

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

2021 Mid-Year Report

All figures through June 30, 2021

Significant 2021 Events:

1. Supporting the business and not-for-profit community during the recovery from the COVID-19 has been a priority. The department continues to work and communicate with the business community with efforts including social media, regular business retention visits, and partnerships with community organizations that help build relationships that benefit the City and support recovery.
2. Industrial development saw a continued increase in 2021. F Street Development completed construction of a new 218,000 square foot building in the Southpoint Commerce Park and anticipates purchasing additional land for future phases. Bose I, LLC has an accepted offer on 30 acres in Southpoint. Valley Tool and S&D Masonry have buildings under construction in the Northeast Business Park.
3. Downtown Appleton saw the construction of four new residential and mixed-use residential developments, furthering the City's goal of creating over 465 new residential units in the downtown per the City's Comprehensive Plan 2010-2030. Projects under construction in 2021 include 320 E. College, Block 800, 318 W. College, and Crescent Lofts. These projects will result in 167 new residential units in the downtown, 58 of which will be at affordable rental rates per the WHEDA tax credit program. Staff continued collaboration with US Venture to construct their headquarters on the Bluff Site. Staff also continues to work with the new owners of the historic Zuelke Building and several additional projects in various phases.
4. A Development Planning Option was extended with Merge Urban Development for the former Conway Hotel and former Blue Ramp sites. Negotiation of a Development Agreement is underway to create a mixed-use development on each of those properties.
5. Staff issued an RFP for College Ave. North Neighborhood Plan. Eight (8) firms responded and RDG as awarded the contract by the Common Council on July 7, 2021. This collaborative planning process will begin August and be completed the first half of 2022.
6. Business enhancement grants from TIF District #11 and TIF District #12 continue to leverage significant investment in Downtown Appleton for property improvements. As of July 2021 the TIF #11 fund has been almost fully utilized with \$7,562 remaining to support property improvement. TIF District #12 has seen interest with \$14,000 committed as of July 2021. These funds leveraged another \$108,536 in private investment in the downtown.

7. The Appleton Redevelopment Authority Business Enhancement Grant Program has awarded \$80,442 in grants to leverage \$109,867 in private investment to improve 16 commercial properties throughout the City. The ARA grants are available to properties outside of the TIF #11 and TIF #12 program boundaries.
8. The Department is in the process of proposing amendments to the boundaries and project plans for Tax Incremental Districts No. 3 and No. 12. TIF No. 3 is no longer eligible for new projects. TIF No. 3 is being amended to pull low valued parcels out and add them to TIF No. 12 to encourage redevelopment and reinvestment in our Central Business District. The proposed Tax Incremental District No. 3 Project Plan amendment subtracts 13 tax parcels from the District which will be added to Tax Incremental District No. 12. The proposed Tax Incremental District No. 12 Project Plan amendment will add to the District approximately \$2.3 or \$2,345,594 million in additional potential project cost expenditures. Project costs include parcels being removed from Tax Incremental District No. 3 and 23 additional parcels. The amendment will also revise the kind, number and location of proposed public works or improvements within the District and the detailed list of project costs to add potential cash grants (development incentives) to be paid to owners, lessees or developers of land located within the District.
9. In response to Resolution #1-R-21 Accessory Dwelling Units, Staff collaborated with Alderpersons Fenton, Firkus and Meltzer, the City Attorney's Office, DPW, Finance and the Inspection Division to create Zoning Ordinance standards for Accessory Dwelling Units (Attached and Detached) and Junior Accessory Dwelling Units (JADUs). The Plan Commission approved the Resolution and the Zoning Ordinance standards on June 9, 2021, and the Common Council will take action at their July 7, 2021 meeting.
10. Staff collaborated with Alderpersons Schultz, Fenton and Meltzer, the City Attorney's Office and Health Department to review and analyze the Municipal Code and State Statutes regarding short term rental regulations. It was determined by staff that regulating short term rentals beyond the current regulations would require additional Health Department staff to administer a new short term rental program unit. Alternatively, staff updated the City website and created a webpage solely devoted to short term rental regulations which explains the current application, inspection and sales and room tax payment process.
11. Implementation of the Comprehensive Plan continued in 2021, with highlights that include infill projects along the I-41 corridor, targeted plans for streetscaping and an area north of College Avenue, development of additional downtown housing, zoning ordinance amendments to allow accessory dwelling units, and continued progress toward redeveloping the "bluff site" area.
12. During the second half of 2020 and the first half of 2021, the site plan review team has approved approximately 49 dwelling units, 265,600 square feet of industrial space, 331,400 square feet of office/commercial space, and 5,300 square feet of institutional space.

13. Staff facilitated and approved the First Addition to Broadway Hills Estates and the M&J Weyenberg Properties LLC annexations, resulting in roughly 18.3 acres of land being annexed.
14. Final plat approval resulted in the recording of 125 residential lots, including the Third Addition to Clearwater Creek, Sixth and Seventh Addition to Emerald Valley, North Edgewood Estates 2, and Trail View Estates South. Staff anticipates approximately 118 additional lots will be approved in 2021.
15. New mobile assessment software for field work completed by the Assessor team was deployed early in the year for faster updating.
16. Appleton GIS software provider (ESRI) is undergoing a major platform shift away from its long-term core program ArcMap to a new product called ArcPro. Migration to ArcPro by the core GIS staff has begun along with planning for the migration by other GIS users. The change will effect internal procedures, run nightly scripts, as well as increase demands on hardware to run the larger more powerful ArcPro.
17. GIS team provided on-going technical support for the COVID-19 pandemic, including creating the City of Appleton COVID-19 website, streamlining the process of updating graphics for social media posts and automated daily updates for website, as well as assisting staff with work from home technical issues.
18. In May 2021, staff organized and delivered the Neighborhood Program spring meeting, an informal "roundtable" discussion for neighborhood leaders, using a virtual meeting platform. In total, there were 5 participants representing four (4) different neighborhoods. The fall Neighborhood Program meeting is anticipated to be in person for October 2021. The Historic Central Neighborhood was granted funding through the Neighborhood Grant Program to support a front porch music event (Porchfest).
19. The Appleton Public Arts Committee held a photo contest to find images to fill the Houdini Plaza Welcome Tower. Staff prepared the contest rules, submission form, prepared the compilation of photos for the Art Committee to review and then coordinated the installation of the winning photos. Staff will continue to work with the Art Committee to find images to fill the Welcome Tower.
20. The City of Appleton Homeowner Rehabilitation Loan Program committed \$137,328 in new loan funds to 7 owner-occupied homes in the first half of 2021. New applications have been accepted and processed during the first half of 2021 with 27 new applications being submitted. Additional applications will be accepted in the fall. The Housing Coordinator is in the process of committing over \$200,000 to 9 new projects in quarter 3.

21. The City was notified by HUD in May that the 2021 CDBG allocation for the City of Appleton is \$619,567.00. Common Council approved the following funding amounts:

City of Appleton Rehabilitation Loan Program - \$29,892.00
Appleton Housing Authority - \$37,000.00
Fair Housing Services - \$25,000.00
CDBG Administration - \$57,433.00
Greater Fox Cities Habitat for Humanity - \$147,000.00
Pillars Adult & Family Shelter - \$27,185.00
Rebuilding Together Fox Cities - \$100,000.00
The Mooring Programs - \$39,343.00
WWBIC - \$68,030.00
LEAVEN - \$16,632.94

22. The City was notified by DEHCR in June that the 2021 EHH allocation for the Fox Cities is \$189,311.00. The following agencies were funded for programming that includes rapid re-housing, street outreach, prevention, and emergency shelter efforts:

ADVOCAP, Inc. - \$55,743.00
City of Appleton - \$29,083.00
Harbor House - \$20,480.00
Pillars, Inc. - \$84,005.00

23. The City was notified by HUD in May that the 2021 COC allocations for the Fox Cities totals \$355,140.00. The following agencies were funded for programming that includes rapid re-housing and coordinated entry efforts:

COC CE- SSO
City of Appleton - \$32,177.00

COC RRH
ADVOCAP, Inc. - \$45,212.00
City of Appleton - \$16,000.00
Pillars, Inc. - \$19,764.00
Salvation Army of the Fox Cities - \$103,548.00

COC RRH EXP
ADVOCAP, Inc. - \$13,552.00
City of Appleton - \$3,543.00
Pillars, Inc. - \$23,384.00
Salvation Army of the Fox Cities - \$38,900.00

COC HP RRH
Pillars, Inc. - \$59,060.00

2021 Mid-Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison

for the period ending June 30, 2021

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$250,913	\$598,159	41.9%
Marketing & Business Services	\$102,351	\$177,312	57.7%
New & Redevelopment Projects & Business Parks	\$89,974	\$321,667	28.0%
Assessor	\$288,902	\$610,624	47.3%
Planning	\$134,999	\$269,794	50.0%
Total:	\$867,139	\$1,977,556	43.8%

Performance Data Community Development:

The following Table lists Community Development program areas and the performance measures for each, including both the target and end measure.

Community Development - Administration & GIS

B.U. 15010

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
Employee retention - % staff turnover	0%	0%	0%	0%			0%	0%	
Accurate and useful information - # of layers edited (GIS)	800	804	287	252			539	900	
Quality training to support staff performance - % of training courses completed	100%	N/A	0%	0%				100%	
- # of technical support calls/emails by GIS	500	589	174	233			407	600	
Annual performance evaluations completed - % complete	100%	100%	N/A	N/A				100%	
Increase efficiency & effectiveness of City by using GIS - # of GIS projects	250	283	66	74			140	250	

2021
Community Development - Marketing & Business Services

B.U. 15030

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
Attract Appleton's rate of net new construction									
- City's % of Fox Cities equalized value	New measure	New measure	N/A	N/A	Available in Aug			28%	Annual
- City's % of Fox Cities net new construction	New measure	New measure	N/A	N/A	Available in Aug			25%	Annual
Appleton's economy grows and tax base enhanced									
- % increase in net new construction	1.75%	1.16%	N/A	N/A	Available in Aug			1.60%	Annual
Retention visit clients served									
- # Business retention visits/follow-ups	40	44	10	3			13	40	

*Note: Prospects include businesses from outside of Appleton, contacts by real estate agents, developers, State of Wisconsin, Fox Cities Chamber of Commerce.

2021
Community Development - New & Redevelopment Projects

B.U. 15040

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
Assist in land assembly, development incentives or project management									
- # developments generated via direct mgt.	5	34	11	17			28	12	
- # of improved business park acres	117	100	100	100				117	
Tax base enhanced									
- % change in equalized value	New measure	New measure	N/A	N/A	Available in Aug			4.0%	Annual
- # of acres sold in business park	4	16.05	0	0			0	4	

* All commercial/industrial permits at or above \$100,000 less tax exempt or non-profit permits.

** TIF Districts and target districts (ARP's, Business Parks)

2021
Community Development - Planning

B.U. 15020

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
Timely, accurate processing of applications									
- % of apps processed within the timeframe p	100%	100%	100%	100%				100%	
- # of development projects guided thru the review process, resulting in approval	30	38	9	8			17	30	
- # of comp plan goals&objectives implmnt	40	82	10	30			40	40	
Work process outputs									
- # of admin apps approved	425	408	40	332			372	425	
- # of commission apps approved	30	85	10	16			26	30	
- # of customer inquiries served	900	1,076	471	399			870	900	
- # of comp plan & ordinance amend adpt	2	28	0	1			1	2	
- # of historic sites,bldgs&dist.recognized	2	1	0	0			0	2	
- # of public art projects approved	3	4	1	3			4	3	

Community Development - Block Grant

(including CDBG-CV1)

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$577,214	\$940,327	\$953,837	\$0			\$953,837	\$591,226	
% of award spent on projects	91.26%	100%	94%	0%				79.12%	
Average award (not incld program income)	\$52,676	\$87,352	\$74,700	\$0			\$74,700	\$51,976	
<u>Strategic Outcome</u>									
# of single audit findings	0	0	0	0			0	0	
# of HUD exceptions to annual act.plan	0	0	0	0			0	0	
# of HUD CAPER findings	0	0	0	0			0	0	
Official HUD Timeliness ratio (max 1.5:1)	1.5:1	1.20:1	1.14:1	N/A				1.5:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	10	19	12	0			12	9	

2021

B.U. 2140

Community Development - Emergency Housing & Homeless Grant (EHH)/Housing Programs (HP)

(including ESG-CV1)

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
<u>Client Benefits/Impacts</u>									
\$ Grant Award ESG	\$218,734	\$527,430	\$0	\$189,311			\$189,311	\$214,021	
\$ Grant Award HAP	\$25,000	\$36,770	\$0	\$0			\$0	\$45,489	
<u>Strategic Outcomes</u>									
Expand the # of homeless persons served									
- # assisted in emergency shelter	1,000	1,279	318	351			669	1,000	**doesn't include Harbor House DV Shelter
- # assisted in rapid rehousing	75	107	32	27			59	50	
- # assisted with prevention services	150	492	77	58			135	100	**91 served through ESG-CV funding
<u>Work Process Outputs</u>									
# grant applications prepared	2	3	0	2			2	4	
# of contract period extensions requested	0	0	0	0			0	0	

Community Development - Continuum of Care Program (COC)

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
<u>Client Benefits/Impacts</u>									
\$ Annual Award (COC 1- RRH)	\$183,128	\$366,960	\$0	\$0			\$0	\$183,920	
\$ Annual Award (COC 2- HP RRH)	\$60,896	\$121,792	\$58,124	\$0			\$58,124	\$58,184	
\$ Annual Award (COC 3- RRH EXP)	\$83,447	\$156,934	\$0	\$0			\$0	\$80,957	
\$ Annual Award (COC 4- CE SSO)	New measure	New measure	\$0	\$32,177			\$32,177	\$32,177	
<u>Strategic Outcomes</u>									
Help clients improve self-sufficiency									
- % moved from transitional to permanent	70%	15%	56%	62%				70%	
- % in permanent maintain/increase income	77%	18%	24%	13%				77%	
Average length days on prioritization lists	New measure	New measure	99.22 (singles) 60.82 (families)	Not available				90 (singles) 60 (families)	**Due to conversion to new HMIS platform, th
<u>Work Process Outputs</u>									
# grant applications prepared	3-Renewal	3	0	0			0	4	
# of contract period extensions requested	0	0	0	0			0	0	

Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2021 TARGET	Comments
Housing Rehabilitation Programs (city-wide)									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$77,694	\$77,694	\$0	\$29,892			\$29,892	\$29,892	
- Program income received (all grants)	\$373,212	\$635,175	\$50,234	\$143,888			\$194,122	\$424,180	
Unspent grant funds									
- Committed	\$75,000	\$249,036	\$141,891	\$137,328			\$137,328	\$75,000	
- Uncommitted	\$160,000	\$81,667	\$260,373	\$313,182			\$313,182	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	16	3	4			7	24	
- # units rehabilitated	24	16	4	4			8	24	
- # residents benefited	60	48	5	11			16	60	
- Average loan amount	\$15,000	\$23,793	\$19,949	\$23,326			\$21,879	\$15,000	
- Amount committed to rehab activity	\$360,000	\$380,680	\$59,848	\$93,303			\$153,151	\$360,000	
- # applications processed	33	41	12	0			12	33	
- # applications approved	27	28	8	0			8	27	

Community Development - Neighborhoods Program (NP)

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
<u>Client Benefits/Impacts</u>									
# of new partnerships generated	1	3	0	0			0	1	
# of registered neighborhoods	20	20	20	20			20	21	
# of neighborhood program participants	25	32	N/A	5			5	25	
<u>Strategic Outcomes</u>									
# of projects awarded grant funding	2	0	0	1			1	2	
<u>Work Process Outputs</u>									
<u>Grant Funds (CDBG)</u>									
Committed	\$108,653	\$0	\$0	\$0			\$0	\$108,653	
Uncommitted	\$0	\$108,653	\$108,653	\$108,653			\$108,653	-	
Spent	\$108,653	\$0	\$0	\$0			\$0	\$108,653	
<u>General Funds</u>									
Committed	\$4,224	\$0	\$0	\$1,500			\$0	\$4,734	
Uncommitted	\$0	\$3,234	\$6,234	\$4,734			\$6,234	-	
Spent	\$4,224	\$0	\$0	\$0			\$0	\$4,734	

Community Development - Assessing

	2020 Target	2020 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2021 TARGET	Comments
<u>Client Benefits/Impacts</u>									
<u>Equitable asmts & distribution of tax levy:</u>									
Res districts within 10% of market value	100%	93%	48%	48%				100%	
Coefficient of dispersion of asmt/sale ratios	10%	7%	9%	9%				10%	
# of asmt errors result inaccurate tax bills	0	2	1	1			2	0	
<u>Strategic Outcomes</u>									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	95%	88%	87%				100%	
Commercial class level of assessment	100%	90%	92%	91%				100%	
Overall level of assessment	100%	94%	88%	89%				100%	
<u>Work Process Outputs</u>									
<u>Building Information updated:</u>									
% Commercial new bldgs inspected	100%	60%	75%	78%				100%	
% Residential new bldgs inspected	85%	77%	43%	60%				85%	
% Sold buildings updated	35%	44%	27%	25%				50%	
Total # of interior inspections citywide	900	420	126	75			201	2,500	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,300	2,530	489	720			1,209	2,000	
Lot splits, CSM's & new platted parcels	230	113	80	51			131	250	
Annexed parcels	5	29	16	0			16	10	
Assessments updated	900	840	765	295			1,060	900	