case Management role will reach people who might not otherwise seek assistance or come to the attention of the homelessness service system and ensure that people's basic needs are met while supporting them along pathways toward housing stability.

**Motel Voucher Program-** The City of Appleton's Motel Voucher Program ensures that individuals and families experiencing homelessness have a safe, temporary place to stay until a more permanent housing solution is identified. The Motel Voucher Program includes a case management component, food, transportation, and connection to housing solutions.

**Comparison of the proposed versus actual outcomes for each outcome measure submitted with the consolidated plan and explain, if applicable, why progress was not made toward meeting goals and objectives.91.520(g)**



Goal	Category	Source / Amount	Unit of Measure	Expected – Strategic Plan	Actual – Strategic Plan	Percent Complete	Expected – Program Year	Actual – Program Year	Percent Complete
Acquisition- new housing	Affordable Housing	CDBG: \$125,000	Housing Unit	5	1	20%	1	1	100%
Admin	Admin	CDBG: \$80,343	Other	5	1	20%	1	1	100%
Homebuyer assistance	Affordable Housing	CDBG: \$20,000	HH Assisted	25	9	36%	5	9	180%
Improve & maintain housing stock	Affordable Housing	CDBG: \$232,694	Housing Unit	180	36	20%	43	36	84%
Neighborhood revitalization	Non-Housing Comm Dev	CDBG: \$0	Persons Assisted	6,000	0	0%	0	0	0%
Public facilities improvement & maintenance	Non-Housing Comm Dev	CDBG: \$237,334	Persons Assisted	1,300	791	61%	1,000	791	79%
Public services		CDBG: \$723,063	Persons Assisted	800	2,163	270%	91	2,163	2,377%
Rental rehabilitation	Affordable Housing	CDBG: \$0	Housing Unit	35	4	11%	0	4	400%
Economic Development	Businesses	CDBG: \$40,000	Business Assisted	4	0	0%	4	0	0%

**Table 1 - Accomplishments – Program Year & Strategic Plan to Date** *\*Note: This table captures accomplishments only for City of Appleton residents that were served for the 2020 program year, and includes funding sources: CDBG, CDBG-CV1, and CDBG-CV3.*

**Assess how the jurisdiction’s use of funds, particularly CDBG, addresses the priorities and specific objectives identified in the plan, giving special attention to the highest priority activities identified.**

The City of Appleton's 2020 CDBG funding, including CV Rounds 1 and 3, primarily focused on public service activities that prevented, prepared for, and responded to the COVID-19 pandemic. However, several allocations were made that address public facility improvements and maintaining existing affordable housing stock. All funded projects addressed Strategic Plan objectives (decent housing, suitable living environments, and expanded economic opportunities) and high priority needs under the 2020-2024 Consolidated Plan (housing rehabilitation, public facility improvements, public services, and economic development).

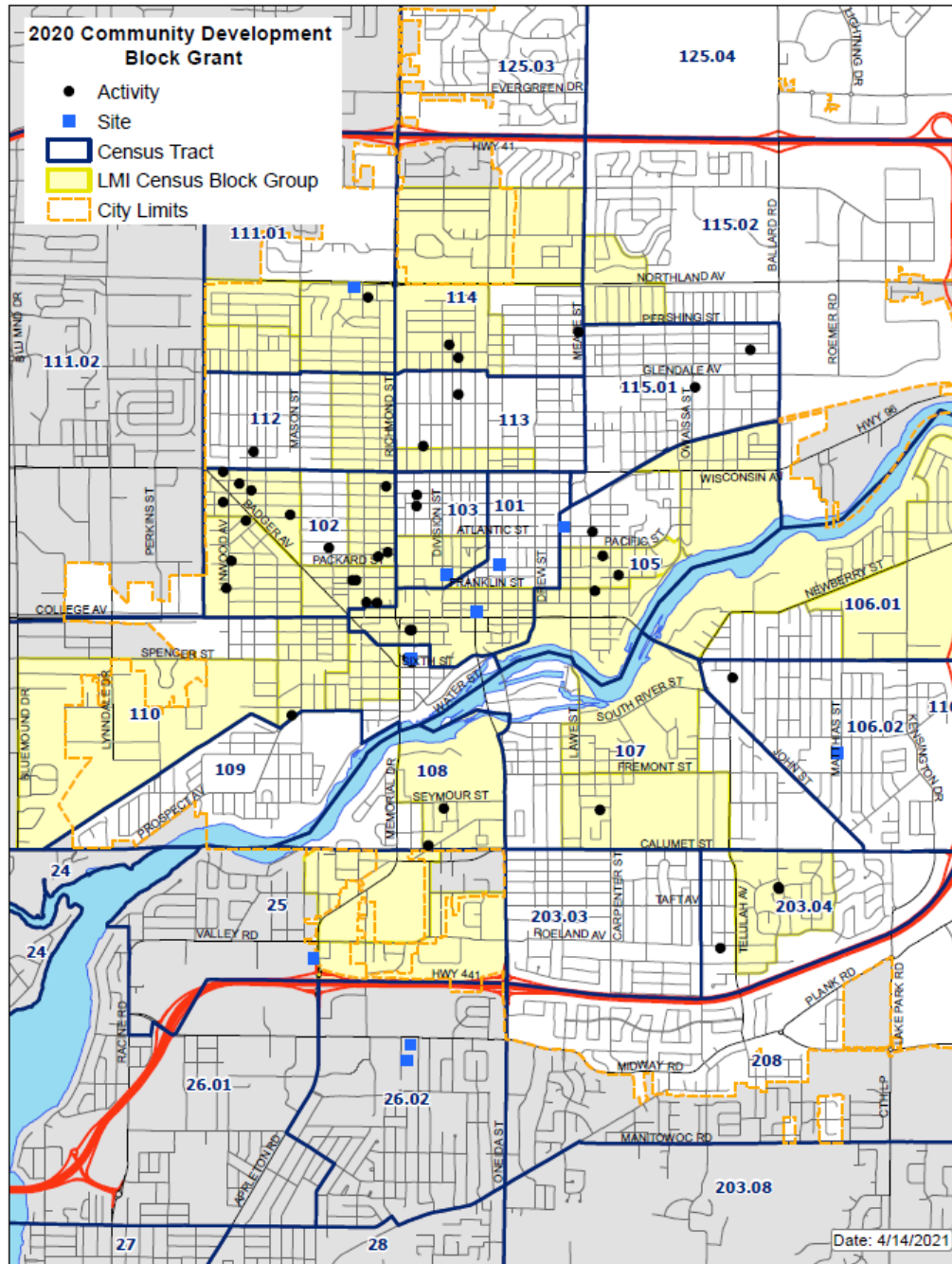
**Describe the families assisted (including the racial and ethnic status of families assisted). 91.520(a)**

**Table 2 – Table of assistance to racial and ethnic populations by source of funds** (HUD Report PR-23)

*\*Note: This table captures accomplishments only for City of Appleton residents that were served for the 2020 program year, and includes funding sources: CDBG, CDBG-CV1, and CDBG-CV3.*

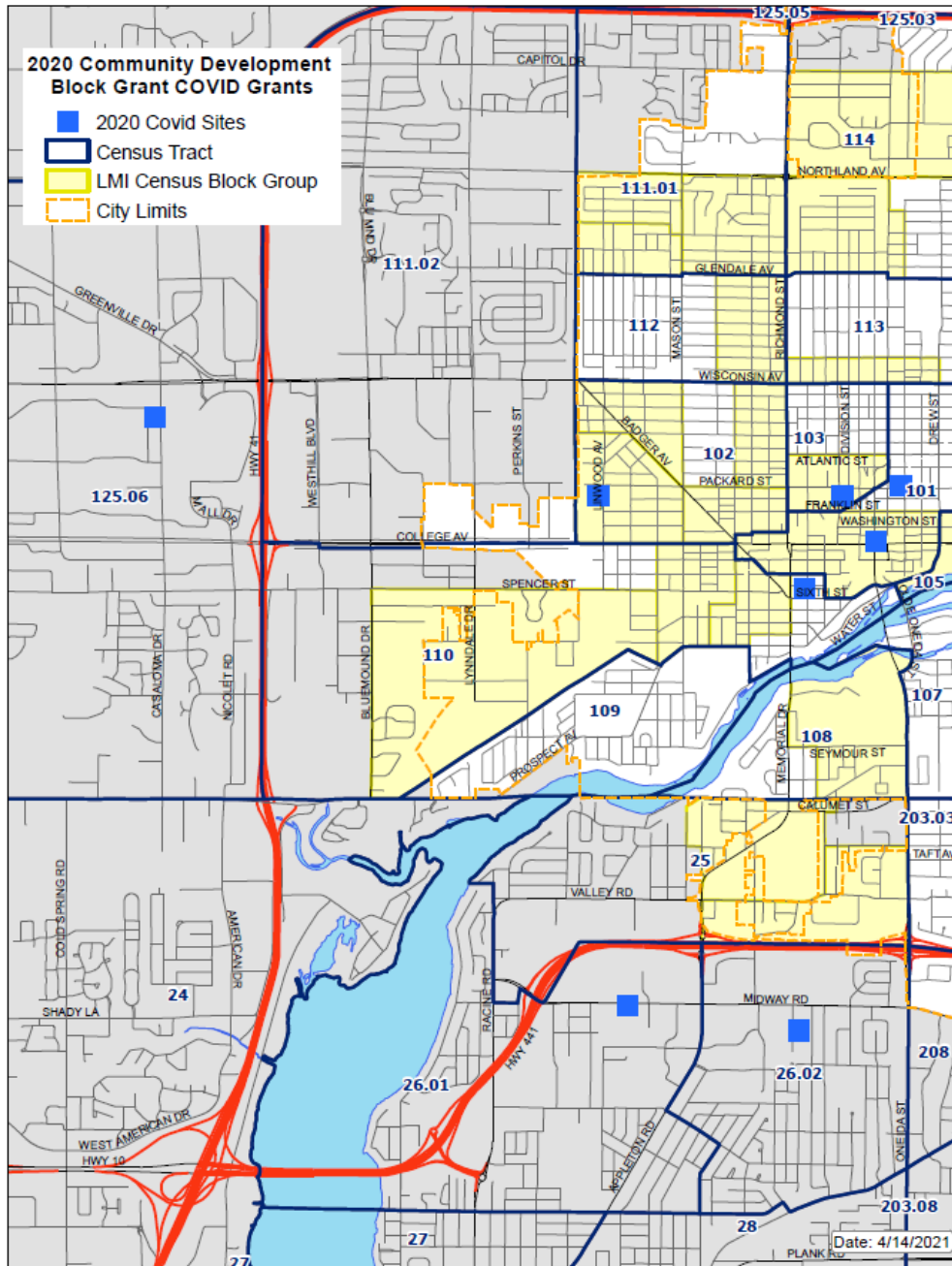


A map has been attached to this report (2020 CDBG LMI) that depicts the location of the 2020-funded activities. "Site" represents locations where these projects originate, while "Activity" represents locations where CDBG-funded projects occurred (i.e. housing rehabilitation). LMI Block Groups are outlined and Blocks are shaded according to minority percentages.



Map 1- 2020 CDBG LMI

A map has been attached to this report (2020 CDBG-CV LMI) that depicts the location of the 2020 CV-funded activities. "Site" represents locations where these projects originate, while "Activity" represents locations where CDBG-funded projects occurred (i.e. housing rehabilitation). LMI Block Groups are outlined and Blocks are shaded according to minority percentages.



Map 2- 2020 CDBG-CV LMI

## RESOURCES & INVESTMENTS (CR-15)

Source of Funds	Source	Resources Made Available	Amount Expended During Program Year
CDBG	Public- federal	\$836,911	\$623,533.03
Other	Public- federal	\$691,523	\$91,239.53

Table 3 – Resources Made Available (HUD Report PR-01, as of April 8, 2021)

All of the 2020 program year subrecipients utilized several other funding resources for the successful implementation of their programs and activities. The City of Appleton gives preference to CDBG applicants who can demonstrate well-established budgets utilizing various funding sources.

The resources directly reflected in this report include: CDBG grant subawards and program income generated from the Appleton Housing Authority and the City of Appleton's Homeowner Rehabilitation Loan Program (HRLP). Resources made available does not take into account previous years of allocations and projects that have rolled into 2020.

### Leveraging

**Explain how federal funds leveraged additional resources (private, state and local funds), including a description of how matching requirements were satisfied, as well as how any publicly owned land or property located within the jurisdiction that were used to address the needs identified in the plan.**

While the City of Appleton does not implement a match requirement associated with CDBG funding, no activity or program operated solely with CDBG funding. Many of the 2020 CDBG subrecipients utilized several other funding resources for the successful implementation of their programs.

Subrecipient	Type of Resource	Type of Funds	Total Amount of Resource
Appleton Housing Authority (Total Leverage = \$125,534.04)	State of WI- HCRI	Grant for down payment loans	\$20,794.00
	State of WI- HOME	Grant for down payment & rehab	\$104,740.04
Apricity, Inc (DBA The Mooring Programs) (Total Leverage = \$1,089,240)	State of WI/Local Funds	County fees for service	\$806,017.00
	Other Federal Funds	CARES Funding	\$158,492.00
	Insurance & Self-Pay	Fees for service	\$18,534.00
	Private Funds	Grants/Donations	\$106,197.00
City of Appleton- Motel Voucher Program (Total Leverage = \$10,520.00)	Other Federal Funds	Emergency Solutions Grant (ESG)	\$10,520.00



Fox Valley Lutheran Homes <i>(Total Leverage = \$16,800.00)</i>	In-Kind	Volunteer Support	\$8,000.00
	Private	Donations	\$8,800.00
Habitat for Humanity <i>(Total Leverage = \$205,000.00)</i>	State of WI- SHOP	Grant	\$132,923.00
	In-Kind	Materials & Labor	\$23,776.00
	Private	Grant	\$48,301.00
Homeowner Rehabilitation Loan Program <i>(Total Leverage = \$549,001.00)</i>	CDBG Program Income	Grant	\$334,745.00
	State of WI- HOME Program Income	Grant	\$200,000.00
	Lead Hazard Control Program Income	Grant	\$14,256.00
LEAVEN <i>(Total Leverage = \$1,935,886)</i>	Local	Churches/Businesses/Corporations	\$313,886.00
	Private	Grants/Foundations/Organizations	\$948,671.00
	Private	Donations	\$538,896.00
	Government	Grants	\$134,433.00
Pillars <i>(Total Leverage = \$370,867.00)</i>	Private	Grants/Loans/Donations	\$189,076.00
	Foundations	Grants	\$51,040.00
	State of WI- EHH	Grants	\$130,751.00
Rebuilding Together Fox Valley <i>(Total Leverage = \$406,595.00)</i>	Private	Grants/Foundations/Businesses	\$262,465.00
	Private	Donations	\$58,431.00
	In-Kind	Materials & Labor	\$14,650.00
	Fundraising	Donations	\$71,049.00
Salvation Army of the Fox Cities <i>(Total Leverage = \$77,891.00)</i>	Private	Donations/Appeals	\$77,891.00

Table 4- Leveraging

## AFFORDABLE HOUSING (CR-20)

Evaluation of the jurisdiction's progress in providing affordable housing, including the number and types of families served, the number of extremely low-income, low-income, moderate-income, and middle-income persons served.	One-Year Goal	Actual
Number of Homeless households to be provided affordable housing units	0	4
Number of Non-Homeless households to be provided affordable housing units	43	37
Number of Special-Needs households to be provided affordable housing units	0	0
<b>Total</b>	<b>43</b>	<b>41</b>

Table 4- Number of Households

	One-Year Goal	Actual
Number of households supported through Rental Assistance	202	176
Number of households supported through The Production of New Units	0	0
Number of households supported through Rehab of Existing Units	42	50
Number of households supported through Acquisition of Existing Units	1	1
<b>Total</b>	<b>246</b>	<b>227</b>

Table 5 - Number of Households Supported

Discuss the difference between goals and outcomes and problems encountered in meeting these goals.

Discuss how these outcomes will impact future annual action plans.

Include the number of extremely low-income, low-income, and moderate-income persons served by each activity where information on income by family size is required to determine the eligibility of the activity.

Number of Persons Served	CDBG Actual	HOME Actual
Extremely Low-income	744	0
Low-income	1,628	0
Moderate-income	591	0
<b>Total</b>	<b>2,963</b>	<b>0</b>

Table 6 – Number of Persons Served

*\*Note: This table captures accomplishments only for City of Appleton residents that were served for the 2020 program year, and includes funding sources: CDBG, CDBG-CV1, and CDBG-CV3.*

All of the City of Appleton's CDBG-funded activities for the 2020 program year, with the exception of the administrative activities, benefited low- to moderate-income persons and households.





## HOMELESS & OTHER SPECIAL NEEDS (CR-25)

Evaluate the jurisdiction's progress in meeting its specific objectives for reducing and ending homelessness through:

**Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs**

**Pillars Inc.** employs a Street Outreach Team that connects with individuals who are unsheltered or staying in a place not meant for human habitation. The Street Outreach workers- while not financially supported through CDBG funding- connect with people and build rapport to ultimately offer mainstream resources.

**ADVOCAP, Inc** recently implemented a Street Outreach role within their table of organization. The Street Outreach worker will provide street outreach, case management, and referral services to people living in unsheltered locations, such as cars, parks, abandoned buildings, and on the streets and that are not already working with a Fox Cities Housing Coalition members for services. The Street Outreach Case Manager will reach people who might not otherwise seek assistance or come to the attention of the homelessness service system, and ensure that people's basic needs are met while supporting them along pathways toward housing stability. The Street Outreach Case Manager will work with several City of Appleton departments, including but not limited to Community and Economic Development, Health Department, Public Works, the Police Department, and the Library as well as referrals from local community partners, including but not limited to the Fox Cities Housing Coalition members.

As a resource to the recently implemented Advocap Street Outreach worker, the **City of Appleton** deployed a **Motel Voucher Program**. This program is designed to ensure that individuals and families experiencing homelessness have a safe, temporary place to stay, until a more permanent housing solution is identified. The City of Appleton, and partnering agencies, issue motel vouchers only as a last resort on a case-by-case basis, when all shelters have been filled to capacity or there is a verified extenuating circumstance that prevents an individual or family from staying in a shelter. These partners currently include the Appleton Area School District, the Appleton Police Department, Advocap, and the Boys & Girls Club of the Fox Valley.

**LEAVEN, Inc.** added a new employee to their staff in March 2020, which has strengthened partnerships and streamlined communications with homeless and transitional housing providers in the area. This employee is knowledgeable of community resources related to housing, employment, domestic violence, mental health, addiction, and recovery, and works closely with households experiencing homelessness to connect them with appropriate resources that address their immediate needs and long-term stability.

Due to the community's lack of resources needed to meet all of the needs of people experiencing homelessness or at-risk of experiencing homelessness, resulting in hardships for people experiencing homelessness the **City of Appleton** created a **Coordinated Entry Specialist** role within the City's Table of Organization. Internalizing this position ensures that households are prioritized based on vulnerability and severity of service needs, and connect people who need assistance the most in a timely manner. This role serves as a gateway to information and data about service needs and gaps that helps to plan assistance efficiently and identify needed resources to end homelessness in the Fox Cities.



## **Addressing the emergency shelter and transitional housing needs of homeless persons**

The City of Appleton continued in 2020 as the fiscal administrator for the Fox Cities Continuum of Care Rapid Re-Housing programs and the State of Wisconsin Emergency Homeless and Housing programs, serving as the lead agency and administering funds to Pillars Inc, Salvation Army of the Fox Cities, Harbor House, and ADVOCAP. Three of the four agencies also received 2020PY CDBG funds, in an effort to maintain housing units and programs addressing the needs of individuals and families experiencing homelessness in the Appleton community.

**LEAVEN** collaborated closely with staff from local shelters and transitional programs to address the needs of people experiencing homelessness. COTS and Christine Ann Domestic Abuse Services offer part-time, onsite services in the LEAVEN Community Resource Center, and proposals to expand and offer a satellite office near-downtown Appleton are being considered.

In addition to their efforts to connect clients with resources, LEAVEN receives referrals from the Appleton Area School District's Homeless Liaison, the Boys & Girls Club Home Base Coordinators, and local churches that have identified households experiencing homelessness. LEAVEN coordinates efforts to secure shelter or make referrals to the City of Appleton's Motel Voucher Program (elaborated on below). Once housing has been secured, LEAVEN helps with rental payments and security deposits.

**The City of Appleton's Motel Voucher Program** ensures that individuals and families experiencing homelessness have a safe, temporary place to stay, until a more permanent housing solution is identified. The City of Appleton issues motel vouchers when all other shelter options have been exhausted.

**Pillars Inc** Crisis Housing Department is comprised of two emergency shelters and a resource center. The Adult and Family Shelter serves as a 24-hour shelter for households with and without children who are experiencing literal homelessness; while the Adult Shelter serves as a nighttime shelter for households without children. Both shelters offer case management services, access to supportive housing, and referrals to other mainstream resources in the community. Additionally, the Supportive Services Department is home to Pillars' supportive housing programs, where a variety of housing programs are available to households experiencing homelessness.

**ADVOCAP, Inc.'s** Street Outreach worker will provide street outreach, case management, and referral services to people living in unsheltered locations, such as cars, parks, abandoned buildings, and on the streets and that are not already working with a Fox Cities Housing Coalition members for services. The Street Outreach Case Manager will reach people who might not otherwise seek assistance or come to the attention of the homelessness service system, and ensures that people's basic needs are met while supporting them along pathways toward housing stability.

**Salvation Army of the Fox Cities'** Housing Retention Program offers up to 18 months of financial support and case management for to families who are at-risk of becoming homeless. This assistance and case management allows households to maintain their current housing while stabilizing their situation and preventing homelessness.

**Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: likely to become homeless after being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and**



**institutions); and, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs**

While all 2020PY CDBG subrecipients focused their programs and efforts on serving low- and moderate-income families and individuals, several community agencies focused on preventing families and individuals from experiencing homelessness.

**LEAVEN's** resource coordination connects them to resources that address short- and long-term barriers to housing and economic stability. Although the LEAVEN Resource Center has been closed since March 2020, due to the pandemic, resource coordination has been conducted virtually. LEAVEN's partners are able to monitor, track, and complete referrals through a cloud-based client database. LEAVEN routinely sends information related to community resources- job fairs, mobile food pantries, COVID testing/vaccinations, workforce development opportunities, expanded Marketplace insurance enrollment, free tax preparation- to clients via email.

**Salvation Army of the Fox Cities'** Housing Retention Program offers up to 18 months of financial support and case management to families who are at-risk of becoming homeless. This assistance and case management allows households to maintain their current housing while stabilizing their situation and preventing homelessness.

The Prevention and Diversion Program at **Pillars, Inc.** is a case management program that offers security deposits and rental assistance on a short-term basis for households imminently at risk of becoming homeless. The program provides coaching, advocacy, support, and connection with clients as a means to further their journey toward healthy interdependence. By following a strengths-based, client- centered approach, Pillars is able to prevent these households from becoming homeless and entering a shelter.

**Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again**

The City of Appleton collaborated with several CDBG subrecipient organizations through the Fox Cities Housing Coalition, ensuring that a continuum of care strategy was implemented and executed appropriately in the community. Reports and local data indicated that individuals and families experiencing chronic homelessness in the Appleton community continues to be a concern. As a result, the City of Appleton worked closely with partners to incorporate additional permanent supportive housing options into the community, which included successfully retaining additional federal funding to this cause.

**LEAVEN's** High-Risk Prevention Program addressed the needs of individuals imminently at-risk of homelessness because of the magnitude of their crisis or their chronic inability to meet their own basic needs. Case plans were written, goals were established, and expectations were set to promote self-sufficiency and prevent future episodes of homelessness. LEAVEN often partnered with other agencies, such as Fox Valley Veterans Council, Pillars, St. Vincent de Paul, Neenah-Menasha Emergency Society, Appleton Alliance Church, and other local churches to assist at higher levels to reduce a household's length of homelessness if not entirely.



## PUBLIC HOUSING (CR-30)

### **Actions taken to address the needs of public housing**

While the City of Appleton worked closely with the Appleton Housing Authority to address issues related to affordable housing, no portion of the 2020 CDBG funds were directly used to create or address needs of their public housing stock.

### **Actions taken to encourage public housing residents to become more involved in management and participate in homeownership**

The Appleton Housing Authority's Homebuyer Program markets to other AHA programs, including the Family Self-Sufficiency and Public Housing Family programs. All of the 2020 Family Self-Sufficiency Program graduates had some contact with the Homebuyer Program for the purchase or future purchase of a home. The Homebuyer Program Manager worked with the Family Self-Sufficiency Program Support Specialist to provide pre-purchase goal planning for program participants.

### **Actions taken to provide assistance to troubled PHAs**

The Appleton Housing Authority was not designated as a trouble housing authority.

## OTHER ACTIONS (CR-35)

### **Actions taken to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment. 91.220 (j); 91.320 (i)**

The City of Appleton worked closely with developers and homeowners that encountered barriers to affordable housing and guided them through any administrative channels they could utilize to overcome those barriers.

The **Homeownership Rehabilitation Loan Program** helped property owners maintain their homes so that they could continue to live in the home most affordable to them. Many of the homeowners had satisfied their mortgage, or have a low mortgage payment. With increased rents and an extremely competitive housing market, for most, homeownership is a better option for long-term affordability.

The homeowner down payment assistance administered by the **Appleton Housing Authority** made mortgage payments affordable for first-time homebuyers, and sometimes the funds provided supplemented a homeowner's down payment enough to avoid paying private mortgage insurance (PMI). Many times, affordable houses purchased were in significant need of rehabilitation and without the Housing Authority's rehabilitation assistance, upgrades would not have been affordable.

**LEAVEN's** primary goal is to strengthen outcomes to ensure their clients are transitioning from crisis management to self-sufficiency. LEAVEN eliminated many barriers their clients faced by offering vital services on-site through their Community Resource Center, and developing action plans that addressed both short- and long-term needs.

One of **Pillars'** missions is to be able to offer affordable housing options to individuals that struggle to find housing in the private market due to credit history, criminal history, and limited housing availability. Adding SRO homes into the portfolio, Pillars was able to provide greater options to individuals in the homeless community.

**Rebuilding Together Fox Valley** helped eliminate barriers to affordable housing by addressing critical repair



needs before the home became a health and safety hazard. By addressing issues early, the agency helped preserve the stock of affordable housing available to homeowners.

**Habitat for Humanity** is an equal housing opportunity program that reaches out to people of all populations. They provided families [that met guidelines] with the opportunity to own their own homes or rent at affordable rates. Habitat's marketing efforts encompass a wide spectrum of outreach to people who have faced barriers to housing.

**Actions taken to address obstacles to meeting underserved needs. 91.220(k); 91.320(j)**

**Pillars** maintained more than 116 affordable housing units in their housing portfolio, and oftentimes included significant supportive services as a condition of the rental lease agreement. Of the total units, Pillars designated twenty units to serve individuals with special needs; 12 units to serve young adults suffering with mental health issues; six units to serve chronically homeless households; and several SRO properties primarily served clients who are currently homeless.

**Rebuilding Together Fox Valley** is the only agency that provided home repairs at no cost to the homeowners. Many homeowners did not have the financial capacity or credit worthiness to afford loans to pay for expensive and extensive home repairs. RTFV made it possible for low-income homeowners- primarily elderly, disabled, and veterans- to live in a safe and healthy home.

**NAMI Fox Valley's Iris Place** specializes in providing peer support to community members who are experiencing distress or crisis as it relates to mental health and or substance abuse. Many of the systems in the facility are original to the building, and due to the inherent inefficiencies, staff was not able to adequately accommodate the needs of participants. After the replacement of the boiler system during the 2019PY and the windows during the 2020PY, staff can rely on consistent, efficient heating systems to ensure the facility is available 24/7, every day of the year.

**ADVOCAP, Inc.** implemented a Street Outreach role as a means of identifying underserved needs in the community. This role is designed to identify and engage with households living in unsheltered locations, such as cars, parks, abandoned buildings, and on the streets, and determine how to connect them to community resources as they continue their journey to housing stability. One of those community resources, the **City of Appleton's Motel Voucher Program**, was available for households who's underserved needs include shelter access. Because a motel voucher is only administered when all other shelter options have been exhausted, this program truly ensures that engaged households have a safe place to stay until more stable housing is achievable.

**Actions taken to reduce lead-based paint hazards. 91.220(k); 91.320(j)**

In all instances of affordable housing rehabilitation projects- including the **Appleton Housing Authority, Rebuilding Together Fox Valley, Habitat for Humanity,** and the **City of Appleton's Homeowner Rehabilitation Loan Program**- the units were inspected under multiple assessments, including lead risk. If lead hazards did exist, the organization was required to address the hazards as part of the rehabilitation, and at project completion, conduct clearance tests to ensure that the unit was lead safe.

The **Appleton Housing Authority** Homebuyer Program Manager holds a certificate for Housing Quality Standards (HQS) inspections and is a lead hazard investigator through the State of Wisconsin Department of Health Services. Prior to purchase, all homes received an HQS inspection, during which lead hazards were identified, if any. If lead hazards were identified, remediation was included in the rehabilitation component of the program. Eighty percent of the households that were assisted with AHA homeowner rehabilitation during the 2020PY required remediation of lead hazards.

The **Greater Fox Cities Habitat for Humanity** fosters a strong relationship with the Wisconsin Department of Health Services, and through the Lead Safe Homes Program completed full remediation work on all properties acquired and rehabilitated, ensuring the long-term safety and sustainability of the homes.

**Actions taken to reduce the number of poverty-level families. 91.220(k); 91.320(j)**

The **Appleton Housing Authority** and **Habitat for Humanity** each provided mechanisms for breaking the cycle of poverty through their affordable homeownership programs. Obtaining a mortgage and affordable home for many low- to moderate-income families provides some stability with a lower cost of living and community investment. Additionally, Habitat offered supportive services to all families including job coaching, budget counseling, and provided access to education.

**LEAVEN's** Community Resource Center was specifically created to help clients transition from crisis management to self-sufficiency, and reduce the number of poverty-level families in the Appleton community. The Center incorporates an innovative service delivery model, ensuring the ability to address client challenges in a more comprehensive and systemic way. LEAVEN's community partners share the belief that together, a greater social change can be created than would be possible by an individual organization working alone. The Center's integrated support system provided a more holistic approach, inspiring people to improve their lives, realize their potential, and envision a better future for themselves and their families.

The safe, decent and affordable housing provided by **Pillars** helped households in poverty create a more stable life, and gain access to resources such as education, budgeting, employment and health and wellness. Clients were encouraged to collaborate with program case managers to generate goals and work plans toward achieving self sufficiency.

The **Mooring Program's** foundation for recovery is imperative to developing a life of self-sufficiency and economic independence. By providing high quality treatment combined with high quality living environments, of the 234 men and women that participated in the program in 2020, only 42 remained unemployed at the time of their discharge- a success rate of over 80 percent.

**Rebuilding Together Fox Valley** alleviated the expenses of home repairs for nine households by providing services at no cost to the homeowner. This allowed the household to redirect their money to other essential needs.

**Actions taken to develop institutional structure. 91.220(k); 91.320(j)**

Public institutions, non-profit organizations, and private companies comprise the institutional structure that supports the City of Appleton's community development activities, specifically as they relate to CDBG. The City of Appleton, as the major public sector component, served as the lead fiscal and administrative agent for all community development grant programs, including the Community Development Block Grant (CDBG) program, Continuum of Care/Permanent Supportive Housing program (COC PSH), and the Emergency Housing and Homeless program (EHH). The Community and Economic Development and Finance Departments worked together to administer these grants.

Through an active membership of the Fox Cities Housing Coalition- which is comprised of nonprofit and supportive service agencies in the community- the City of Appleton continued to encourage open lines of communication and discussion regarding community development needs in the area. Nearly all subrecipients funded during the 2020PY are active members of the Fox Cities Housing Coalition, which helps to coordinate and maintain the institutional structure of the community's continuum of care.

**Actions taken to enhance coordination between public and private housing and social service agencies. 91.220(k); 91.320(j)**

The Fox Cities Housing Coalition continued to coordinate efforts between public and private housing providers and social service agencies. Each member agency in the Coalition worked to ensure that all individuals- whether homeless, imminently at-risk of homelessness, or in need of affordable housing, or services- were provided the shelter and support necessary. This network ensures efficiency and effectiveness among the programs offered in the community, and makes every effort to eliminate duplication or redundancy.

Identify actions taken to overcome the effects of any impediments identified in the jurisdictions analysis of impediments to fair housing choice. 91.520(a)

The following impediments to fair housing were identified through the Metropolitan Milwaukee Fair Housing Council's research and interviews in 2019.

<b>2019 Analysis of Impediments</b>	
<b>Impediment 1: Private-market housing discrimination</b>	Housing discrimination complaint data verifies that discrimination is occurring based on many different protected classes
<b>Impediment 2: Affordable housing location</b>	The location of affordable housing can contribute to segregation or integration, as well as to the access a person has to opportunities such as education and employment
<b>Impediment 3: Lack of affordable, accessible housing</b>	
<b>Impediment 4: Private market refusal to permit accommodations/modifications</b>	
<b>Impediment 5: Lending discrimination and disparities</b>	Persons of color received a disproportionately low share of loan originations
<b>Impediment 6: Critical shortage of affordable rental housing and limited housing assistance</b>	

Table 7—City of Appleton: Analysis of Impediments to Fair Housing 2019

## MONITORING (CR-40)

**Describe the standards and procedures used to monitor activities carried out in furtherance of the plan and used to ensure long-term compliance with requirements of the programs involved, including minority business outreach and the comprehensive planning requirements**

Ensuring that CDBG funds are utilized efficiently and effectively is continuous throughout each program year. The procedures associated with monitoring activities and assuring that the activities are meeting objectives and goals set forth in the 2020-2024 Consolidated Plan are initiated during the annual application process.

In 2020, applications were received and reviewed for eligibility by staff in the City of Appleton's Community and Economic Development Department. An Advisory Board, comprised of City Council members, City Committee members, and community agency members with experience in grant awarding were responsible for identifying which eligible activities proposed met the greatest need in the community. Recommendations by the Advisory

Board were then approved by the City of Appleton's Community and Economic Development Committee, and then the City Council.

The "return on investment" was highly scrutinized throughout the entire allocation process. Meeting high priority needs and objectives, as identified in the 2020-2024 Consolidated Plan, was emphasized to both applicants and reviewers, magnifying the importance the City of Appleton places on community-identified needs and priorities.

Risk assessments were completed shortly after preliminary allocation, and projects requiring additional oversight and technical assistance were identified. Monitoring visits were conducted early in the program year [on projects determined to be of higher risk early] in the program year to ensure agencies were able to remain compliant and meet expectations.

Throughout the 2020 CDBG program year, awarded subrecipients submitted accomplishment reports and payment requests documenting the progress made by their activities. These reports and requests were used by City of Appleton staff to track activity accomplishments, expenditure accuracy, and record keeping. Sufficient documentation, reasonable expenses, and qualifying activities were evaluated. Failure to submit, or identified discrepancies in any of these areas, also triggered additional technical assistance and/or monitoring.

## CITIZEN PARTICIPATION PLAN (CR-45)

### **Citizen Participation Plan 91.105(d); 91.115(d)**

#### **Describe the efforts to provide citizens with reasonable notice and an opportunity to comment on performance reports.**

Citizens were provided with two separate opportunities for public comment: a 30-day public comment period and a public hearing at a regularly-scheduled meeting of the City of Appleton's Community and Economic Development Committee. The public comment period was open May 3, 2021, through June 3, 2021, and the public hearing was held during the June 9, 2021, Community and Economic Development Committee meeting. Comments and views of citizens were taken into consideration and included within the CAPER, as appropriate.

#### **Specify the nature of, and reasons for, any changes in the jurisdiction's program objectives and indications of how the jurisdiction would change its programs as a result of its experiences.**

There were no changes in program objectives during the 2020 program year, and the City of Appleton does not anticipate making any changes to the programming.

#### **Does this Jurisdiction have any open Brownfields Economic Development Initiative (BEDI) grants?**

No

## HOME/ADDI

The City of Appleton did not receive any HOME/ADDI funds during the 2020 program year.

## HOPWA

The City of Appleton did not receive any HOPWA funds during the 2020 program year.







# MEMORANDUM

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"...meeting community needs...enhancing quality of life."

TO: Community and Economic Development Committee

FROM: Nikki Gerhard, Community Development Specialist

DATE: June 9, 2021

RE: Adjustment to Final Award Recommendations for 2021 Community Development Block Grant Funding

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The City of Appleton CDBG HUD award was recently increased to \$619,567 for the 2021 fiscal year. This is \$8,998 higher than the original allocation of \$610,569.

The 2021 awards were approved in March 2021 by the Common Council and totaled \$610,569 (City programs and sub recipients combined).

**Staff recommends allocating the \$8,998 as follows:**

***1. Award \$8,998 to the Wisconsin Women's Business Initiative Corporation (WWBIC) for Final Award of \$68,030.***

- 1) WWBIC requested \$75,000 to provide business education and one-on-one individualized counseling for up and coming, and established, small business owners. Due to funding limitations, WWBIC was originally only allocated \$59,032.00. The additional funding will minimize the gap between requested and funded, and allow WWBIC to serve more small business owners.

The following attachments are provided for additional information for this action item.

**Attached Documents:**

- 1.) March 10, 2021 Memo from Community Development Specialist to CEDC  
RE: Final Recommendations for 2021 CDBG Funding
- 2.) Revised Final Award Recommendations for the 2021 CDBG Program Year
- 3.) Revised Final Executive Summary of Award Recommendations for 2021 CDBG Program Year
- 4.) HUD Letter to Mayor Woodford Dated 5-13-21

If you have any questions, please contact me at 832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!



# MEMORANDUM

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"...meeting community needs...enhancing quality of life."

TO: Community and Economic Development Committee  
FROM: Nikki Gerhard, Community Development Specialist  
DATE: March 10, 2021  
RE: Final Award Recommendations for 2021 Community Development Block Grant Funding

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The City of Appleton CDBG HUD award is \$610,569 for the 2021 fiscal year. This is \$19,343 higher than the anticipated award of \$591,226.

The 2021 awards approved in November 2020 by the Common Council totaled \$591,226 (City programs and sub recipients combined).

The CDBG Advisory Board was asked to consider staff recommendations for the additional \$19,343 (below) for the 2021PY, or make their own recommendation for these funds. By majority vote, the Committee recommends the approval of the staff recommendations.

These recommendations will be considered by CEDC on March 10<sup>th</sup> and Common Council on March 17<sup>th</sup>.

**Staff recommends allocating the \$19,343 as follows:**

***1. Award \$19,343 to Apricity, Inc (D/B/A The Mooring Programs) for Final Award of \$39,343.***

The Mooring Programs requested \$20,000 to complete rehabilitation activities on six of their men's apartment program houses and the main building facility. Due to COVID, additional rehabilitation work identified, and increased construction costs, the projects originally budgeted substantially increased in cost. The \$19,343 is only about half of their new proposed budget.

The following attachments are provided for additional information for this action item.

**Attached Documents:**

- 1.) November 11, 2020 Memo from Community Development Specialist to CEDC  
RE: Recommendations for 2021 CDBG Funding
- 2.) Revised Award Recommendations for the 2021 CDBG Program Year
- 3.) Executive Summary of Award Recommendations for 2021 CDBG Program Year
- 4.) Apricity Request for Additional Funds

If you have any questions, please contact me at 832-6469 or [nikki.gerhard@appleton.org](mailto:nikki.gerhard@appleton.org). Thank you!

**Community Partner Application AWARD RECOMMENDATIONS  
for the 2021 CDBG Program Year**

NON-PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED	AMOUNT PREVIOUSLY APPROVED	CDBG ADVISORY BOARD \$ REC
Greater Fox Cities Area Habitat for Humanity	housing	3 properties rehabilitated and sold to qualified homebuyers	acquire 3 properties to do full house rehabilitation and then sell to qualified low or moderate income homebuyers	\$147,000	\$ 147,000.00	\$ 147,000.00
Pillars, Inc Adult & Family Shelter	public facility	security improvements	upgrade/install security improvements	\$27,185	\$ 27,185.00	\$ 27,185.00
Rebuilding Together Fox Valley	housing	10 properties rehabilitated	provision of home repairs to low-income homeowners in need, specifically older adults, veterans and individuals with disabilities	\$100,000	\$ 100,000.00	\$ 100,000.00
WWBIC (Wisconsin Women's Business Initiative Corporation)	economic development	4 businesses financially support	provide business education and one-on-one individualized counseling for up and coming, and established, small business owners	\$75,000	\$ 59,032.00	\$ <b>68,030.00</b>
The Mooring Programs, Inc. (dba Apricity)	public facility	program rehabilitation	rehabilitation of 5 program houses and the main facility (Phase III)	\$20,000	\$ 39,343.00	\$ 39,343.00
Hmong American Partnership	public facility	repair/replace roof	rehabilitation or replacement of facility roof	\$15,000	\$ -	\$ -
				\$ 384,185.00		\$ <b>381,558.00</b>
PUBLIC SERVICE	PROJECT ACTIVITY	PROJECTED OUTPUT	FUNDS WILL BE USED TO...	AMOUNT REQUESTED		CDBG ADVISORY BOARD \$ REC
LEAVEN	public service	53 households served	provide rental assistance to those at risk of homelessness through the Emergency Assistance Program	\$16,632.94	\$ 16,632.94	\$ 16,632.94
				\$16,632.94		\$ <b>16,632.94</b>

<b>City Programs/Appleton Housing Authority/Administration (previously approved)</b>	<b>\$149,325.00</b>
<b>Appleton Police Department (previously approved)</b>	<b>\$72,051.06</b>
<b>CDBG Advisory Board Recommendations</b>	<b>\$398,190.94</b>
	<hr/> <b>\$619,567.00</b>

## AWARD RECOMMENDATIONS FOR 2021 CDBG PROGRAM YEAR

	Awarded	Revised
<b>City Programs/Appleton Housing Authority/Administration</b>		
City of Appleton Homeowner Rehabilitation Loan Program	\$ 29,892.00	\$ 29,892.00
Fair Housing Services	\$ 25,000.00	\$ 25,000.00
Appleton Housing Authority	\$ 37,000.00	\$ 37,000.00
CDBG Program Administration Costs	\$ 57,433.00	\$ 57,433.00
Appleton Police Department	\$ 72,051.06	\$ 72,051.06
<b>Non-Public Service</b>		
Greater Fox Cities Habitat for Humanity	\$ 147,000.00	\$ 147,000.00
Pillars, Inc	\$ 27,185.00	\$ 27,185.00
Rebuilding Together Fox Valley	\$ 100,000.00	\$ 100,000.00
The Mooring Programs	\$ 39,343.00	\$ 39,343.00
WWBIC	\$ 59,032.00	\$ 68,030.00
<b>Public Service</b>		
LEAVEN, Inc.	\$ 16,632.94	\$ 16,632.94
<b>TOTAL</b>	<b>\$ 610,569.00</b>	<b>\$ 619,567.00</b>



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT  
WASHINGTON, DC 20410-7000

OFFICE OF COMMUNITY PLANNING  
AND DEVELOPMENT

May 13, 2021

The Honorable Jake Woodford  
Mayor of Appleton  
100 N Appleton Street  
City Hall  
Appleton, WI 54911-4799

Dear Mayor Woodford:

I am pleased to inform you of your jurisdiction's Fiscal Year (FY) 2021 allocations for the Office of Community Planning and Development's (CPD) formula programs, which provide funding for housing, community and economic development activities, and assistance for low- and moderate-income persons and special needs populations across the country. Public Law 116-260 includes FY 2021 funding for these programs. Please note that this letter reflects a revised amount for the Community Development Block Grant and Section 108 borrowing authority. Your jurisdiction's FY 2021 available amounts are as follows:

Community Development Block Grant (CDBG)	\$619,567
Recovery Housing Program (RHP)	\$0
HOME Investment Partnerships (HOME)	\$0
Housing Opportunities for Persons With AIDS (HOPWA)	\$0
Emergency Solutions Grant (ESG)	\$0

Individuals and families across the country are struggling in the face of four converging crises: the COVID-19 pandemic, the resulting economic crisis, climate change, and racial inequity. Through these bedrock programs, CPD seeks to develop strong communities by promoting integrated approaches that provide decent housing and suitable living environments while expanding economic opportunities for low- and moderate-income and special needs populations, including people living with HIV/AIDS. We urge grantees to strategically plan the disbursement of grant funds to provide relief for those affected by these converging crises and help move our country toward a robust recovery.

Based on your jurisdiction's CDBG allocation for this year, you also have \$3,097,835 in available Section 108 borrowing authority. Since Section 108 loans are federally guaranteed, this program can leverage your jurisdiction's existing CDBG funding to access low-interest, long-term financing to invest in Opportunity Zones or other target areas in your jurisdiction.

HUD continues to emphasize the importance of effective performance measurements in all its formula grant programs. Proper reporting in the Integrated Disbursement and Information System (IDIS) is critical to ensure grantees comply with program requirements and policies, provide demographic and income information about the persons that benefited from a community's

activities, and participate in HUD-directed grantee monitoring. Your ongoing attention to ensuring complete and accurate reporting of performance measurement data continues to be an invaluable resource with regard to the impact of these formula grant programs.

The Office of Community Planning and Development is looking forward to working with you to promote simple steps that will enhance the performance of these critical programs and successfully meet the challenges that our communities face. If you or any member of your staff have questions, please contact your local CPD Office Director.

Sincerely,

A handwritten signature in blue ink, appearing to read "James", with a stylized flourish extending to the right.

James Arthur Jemison II  
Principal Deputy Assistant Secretary  
for Community Planning and Development