



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, March 9, 2022

4:30 PM

Council Chambers, 6th Floor

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

[22-0243](#) CEDC Minutes from 2-23-22

Attachments: [CEDC Minutes 2-23-22.pdf](#)

4. Public Hearings/Apearances

5. Action Items

[22-0244](#) Request approval of engineering services for final engineering and stormwater management in Southpoint Commerce Park to be performed by R.A. Smith at a cost not to exceed \$53,000

Attachments: [RA Smith Final Eng + Stormwater in SPCP Memo to CEDC 3-9-22.pdf](#)

[DRAFT RA Smith 2022 Southpoint Commerce Park Task Order.pdf](#)

[Southpoint Commerce Park Map_2_23_2022.pdf](#)

[22-0245](#) Request to approve the City of Appleton maintain its current selling prices for business/industrial park land and hold option fees as described in the attached documents

Attachments: [Business-Industrial Park Land Value Memo 3-9-22.pdf](#)

[Exhibit A-Ind Land Sales Comparison.pdf](#)

[Exhibit B-Ind Land Sales Ask Price Comparison.pdf](#)

[Southpoint Commerce Park Map_2_23_2022.pdf](#)

[NE Business Park Map_7_2021.pdf](#)

[22-0246](#) Request to approve the recommended allocation of American Rescue Plan Act (ARPA) grant funds as specified in the attached documents

Attachments: [ARPA Grant Distribution Memo to CEDC 3-9-22.pdf](#)

[Recommended Awards for ARPA Phase One Nonprofit Grant Apps.pdf](#)

6. Information Items

[22-0247](#) 2021 Growth Report for the City of Appleton

Attachments: [2021 Growth Report Summary CEDC 3-9-22.pdf](#)
[2021 City of Appleton Growth Report.pdf](#)

[22-0263](#) College North Neighborhood Plan Open House on Monday, April 11, 2022 from 4:00 pm to 7:00 pm in the City Center Board Room, City Center Plaza, 10 E. College Avenue, 1st Floor toward East End (Walk thrus will take about 15 minutes, you can stop by anytime during the 3-hour window)

Attachments: [planAPPLETON.com](#)

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

Wednesday, February 23, 2022

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

Chair Reed called the meeting to order at 4:30 p.m.

2. Roll call of membership

Wolff arrived at 4:35 p.m.

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

Others present:

Jennifer Stephany, Appleton Downtown Inc.

3. Approval of minutes from previous meeting

[22-0169](#)

CEDC Minutes from 2-9-22

Attachments: [CEDC Minutes 2-9-22.pdf](#)

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

Aye: 4 - Reed, Firkus, Thao and Alfheim

Absent: 1 - Wolff

4. Public Hearings/Appearances

5. Action Items

[22-0170](#)

Request to approve recommended funding of \$15,000 for 2022 sponsorships for Appleton Downtown Inc. (ADI) programs as outlined in the attached document

Attachments: [Memo to CEDC on ADI Sponsorships 2022.pdf](#)
[ADI Support Proposal to City 2022.pdf](#)
[CompPlan_ADIRelatedExcerpts.pdf](#)

Alfheim moved, seconded by Firkus, 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

6. Information Items

7. Adjournment

Wolff moved, seconded by Alfheim, that the meeting be adjourned at 4:50 p.m. Roll Call. Motion carried by the following vote:

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



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee (CEDC)

FROM: Matt Rehbein, Economic Development Specialist

DATE: March 9, 2022

RE: Approval of Engineering Services for Final Engineering and Stormwater Management in Southpoint Commerce Park

Southpoint Commerce Park is located on the southeast side of the City and is bound by Plank Road, Coop Road, and Midway Road. It provides continued growth opportunities for Appleton’s business and industrial markets, especially with the Northeast Business Park having no City-owned land available for sale. In total, Southpoint Commerce Park (Southpoint) is comprised of 359 acres with lots of varying sizes to support growth of industry. At this time, Southpoint only has 64 acres of fully improved land available for sale that are unencumbered by offers to purchase.

Recognizing the need for additional land to recruit and retain manufacturing, warehousing, and distribution businesses, the City has invested in the following work to evaluate and design land between Coop Road and Eisenhower Drive.

Between 2015 and 2016, Southpoint Commerce Park was delineated for wetlands using the team from R.A. Smith. Numerous isolated wetlands were delineated, as well as a large, high-quality wooded wetland and adjacent low-quality meadow wetlands in the area east of Eisenhower Drive.

The City worked with Stantec Consulting over the course of 2017 and into early 2018 to pursue the potential of creating a wetland mitigation bank for the high-quality wooded wetland property. The purpose of the wetland mitigation bank would have been to serve Appleton’s needs as wetlands would be impacted on a variety of projects.

After submission of a draft prospectus for the creation of the wetland mitigation bank to the Interagency Review Team (comprised of the Army Corp of Engineers, EPA and WDNR), we received feedback on our plan that was not encouraging. Staff and Stantec followed-up by hosting members of the Interagency Review Team for a site visit at Southpoint in the summer of 2018, and their views of our proposed bank did not change. Concerns over adjacent development, the need for us to re-create a wooded wetland, and overall hydrology to serve the bank were some key concerns. This essentially ended our efforts to use this area for a wetland mitigation bank.

As we evaluated options to create benefit for the City, provide opportunities for growth of business and industry, and protect the high-quality wetlands, we reached out to R.A. Smith for technical expertise to provide 30% conceptual engineering plans for this area east of Eisenhower Drive. R.A. Smith provided the 30% engineering report for this area in 2019.

Due to the five-year statutory life of the wetland delineations, a new wetland delineation was completed for the entire area in 2020.

In 2021, staff contracted with Westwood Professional Services to complete a soil infiltration study in conjunction with help from Department of Public Works Engineers and the City Surveyor.

The next step in the process of preparing this area for installation of infrastructure is final design work and stormwater management. CEDD staff coordinated with DPW staff to create a scope of work to finalize the engineering and stormwater management for this area.

R.A. Smith has a Master Agreement for engineering services with the City of Appleton; however, this task exceeds \$25,000 and per City policy, requires Committee and Common Council approval. The task order scope of work and itemization of time and cost are attached for your reference. The proposed maximum engineering fees are \$53,000. The 2022 Budget, approved by Council on November 10, 2021, includes funds in the industrial park land fund (IPLF) for this work.

Staff Recommendation:

The Park Expansion Final Engineering and Stormwater Management for Southpoint Commerce Park by R.A. Smith in the amount not to exceed \$53,000 **BE APPROVED.**

Appleton Southpoint Commerce Park Expansion Final Engineering and Stormwater Management

In accordance with paragraph 1.01 of the **Master Agreement for Professional Services between the City of Appleton, WI ("City") and R.A. Smith, Inc., ("Consultant")**, dated **January 5, 2015 ("Agreement")** and as amended effective **January 2, 2018, Consultant and City** agree as follows:

I. Specific Project Information

- A. **Task Order Title:** Appleton Southpoint Commerce Park Expansion Final Engineering and Stormwater Management
- B. **Description of Services to be Performed:** Consultant will provide Stormwater Management and Drainage Plans for the Southpoint Commerce Park Expansion site (Southpoint), 60% Engineering Plans and Final Engineering Plans for the Trailhead site located within Southpoint, and DNR wetland and NOI permitting for Southpoint Commerce Park Expansion. Southpoint is a 115-acre subdivision east of Eisenhower Drive, north of Midway Road, and west of Coop Road. Services conducted under this contract will be provided on a time and materials basis with a maximum total budget of \$53,000.00.

II. Scope of Services

- A. **Develop Stormwater Management Plan:** Consultant will develop a Stormwater Management Plan (SWM Plan) for Southpoint, which includes the previously constructed Coop Road Pond. The City will prepare 60% and Final Engineering plans for storm sewer, watermain, sanitary sewer, and roadway plan and profile. The SWM Plan will be developed in conjunction and consultation with the City during their design of the 60% and Final Engineering for Southpoint. The SWM Plan will be developed using the 30% analysis previously prepared for Coop Road Pond which defined the maximum development parameters allowed for Southpoint.

The SWM Plan will be developed to show the project will conform to the requirements of the Construction Site Stormwater Runoff General Permit No. WI-S067831-6 of the Wisconsin Department of Natural Resources (DNR) and the City peak flow reduction and water quality requirements. All related hydrologic and hydraulic modeling is included in this task.

- B. **Develop Subdivision Drainage Plan:** Consultant will develop building pad elevations and lot grading for anticipated development within Southpoint to support a Site Drainage Plan which will supplement 60% and Final design of roadway plan and profiles developed by the City. Key lot line and internal lot grades will also be determined to delineate drainage areas and identify flow paths to the proposed storm sewers, which will be designed by the City.

Consultant will coordinate with the City to develop the storm sewer and overland flow paths to convey stormwater runoff to Coop Road Pond. Consultant will provide modeling of the storm sewer and overland flow paths developed by the City to make sure the design meets the requirements of the City Stormwater Management Ordinance. Multiple iterations of the storm sewer and overland flow path design may be required.

- C. **Develop 60% Trailhead Improvement Plans:** Consultant will develop 60% Engineering Plans for the Trailhead Improvements, located within Southpoint. The Trailhead Improvements are at the northeast corner of Eisenhower Drive and Vantage Drive, north of the wooded wetlands on the Southpoint site. The 60% Engineering plans will be developed in coordination with the City's development of 60% Engineering Plans for storm sewer, watermain, sanitary sewer, and roadway plan and profile. Consultant will coordinate with the City to provide amenities the City requires at this location.

- D. **Develop Final Trailhead Improvement Plans:** Consultant will develop Final Engineering Plans for the Trailhead Improvements, located within Southpoint. The Final Engineering plans will be developed from the 60% Plans designed in coordination with the City.
- E. **DNR Wetland and Stormwater Management Permitting:** The project will result in more than one acre of land disturbance; therefore, Consultant will apply for permit coverage with a Notice of Intent (NOI) or Water Resources Application for Project Permits (WRAPP) to show the project will conform to the requirements of the Construction Site Stormwater Runoff General Permit No. WI-S067831-6. The stormwater requirements of NR 151 for a site that consists of land disturbing construction activity of more than one acre will be met.

The wetland and stormwater management permitting tasks will be included as follows:

Preliminary Stormwater Management

The 60% Engineering Plans developed by the City will be used to provide preliminary stormwater management calculations to verify Coop Road Pond can be used to provide stormwater management to meet the requirements of NR 151.

Final Stormwater Management Plan

The Final Engineering Plans developed by the City will be used to provide a Final Stormwater Management Plan to verify Coop Road Pond can be used to provide stormwater management to meet the requirements of NR 151. Requirements may include peak flow reduction, water quality improvements, and Infiltration practices.

Wisconsin Department of Natural Resources NOI/WRAPP

Consultant will apply for permit coverage with a Notice of Intent (NOI) or Water Resources Application for Project Permits (WRAPP) to show the project will conform to the requirements of the Construction Site Stormwater Runoff General Permit No. WI-S067831-6.

Wetland Permitting

- Non-Federal Wetland Exemption Request for wetland that have been determined to be non-jurisdictional by the US Army Corps of Engineers (USACE). The exemption would be submitted for six non-federal farmed wetlands west of Coop Road. The submittal requires a narrative explaining how each wetland qualifies for the non-federal wetland exemption. Included in the submittal will be the USACE Approved Jurisdictional determination letter, supporting information such as maps and previous wetland delineation reports, site photographs, a botanical survey (if needed), a mitigation summary worksheet (if needed) and proof of ownership.
- DNR Artificial Wetland Exemption Request for any potentially artificial wetlands within the Study Area. The exemption would be submitted for the long roadside wetland ditch along Coop Road. The submittal requires a narrative explaining how each wetland meets the artificial wetland exemption criteria as well as historical map review. Included in the map review and submittal will be historical aerial photos, historical USGS maps, a Bordner survey map, and a WI Land Survey map. Other information such as previous wetland delineation reports, site photographs, and proof of ownership will also be submitted to the DNR. Any additional documentation provided by the client

(i.e., previous construction plans, previous agency submittals, previous wetland delineations, soils borings) may also be included in the electronic submittal as further evidence that wetlands may be artificial.

- Endangered Resources Review (ERR) Request - Preliminary Assessment through the NHI Public Portal to determine if a formal ERR is required. An ERR is a screening of a proposed project area for potential impacts to endangered resources including rare plants, animals, and plant communities. If the Preliminary Assessment returns a result of “no actions required/recommend,” then a formal ERR will not be required. If an ERR is required due to the potential for rare species, we will prepare and submit the Wisconsin Department of Natural Resources (WDNR) ERR Form 1700-47.
- Wetland/Waterway Permitting Assistance - Some wetland features within the project site are expected to be under the jurisdictions of both the WDNR and USACAE and will require a permit if impacted. raSmith wetland ecologists will assist in the preparation of a Joint Section 404/401 Wetland General Permit (GP) which is required for impacts less than 10,000 square feet. This task will include agency coordination, attendance at meetings (assumes one client meeting), assistance with the wetland alternatives analysis, completion of the Water Resources Application for Project Permits (WRAPP) form, and production of required maps and photos. This task does not include the WDNR’s permitting fees.

- F. **Develop Digital Terrain Model/Grading Quantities:** Task will include the development of a Digital Terrain Model (DTM) and determination of estimated pay quantities for proposed roadway construction and lot grading plans based on plans prepared by the City.

III. Deliverables

All deliverables shall be provided to the City and shall be the sole and exclusive property of the City and shall not be used, distributed, shared, sold, exchanged, or published by Consultant without the City’s consent. Consultant will return to the City, at no cost to the City, any plans, files, maps, or other documents that City provides to Consultant during the term of this project. Deliverables shall further include any drawing files, computer models, electronic or printed documents, data, and work products developed for this project. All drawings will be in Outagamie County Coordinate System. All electronic files will be provided in the following formats or a compatible version: pdf, ArcGIS, AutoCAD 2020, and Microsoft Office programs.

Deliverables will include 60% Engineering and Final Engineering plans for the Trailhead, Stormwater Management Plan and Subdivision Drainage Plan, Digital Terrain Model and earthwork pay quantities. DNR permit applications will be provided for review prior to submittal. The engineering plans will be provided as one set of large plans and one set of small hard copies, as well as PDF document format.

IV. Additional Services

This project specifically authorizes Consultant to provide additional services in response to specific requests from the City as defined above.

V. City’s Responsibilities

City shall have the responsibilities set forth in the Agreement and shall provide access to proposed project sites as needed to complete the required services and any other existing data pertinent to the proposed project. City staff will also be available for coordination as stated in the scope of services.

Appleton Southpoint Commerce Park Expansion Final Engineering and Stormwater Management

VI. Times for Rendering Services

Consultant will work with City staff to refine the Draft Critical Path Schedule, dated 07-20-2021, to meet project schedule requirements as necessary, and will also submit project status and invoicing reports to the City monthly.

VII. Payments to Consultant

A. Consultant will provide the above-described services on a time and expense basis with time charged in no less than fifteen (15) minute increments. Fees will be invoiced monthly.

B. **Key Project Personnel Fee Schedule:** The following hourly rates will be applied to services provided under this task order through completion of the services authorized herein:

1. Brad Hartjes, P.E., CFM (Project Manager)	\$	149.59
2. Gary Raasch, P.E., CFM (Senior Project Manager)	\$	171.84
3. Riley Stone, P.E. (Project Engineer)	\$	109.27
4. Ryan Mann (Staff Engineer)	\$	84.00
5. Tina Myers, PWS (Ecologist)	\$	115.00

Hourly billing rates for other Consultant personnel providing support for additional services will be offered in accordance with the Consultant Standard Hourly Rate Schedule in effect at the time the services are authorized.

C. **Direct Expenses:** Direct expenses related to the services provided under this task order will be applied in accordance with the following rates. Other items or supplies provided with these services will be charged at cost, without any markup.

1. Travel – mileage: \$ 0.56/ mile (will adjust to match the IRS mileage rate at the time of travel)
2. Copies: 8.5 x 11 @ \$0.15/ black-white copy; \$0.75/ color copy
11 x 17 @ \$0.20/ black-white copy; \$1.00/ color copy

D. **Additional Service Authorization:** As the project progresses, the scope of this task order may be amended by written authorization(s).

VIII. Consultants

No other consultants have been identified or are contemplated to assist with the professional services authorized by this task order.

IX. **Other Modifications to Agreement** - None.

X. **Attachments/Exhibits** - None.

XI. **Documents Incorporated by Reference** - None.

XII. Terms and Conditions

Execution of this task order by Consultant and City shall make it subject to the terms and conditions of the Agreement (as modified above), which Agreement is incorporated by this reference. Consultant is authorized to begin performance upon the earlier of its receipt of a copy of this task order signed by City or the authorized Effective Date. The Effective Date of this task order is **October 4, 2018**.

Appleton Southpoint Commerce Park Expansion Final Engineering and Stormwater Management

IN WITNESS WHEREOF, the parties hereto have executed this Agreement.

R.A. Smith, Inc. (Consultant):

By: _____
Gary Raasch, P.E., CFM
Senior Project Manager

Brad Hartjes, P.E., DFM
Project Manager

City of Appleton (City)

By: _____
Jake Woodford, Mayor

Attest: _____
Kami Lynch, City Clerk

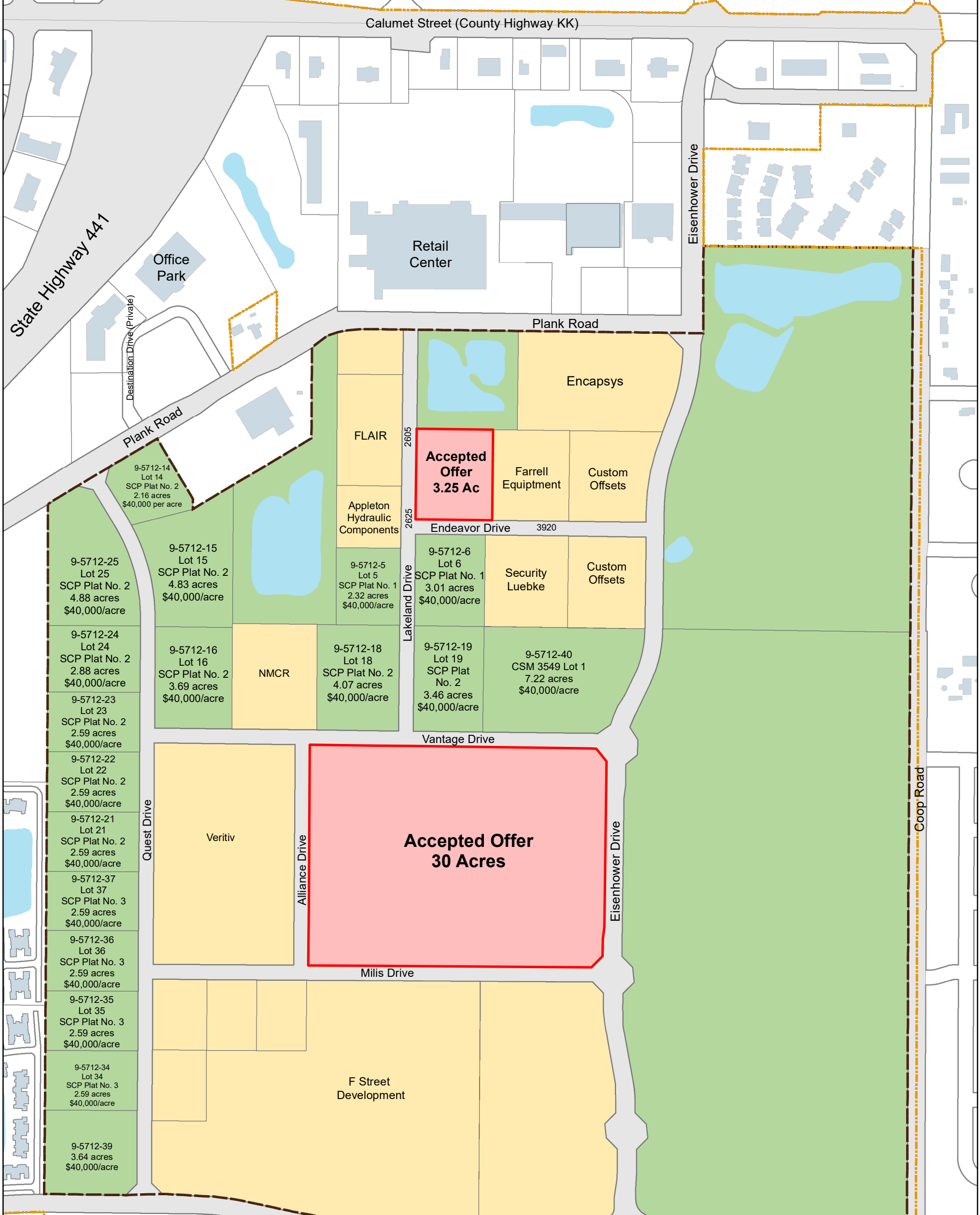
Approved as to form:

Countersigned pursuant to §62.09(10), Wis. Stats.:

Christopher Behrens, City Attorney

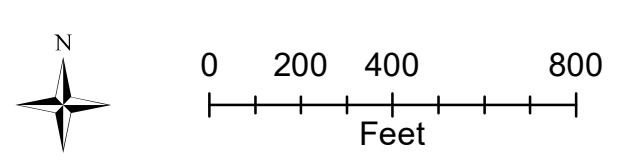
Anthony D. Saucerman, Finance Director

Southpoint Commerce Park Appleton, Wisconsin



Legend

- City Limits
- Park Boundary
- Accepted Offer
- For Sale (City Owned)
- Privately Owned Parcels





MEMORANDUM

TO: Community and Economic Development Committee

FROM: Matt Rehbein, Economic Development Specialist

DATE: March 9, 2022

RE: Business/Industrial Park Land Sale and Option Prices

Staff completes an annual review of the selling price of land in the City's business/industrial parks to see how competitive Appleton is with surrounding communities. Currently, the selling price of land in the City of Appleton's Southpoint Commerce Park is \$40,000.00/acre. The City has no remaining parcels for sale in the Northeast Business Park (NEBP).

There are currently 5 lots that are privately held and not developed in the Northeast Business Park subject to the City's right to repurchase. Privately owned, undeveloped lots are flagged in the City's AS400 system, and notification is given on the real estate inquiry form to ensure the City's right to repurchase is triggered as appropriate.

In the Southpoint Commerce Park, there are 24 fully improved lots available, of which 5 are under contract with F Street Development, and 1 is under contract with Farrell Investments. The total inventory not under contract is approximately 61 acres. 35 acres were sold to F Street Development in 2021 (details in attached Industrial Land Sales Comparison – Exhibit A) and construction of a 218,000 square foot distribution warehouse was completed in 2021. The City has an additional approximately 100 acres in Southpoint that are undeveloped that will yield approximately 80 developable acres. All available lots in the Southpoint Commerce Park are served by regional stormwater detention, and a wetland delineation was completed in 2020. See attached map for the available lots in Southpoint.

In order to ascertain how competitive Appleton is with neighboring communities, staff prepared an Industrial Land Asking Price Comparison (Exhibit B). Data was gathered from: direct contact with sellers, CoStar (which is a commercial real estate listing and comparable data service), and the Wisconsin Department of Revenue. There are additional lots marketed as available for industrial in the Fox Cities, but many of those could also be commercial, which commands a much higher price and are not good comparables. All referenced industrial lots are broken down into one of three categories:

- 1) Municipally owned lots available for sale.
- 2) Privately owned lots available for sale.
- 3) Recent sales comparison.

In determining the sale price of lots, staff considers several factors, including the City's investment in creating the business park, cost to develop at these locations, competitive lot pricing, and uses of the property. It should also be noted that land pricing is but one component of actual "cost" when a business is considering a purchase in a business/industrial park. Infrastructure, access, availability of TIF financing and other incentives are all factored in.

Site selectors and businesses seeking new locations have shared with staff that the ability to respond quickly and creatively is crucial to landing deals. This has proved true for all recent transactions. Each company is going to have different priorities, beyond land price alone, such as infrastructure, approval process, timing, TIF contributions, etc. Having entered the final 5 years of the life of TIF #6, we are no longer able to make new investments from TIF #6. This further increases the importance for the City to be in a position to act quickly and decisively when transactions come forward to ensure we secure sales in the business/industrial parks. We have been successful in doing this with all sale transactions over the past few years. In 2022, we still need to be responsive, but with a tightening market, we may not need to be as generous on financial incentives.

The industrial market for lease and purchase space has been tightening up over the past few years, creating a scarcity of large and small industrial space. As a result, we have seen increased activity in the Southpoint Commerce Park (both contracts and inquiries). This has generated "speculative" building and, in turn, more inquiries about optioning land. In 2020, Council approved an option fee of 2% of the purchase price per year for parcels in excess of 5 acres. The option fee for lots less than 5 acres remains at 1% of the purchase price per year. This helps protect the City's inventory of marketable parcels while preserving the smaller users' ability to ensure they have control of potential expansion space.

Based on this analysis, staff would recommend the City maintain its current selling price of \$40,000 for business/industrial park land and option fees as outlined below. This puts Appleton in the middle range with regard to land prices.

Staff Recommendation:

The City of Appleton maintain its current selling prices for business/industrial park land as follows:

Southpoint Commerce Park

All lots - \$40,000/Acre

The City of Appleton hold option fees to reflect 1% of the purchase price annually for lots of 5 or less acres and 2% of the purchase price annually for lots greater than 5 acres.

Note: Land prices are for fully improved lots and include the cost of concrete pavement.

EXHIBIT A

2010-2021 INDUSTRIAL LAND SALES COMPARISON (Municipal & Private Sales)

<i>Location</i>	<i>Sale Price</i>	<i>Size (In Acres)</i>	<i>Price/Acre</i>	<i>Sale Date</i>	
Southpoint (Appleton)	\$1,339,120	35.23	\$38,011	Dec-21	F Street Development (Phase II)
Southpoint (Appleton)	\$555,180	14.61	\$38,000	Sep-20	F Street Development (Phase I)
2433 Airport Park Dr., Greenville	\$108,000	2.62	\$41,221	Aug-20	Red Top Cab Co.
NEBP (Appleton)	\$57,600	1.44	\$40,000	Jul-20	S&D Masonry
892 Cold Spring Rd., Fox Crossing	\$129,000	3.5	\$36,857	Jan-20	Keeney Properties LLC
Southpoint (Appleton)	\$144,072	3.48	\$41,400	Oct-19	Custom Offsets
Southpoint (Appleton)	\$130,000	3.25	\$40,000	Nov-19	Messenger Property Management
Southpoint (Appleton)	\$168,400	4.21	\$40,000	May-19	New Morning Coffee Roasters
Greenville Dr., Greenville	\$1,109,920	32.3	\$34,362	Jul-19	Burns & McDonnell
Randolph Dr., Kaukauna	\$152,000	4	\$38,000	2019	Velocity Water Works
Evergreen Dr., Little Chute	\$1,100,000	20	\$55,000	Jan-19	Faith Technologies
Southpoint (Appleton)	\$511,000	14.6	\$35,000	Sep-18	Becknell Industrial
7241 Cty Rd. BB, Neenah	\$679,000	41.54	\$35,000	Jun-18	
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$186,200	4.90	\$38,000	Sep-17	Lot 6
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$117,800	3.10	\$38,000	Sep-17	Lot 8
Oak Grove Rd. Prosperity Ctr., Kaukauna	\$117,040	3.08	\$38,000	Sep-17	Lot 9
CB & Rockwood Ln., Neenah (Town of)	\$208,623	10.60	\$19,681	Sep-17	Stuff-N-Storage (A-2 General Farming zoning)
Endeavor Dr., Appleton (SPCP)	\$132,000	3.30	\$40,000	Aug-17	Manda Panda Properties
Endeavor Dr., Appleton (SPCP)	\$150,300	3.34	\$45,000	Aug-17	Alco Tech
Integrity Way, Grand Chute	\$83,000	2.72	\$30,503	Jan-17	
Plank Rd. & Eisenhower, Appleton (SPCP)	\$329,400	7.32	\$45,000	Sep-16	Encapsys
Kaukauna Ind. Park	\$79,800	2.10	\$38,000	May-16	NorthStar Coop
Capitol Dr., Appleton (NEBP)	\$75,950	2.17	\$35,000	Mar-16	Romenesko Developments, Inc.
Goodland/Conkey, Appleton (NEBP)	\$100,000	2.69	\$37,175	Dec-15	Quantum Healthcare
Kaukauna Ind. Park	\$228,000	6.00	\$38,000	Jul-15	Polyflex
Capitol Dr., Appleton (NEBP)	\$155,750	4.45	\$35,000	May-15	RPS, LLC
Goodland Dr., Appleton (NEBP)	\$115,200	2.88	\$40,000	Apr-15	Farrell Investments
Lakeland Dr., Appleton (SPCP)	\$58,000	1.37	\$42,336	Sep-13	Flair

*SPCP=Southpoint Commerce Park

**NEBP=Northeast Business Park

Sources:

*Seller Contact
CoStar
WI Dept. of Revenue*

EXHIBIT B**INDUSTRIAL LAND ASKING PRICE COMPARISON****Municipally Owned Land Asking Price Comparison**

Municipality	Ask Price/Acre	Regional Stormwater	Concrete Streets	Utilities	Incentives
Appleton	\$40,000	Y	Y	Y	N/A
Neenah	\$35,000	Y	Y	Y	TIF/Land grant
Kaukauna	\$38,000	Y	Y	Y	Redevelopment Authority loans

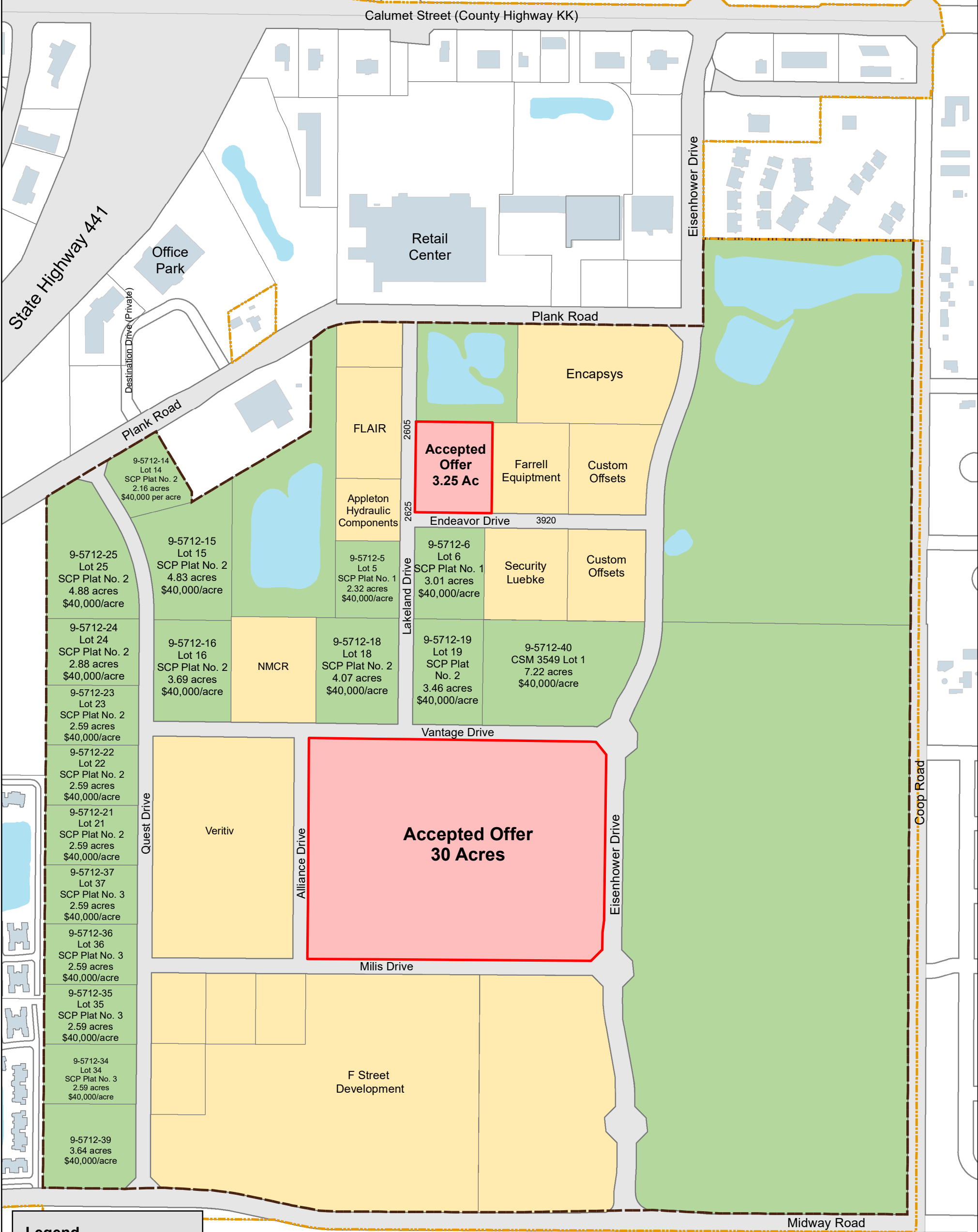
Privately Owned Land Asking Price Comparison (Over 10 acres, per CoStar listings)

Municipality of Private Property	Ask Price/Acre	Largest Contiguous Lot (In Acres)	Location	Notes
Kaukauna (Town of)	\$33,269	26.30	N2380 Bodde Rd.	Not served by Mun. Utilities
Neenah	\$18,900	100.00	2689 Cty II	Possible commercial/industrial/multifamily/residential
Little Chute	\$55,000	19.48	Evergreen Dr.	Possible Office/I-41 exposure
Appleton	\$34,722	7.92	Glendale-NEBP	Stora Enso Parcel - On market for years

Sources:

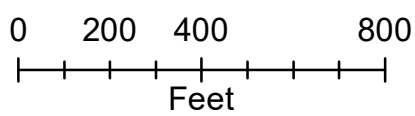
Seller Contact
CoStar
WI Dept. of Revenue

Southpoint Commerce Park Appleton, Wisconsin

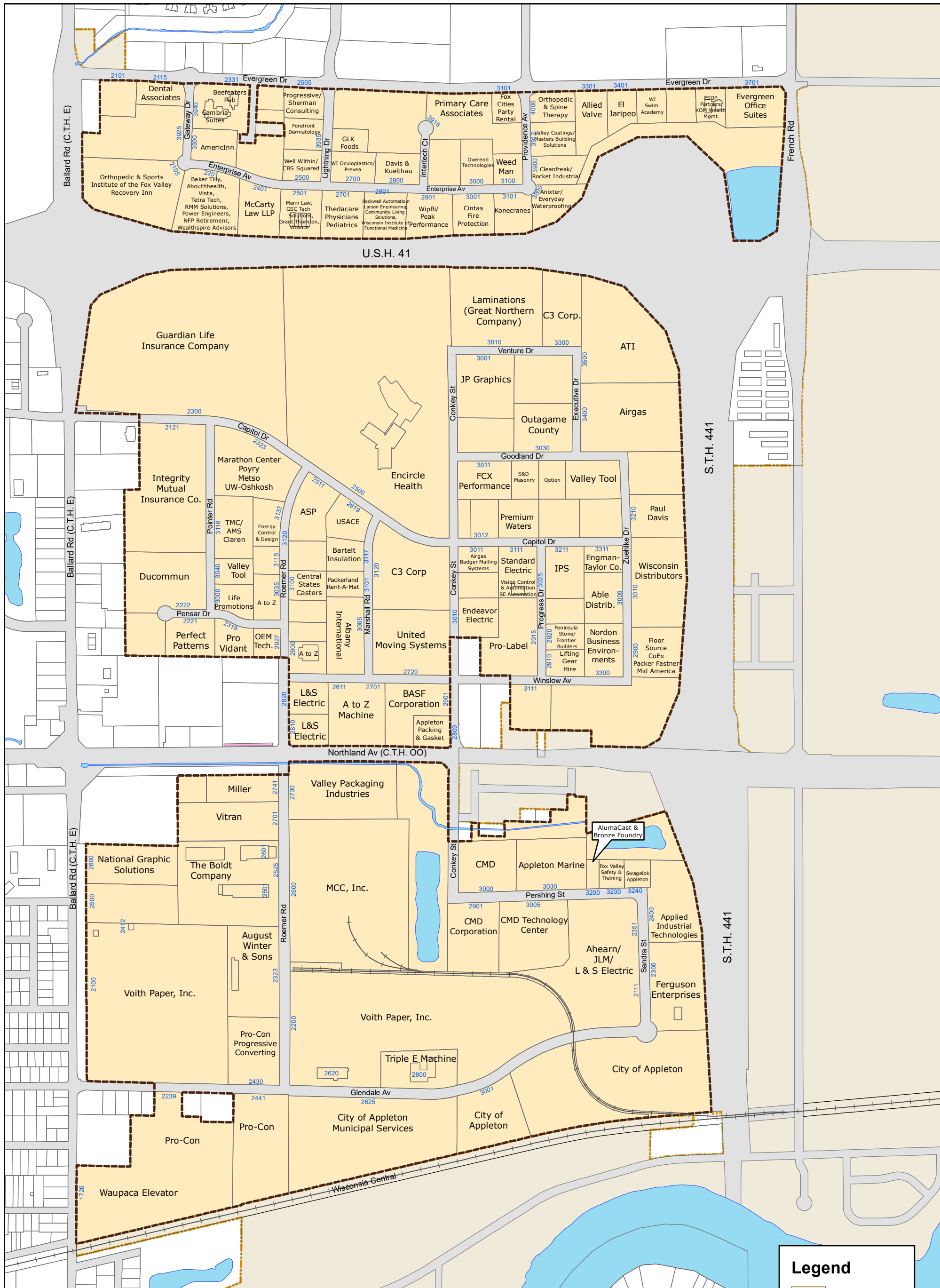


Legend

- City Limits
- Park Boundary
- Accepted Offer
- For Sale (City Owned)
- Privately Owned Parcels



Northeast Business Park Appleton, Wisconsin



Legend

- Park Parcels
- Cparcel
- Park Boundary
- City Limits

0 0.25 0.5 Miles





MEMORANDUM

TO: Community and Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: March 9, 2022

RE: American Rescue Plan Act (ARPA) Grant Funding Allocation

PROGRAM OVERVIEW

The American Rescue Plan Act (ARPA) was signed into law by President Biden on March 11, 2021. This new federal COVID-relief package includes direct funding to municipalities through the U.S. Treasury Department to respond to the public health emergency and its negative economic impacts, and the safety, health and opportunity for all within our communities, with a focus on those most harmed by COVID-19. Additional information can be found at [U.S. Treasury Department](#).

The City of Appleton Common Council, on November 3, 2021, approved Phase One of ARPA Special Revenue funds which include \$250,000 in grants to local non-profit organizations that bolster the local economy, community wellness, and pandemic recovery. This grant is directed toward organizations that provide cultural opportunities for City of Appleton residents, as well as tourists, enriching our communities and stimulating economic activity. Please note this is Phase One; additional grants may be available based on identified community needs resulting from the pandemic moving forward. Grant funds can pay for specific project costs and/or general organizational expenses. Minimum grants will be awarded for \$10,000; maximum grants will be awarded for \$50,000. These grant funds will be limited to local 501 C (3) and 501 C (6) non-profit organizations.

On January 6, 2022, the City of Appleton released grant applications to non-profit organizers of community events supporting others, as well as organizations that provide mental health services. Applications were due by noon on February 3, 2022. Organizations awarded grants will have until November 30, 2022 to spend the allocated money.

On Thursday, February 24, 2022, the ARPA Grant Team reviewed all eligible applications, and their recommendations for grant awards are attached.

The ARPA Grant Team is comprised of 15 individuals:

- Mayor Jacob Woodford
- Director Karen Harkness, Community & Economic Development
- Director Paula Vandehey, Department of Public Works
- Director Tony Saucerman, Finance Department
- Deputy Director Monica Stage, Community & Economic Development
- Deputy Director Sonja Jensen, Health Department
- Deputy Director Jeri Ohman, Finance Department
- Emergency Management Coordinator Cassidy Walsh, Health Department
- Senior Communications Specialist Sheng Riechers
- Community Partnerships Supervisor APL Adriana McCleer
- Community Development Specialist Nikki Gerhard
- Coordinated Entry Specialist Ryne Lodl
- Behavioral Health Officer APD Ignacio “Nacho” Enriquez
- United Way, Rhonda Hannemann
- Alderperson Kristin Alfheim

Staff Recommendation:

Staff recommends approval of the ARPA grant allocations as recommended in the attached document.

**AMERICAN RESCUE PLAN ACT (ARPA) PHASE ONE FUNDS ALLOCATION
ELIGIBLE NONPROFIT APPLICATIONS RECEIVED BY CITY OF APPLETON
*Requested vs. Recommended Funding***

Nonprofit Behavioral Health Care Programs

<u>Organization</u>	<u>Requested</u>	<u>Recommendation</u>
Apricity	\$50,000	\$30,000
Catalpa Health	\$50,000	\$20,000
Christian Family Solutions	\$42,544	\$0
Exceptional Equestrians	\$16,000	\$0
Harbor House	\$50,000	\$49,875
NEW Mental Health Connection	\$28,000	\$27,625
Reach Counseling Services	\$39,773	\$0
Ryan Community	\$25,500	\$24,250
Sexual Assault Crisis Center	\$50,000	\$12,000
Unity Recovery Services	\$41,000	\$0
Us 2 Behavioral Health Care	\$50,000	\$30,000
Valley Packaging Industries	\$25,000	\$24,250
	<u>\$467,817</u>	<u>\$218,000</u>

Nonprofit Community Events That Assist Other Nonprofit Organizations

<u>Organization</u>	<u>Requested</u>	<u>Recommendation</u>
Appleton Downtown Inc.	\$50,000	\$32,000
Fox Cities Chamber	\$35,668	\$0
	<u>\$85,668</u>	<u>\$32,000</u>

\$250,000 Total Grant Funds Available



MEMORANDUM

“...meeting community needs...enhancing quality of life.”

TO: Community & Economic Development Committee
FROM: Matt Rehbein, Economic Development Specialist
DATE: March 9, 2022
RE: 2021 Growth Report Summary

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth.

MEASUREMENTS OF GROWTH

The City has historically used three measures of growth for the purpose of the Annual Growth Report: 1.) building permits, 2.) equalized value, and 3.) net new construction. Starting in 2018, we have an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized by the State of Wisconsin and has a direct bearing on the City's tax levy and ability to collect income.

EQUALIZED VALUE

- The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1, and certified by Department of Revenue (DOR) on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Equalized value allows for comparison across communities because it is standardized by the DOR, rather than assessed value, which can vary by community.
- All communities in the Fox Cities increased in equalized value in 2021. On average, values increased by 6.8% statewide. By comparison, the City of Appleton's equalized value increased by 7.87%.

NET NEW CONSTRUCTION

- Appleton garnered a lower percentage of net new construction in the Fox Cities relative to the percentage of equalized value in the Fox Cities. Kaukauna, Greenville, Kimberly, Little Chute, Hortonville, and Harrison outperformed their percentage of the Fox Cities with net new construction in 2021. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality. The City of Appleton's net new construction for 2021 was 1.25%.

- The 9-year trend comparing the City of Appleton’s percentage of Fox Cities net new construction and the percentage of total equalized value in the City of Appleton is concerning. 2016 was the only year in which the City’s net new construction percentage exceeded the City’s percentage of equalized value. With an average net new construction percentage continually below the equalized value percentage over the 9-year period, the City of Appleton’s percentage of total Fox Cities’ equalized value has been decreasing.
- It is difficult to directly impact this metric through specific City action. Communities with lower equalized values and large tracts of “greenfield” sites are better positioned to increase their net new construction than mature, largely developed communities like Appleton.

OTHER CONSIDERATIONS

While the hard numbers related to growth are important to measure, we also take a look at other factors that impact investment in our community for the purpose of the Growth Report. Of note are the following statistics.

EMPLOYMENT & UNEMPLOYMENT

- The City of Appleton had an annual average unemployment rate in 2021 of 3.1%. Unemployment rates continue to be incredibly low, ending the year at 1.5% for the month of December. When businesses are considering whether to stay, expand, or relocate, the availability of labor is always a factor.
- Within the Appleton MSA, the employment sector of manufacturing continues to lead in terms of employment numbers, providing 23,735 jobs with average annual earnings of \$5,198 per month. It is worthy of note that 3 of the top 10 employment sectors by number of jobs provide earnings less than the low-income amount (\$3,995.83) for 1 individual as established by Housing & Urban Development (HUD).

TAX INCREMENTAL FINANCING DISTRICTS

The Wisconsin Department of Revenue (DOR) makes adjustments to Tax Incremental District (TID) values each year to equalize across the State. This is out of the City’s control, and we are not made aware of formulas used for State changes. In 2021, the DOR corrected an error in their software from 2020 which resulted in a significant swing in values for some districts. Due to the City’s inability to explain these changes, we have added trendlines for each district to indicate trajectory instead of the year-on-year explanation. Details of fluctuations in major real estate and/or personal property values are outlined by district in the full Report.

SUMMARY

Given the City’s percentage of equalized value throughout the Fox Cities of 28%, and the City’s percentage of net new construction of 21.37%, we will have to continue to be proactive in creating an environment and location where businesses, developers, and individuals wish to invest their resources if we wish to maintain our proportionate share of growth. While difficult to impact this measure via direct

City action and the challenges as a more mature built-out community, we continue to pay attention to this measure since it directly impacts our ability to change the tax levy.

The increase in new housing units is welcome in the City as are the increased availability of lots. Additionally, several mixed-use projects in the downtown that are either announced or underway will help to increase net new construction in the coming few years as they achieve full assessment.



CITY OF APPLETON
Community & Economic
Development Department
March 9, 2022

GROWTH REPORT

2021

CITY OFFICIALS

Jacob A. Woodford, Mayor
Christopher Behrens, City Attorney
Kami Lynch, City Clerk

2021 COMMON COUNCIL

District 1: William Siebers
District 2: Vered Meltzer
District 3: Brad Firkus
District 4: Joe Martin
District 5: Katie Van Zeeland
District 6: Denise Fenton
District 7: Maiyoua Thao
District 8: Matthew Reed
District 9: Alex Schultz
District 10: Michael Smith
District 11: Kristin Alheim
District 12: Nate Wolff
District 13: Sheri Hartzheim
District 14: Joe Prohaska, Jr.
District 15: Chad Doran

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Karen Harkness, Director
Monica Stage, Deputy Director
Matt Rehbein, Economic Development Specialist
Laura Bonnet, Housing Coordinator
David Kress, Principal Planner
Don Harp, Principal Planner
Jessica Titel, Principal Planner
Nikki Gerhard, Grants Administrator
Ryne Lodl, Coordinated Entry Specialist
Mark Lund, GIS Specialist
Jessica Schneider, GIS Specialist
Heath Anderson, GIS Specialist
DeAnn Brosman, City Assessor
Tim Smith, Property Assessor
Dan Steenbock, Property Assessor
Matt Tooke, Property Assessor
Lona Thelen, Personal Property Clerk
Karen Pietila, Real Estate Assessment Clerk
Brenda Broeske, Administrative Assistant

City of Appleton, Community & Economic Development Department, 100 N. Appleton Street, Appleton WI 54911
TEL (920) 832-6468 FAX (920) 832-5994 www.appleton.org www.facebook.com/appletoncityhall

Table of Contents

Introduction	1
Income	1
Labor Statistics	1
Unemployment Statistics.....	3
Cost of Living Comparisons	5
Building Permit Activity.....	7
Equalized Value and Net New Construction	10
Tax Incremental District Performance.....	14
Business Development.....	26
Housing Rehabilitation Projects	30
Neighborhood Program.....	31
Recent City Investments Promoting Growth.....	33
Challenges to Growth.....	34
Projects on the Horizon.....	35
Opportunities	36
Strategy/Marketing	36



City of Appleton, Community & Economic Development Department, 100 N. Appleton Street, Appleton WI 54911
TEL (920) 832-6468 FAX (920) 832-5994 www.appleton.org www.facebook.com/appletoncityhall



INTRODUCTION

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth. The Report looks at Appleton's building permit activity, equalized valuation, and net new construction and compares them with the Fox Cities region. Equalized value is the estimated value of all taxable real and personal property in each taxation district by class of property. This Report will compare the City of Appleton to other comparable cities in the State of Wisconsin and throughout the United States that we compete with for jobs and economic development. Other areas addressed include: success in target growth areas, prospects for growth, barriers that need to be overcome to continue growth, and a synopsis of the marketing efforts taken to promote growth.

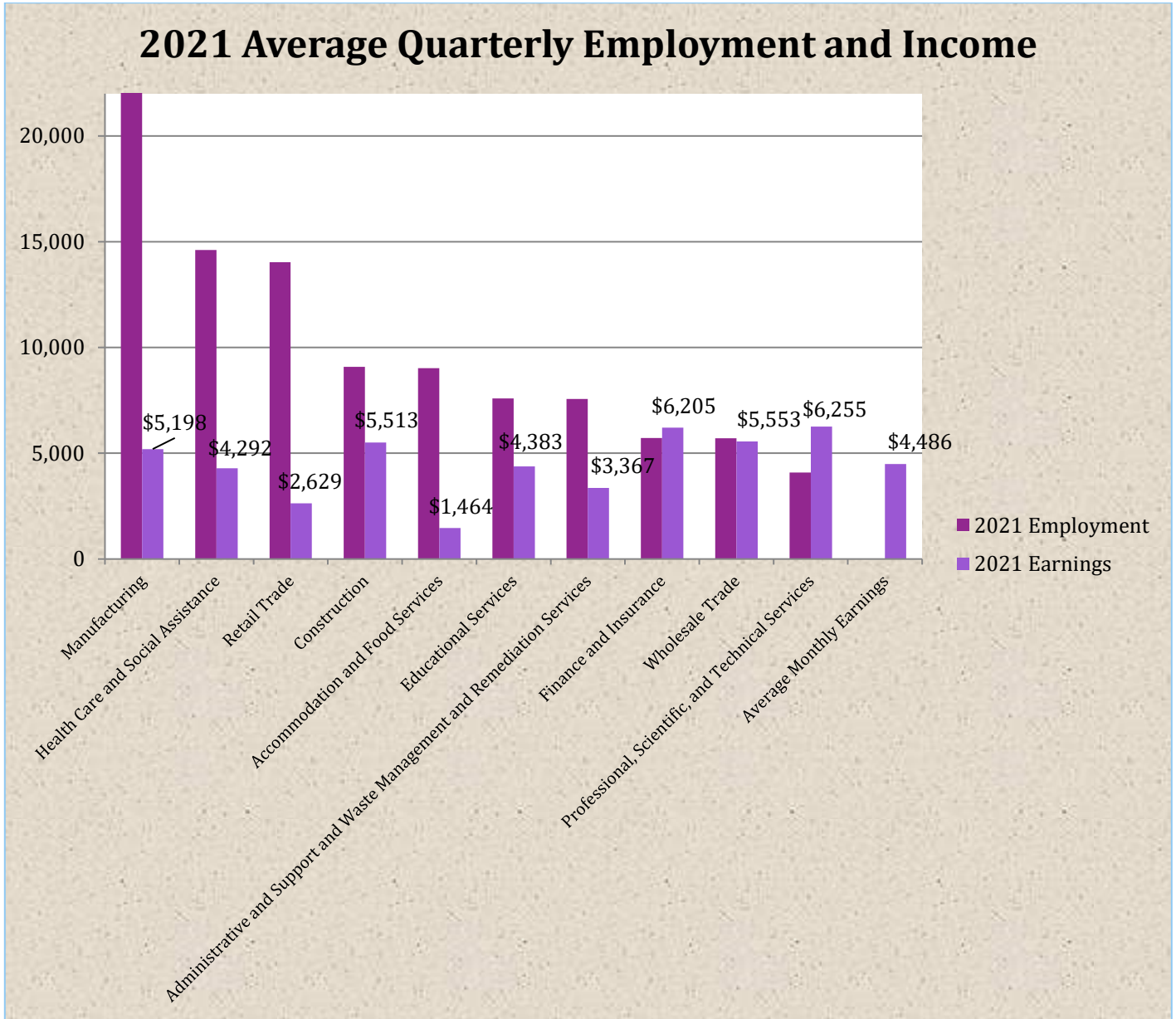
Over the past few years, we have been placing an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized by the State of Wisconsin and has a direct bearing on the City's tax levy and ability to collect income.

INCOME

According to ESRI [supplier of geographic information system (GIS) applications] data, the median household income for the City of Appleton in 2021 was \$58,613, which is below the median household income of \$63,001 for the State of Wisconsin and the U.S. average of \$64,730.

LABOR STATISTICS

The City of Appleton and the Appleton Metropolitan Statistical Area (MSA), defined by the Office of Management and Budget (OMB) as Outagamie and Calumet Counties, has a well-established labor force and is known internationally for its industry clusters of food processing, paper industry and manufacturing. The following chart shows the average quarterly employment by industry for the top 10 classifications and average monthly income within the Appleton MSA for 2021 (monthly earnings included in chart).



Source: US Census Bureau - Local Employment Dynamics

Manufacturing shows the highest quarterly employment, followed by Health Care and Social Assistance, then Retail Trade.

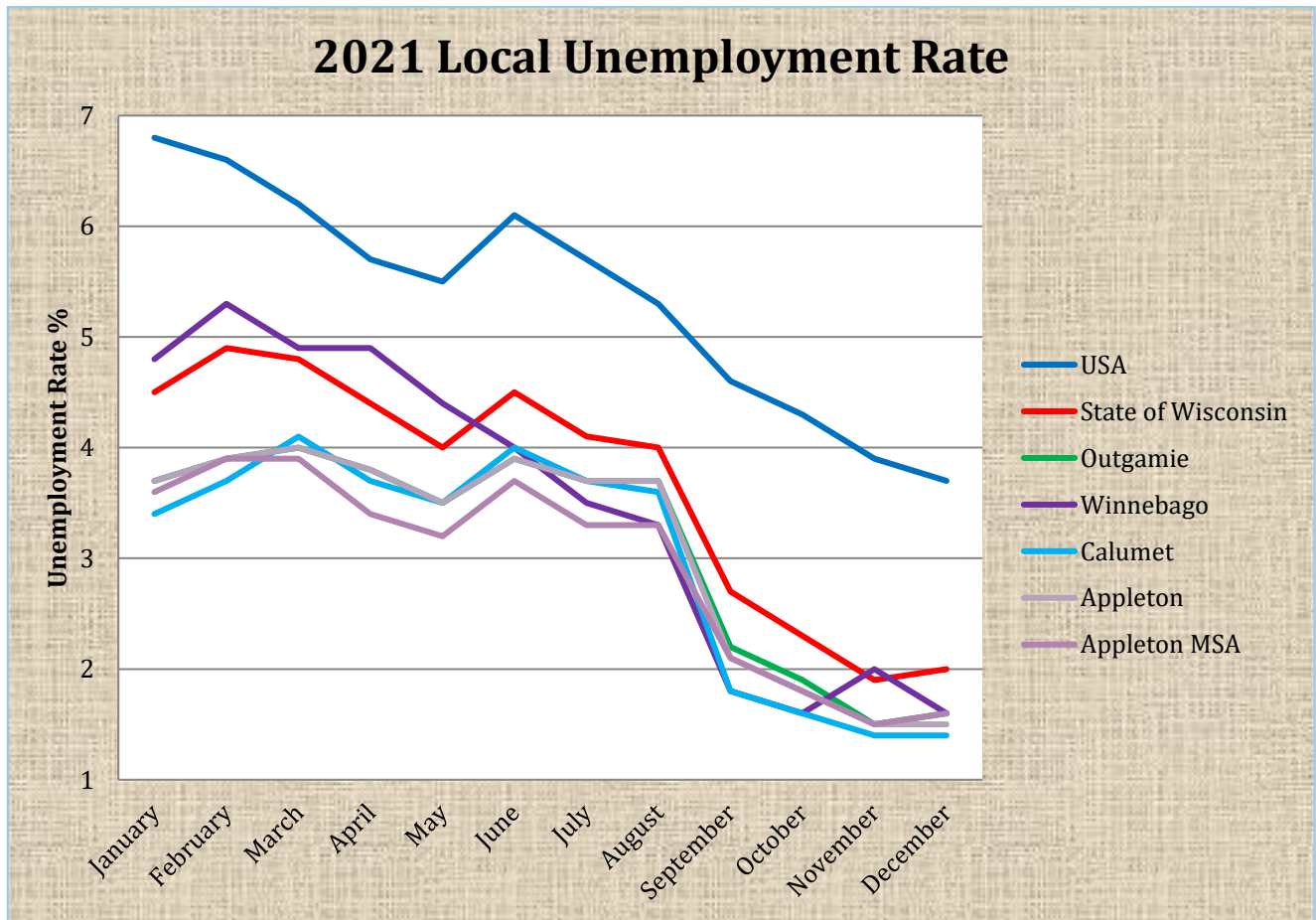
Average monthly earnings ranged from \$1,464 to \$6,255 per position for the top ten employment sectors represented. As a reference point, the U.S. Department of Housing and Urban Development (HUD) considers a monthly gross household income of \$5,708.33 or less to be low income for a family of four in the Appleton MSA; a household comprised of 1 individual is considered low income if under \$3,995.83 per month per HUD <https://www.huduser.gov/portal/datasets/il/il2021/select Geography.odn>. It is worthy of

note that 3 of the top 10 employment sectors by number of jobs provide earnings less than the low income amount (\$3,995.83) for 1 individual as established by HUD.

It is important that we continue to invest in the necessary infrastructure, economic support, and educational systems to continue the growth of high wage industries to keep the income levels up in our community.

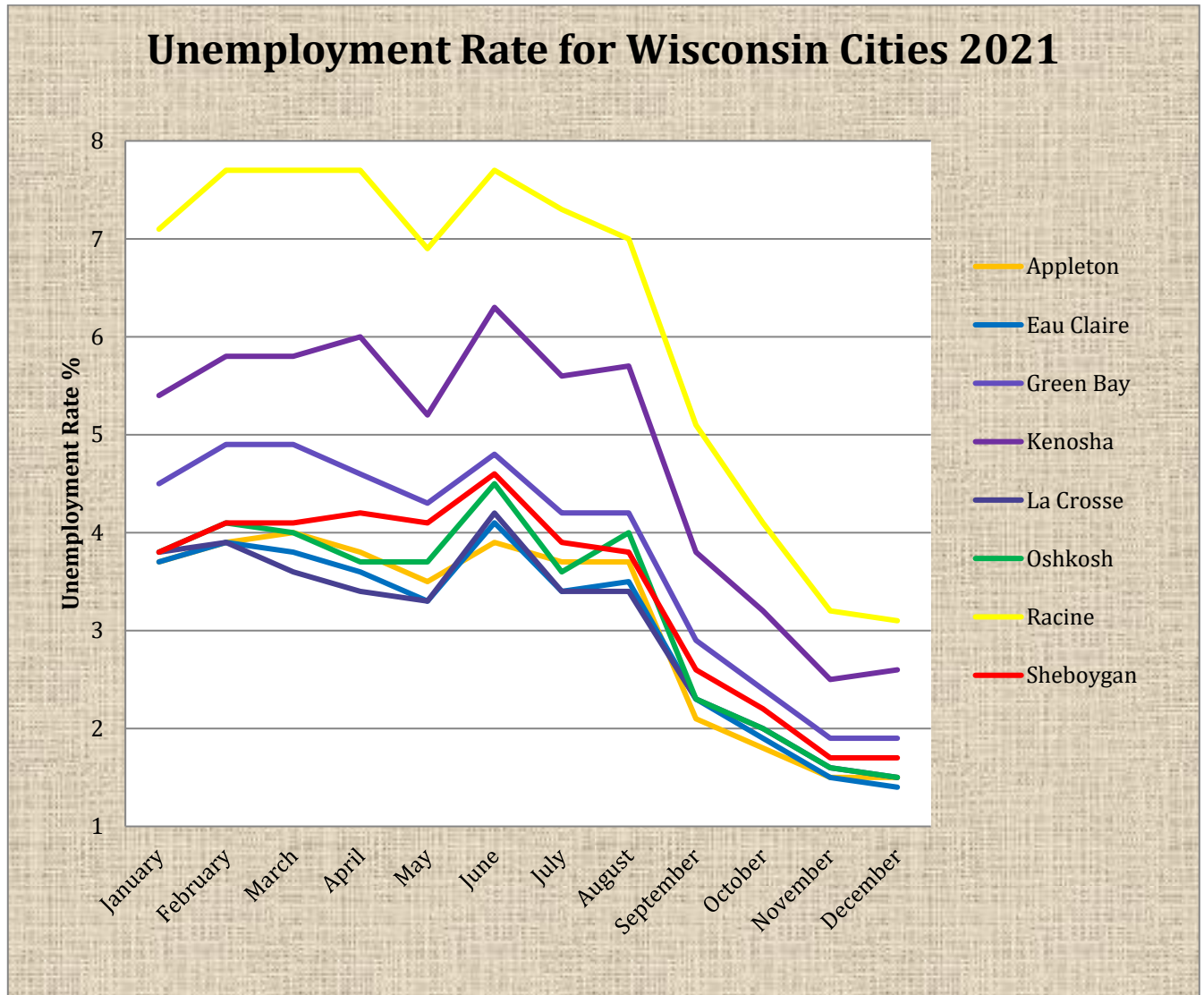
UNEMPLOYMENT

Like most markets, the City of Appleton unemployment rate saw significant fluctuation due to COVID-19 (coronavirus disease) last year. The City started January 2021 at 3.7% unemployment, with a high of 4.0% in March, and concluded the year at 1.5%. The average 2021 unemployment rate for Appleton was 3.1%. Included in the chart are the comparable unemployment rates for the United States, the State of Wisconsin, Appleton MSA, and the counties of Winnebago, Outagamie, and Calumet. The unemployment rate for the City of Appleton consists of persons who file an unemployment claim and live within the corporate City limits of Appleton.



Source: State of Wisconsin Department of Workforce Development

The following chart shows the average unemployment rate of the medium size cities in the State of Wisconsin. The City of Eau Claire saw the lowest average unemployment rate of 3.0% in 2021, while the City of Racine had the highest unemployment rate of 6.2%. The City of Appleton trended similarly to other communities in the state each month and was toward the middle of the pack with an average for the year of 3.1%. Leading economists indicate an unemployment rate of around 5% is considered “full employment”. The future effects of COVID-19 on the labor market are unknown at this time.



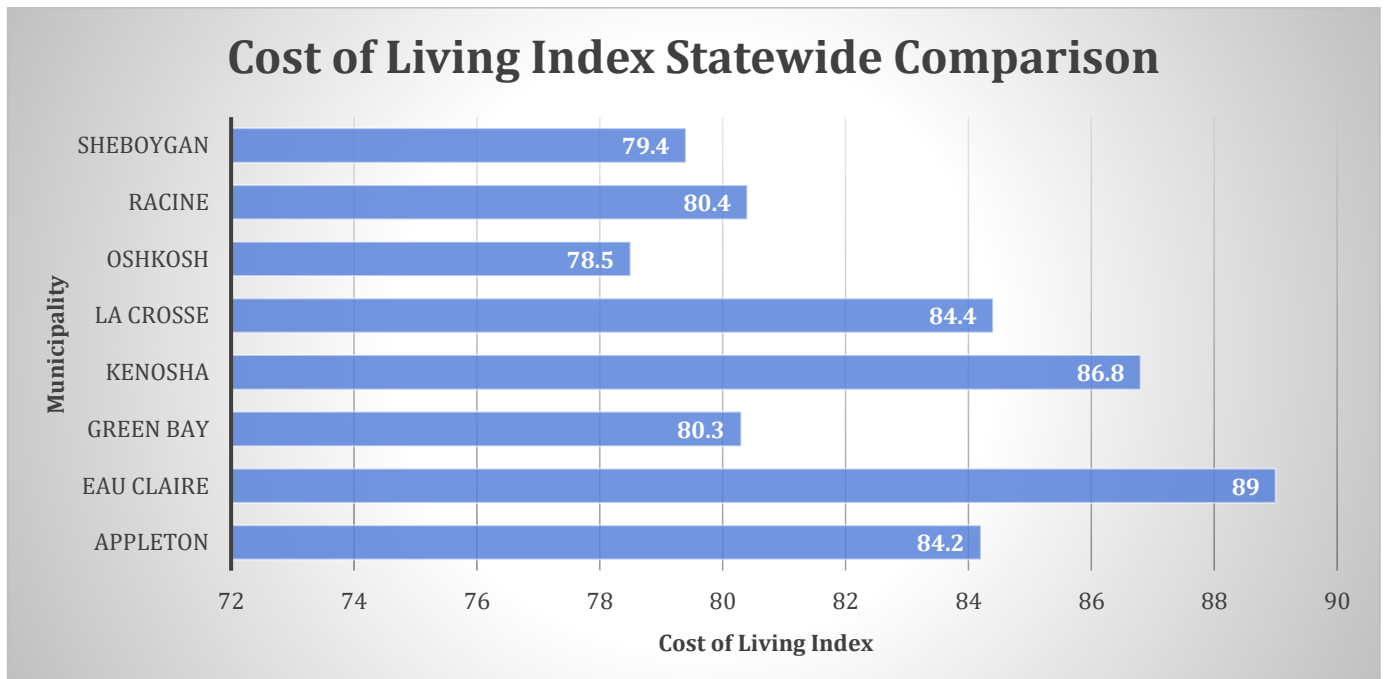
Source: State of Wisconsin Department of Workforce Development

The very low unemployment rates we have seen of late are largely described as being part of a national trend often termed, “The Great Resignation”. Part of this can be explained as the Baby Boomer Generation reaches retirement age, and part is explained by those who left the workforce to care for family members or for their own health considerations during COVID. From 4th Quarter 2019 to 2nd Quarter of 2021, roughly 4.2 million people left the workforce. This trend has, and will continue to, have significant impacts on the availability of labor.

Source: Miguel Faria e Castro, "The COVID Retirement Boom," *Economic Synopses*, No. 25, 2021. <https://doi.org/10.20955/es.2021.25>

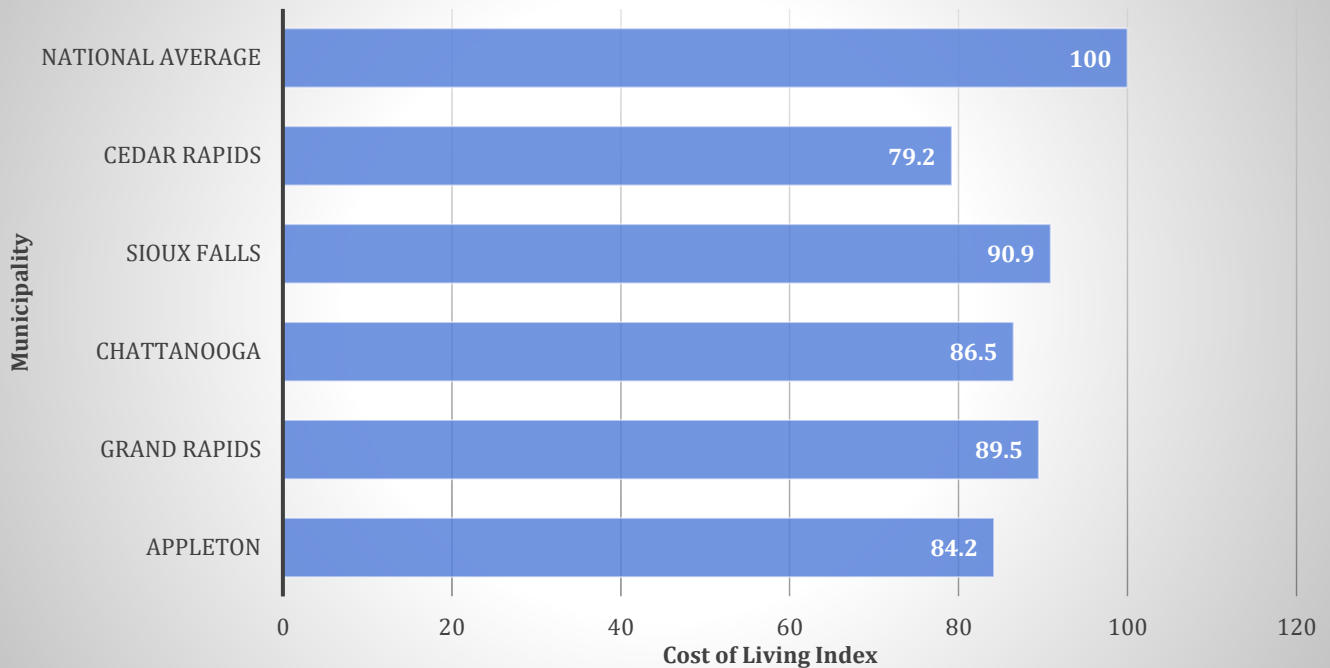
COST OF LIVING

The cost of living index is a number used as the total of all living expense categories. The categories used to determine the index include housing, food and groceries, transportation, utilities, health care, and miscellaneous expenses such as clothing, services, and entertainment. The definition of these variables evaluated for each index is included below. The City of Appleton has a cost of living index of 84.2, which compares favorably to the national average of 100. Appleton’s rating of 84.2 is near the middle when compared to other communities across the State and Midwest. Compared to the nearby communities of Green Bay and Oshkosh, Appleton’s cost of housing and utilities was the highest, resulting in the higher cost of living overall among the three. The first chart below compares the City of Appleton to the other midsize cities in Wisconsin; the second chart, on the following page, compares Appleton to competitor cities throughout the United States.



Source: www.bestplaces.net

Cost of Living Index National Comparison



Source: www.bestplaces.net

Categories used to calculate the cost of living index are listed below along with the City of Appleton's ranking out of 100 in parentheses():

Food (94.2): The average cost of food and groceries, not including restaurants.

Housing (67.4): The average cost of an area's housing which includes mortgage payments, apartment rents, and property taxes.

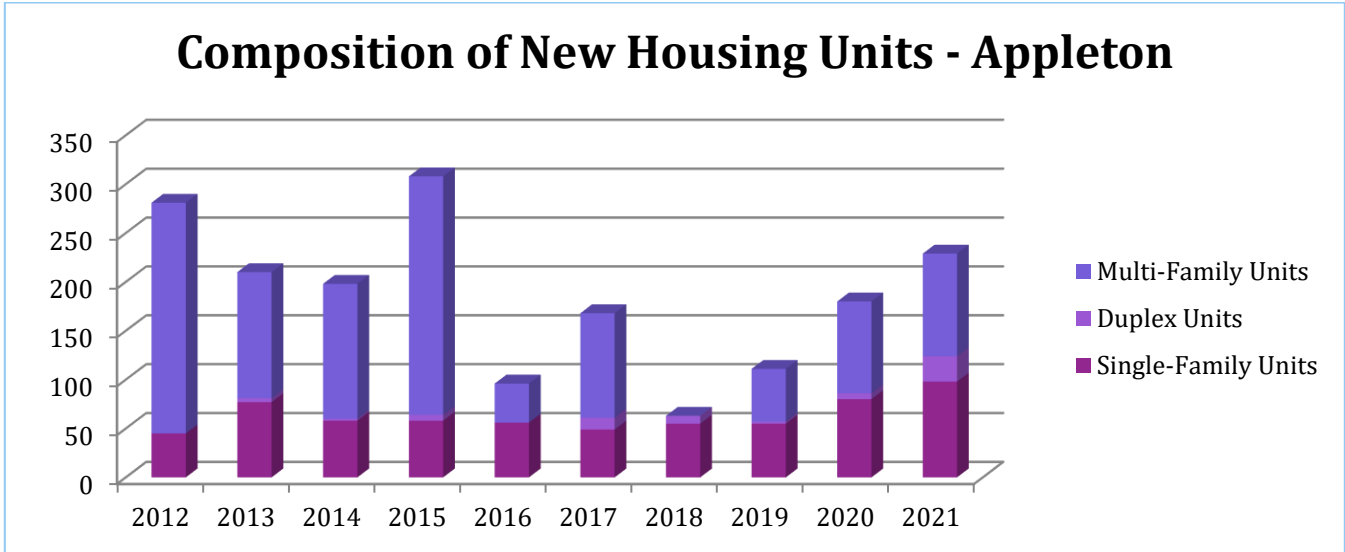
Utilities (97.9): The average cost of heating and cooling a typical residence for the area, including electricity and natural gas.

Transportation (74.1): The average cost of gasoline, car insurance, and maintenance expenses and mass transit expenses for the area. (Cost of the vehicle and vehicle registration and licensing taxes not included.)

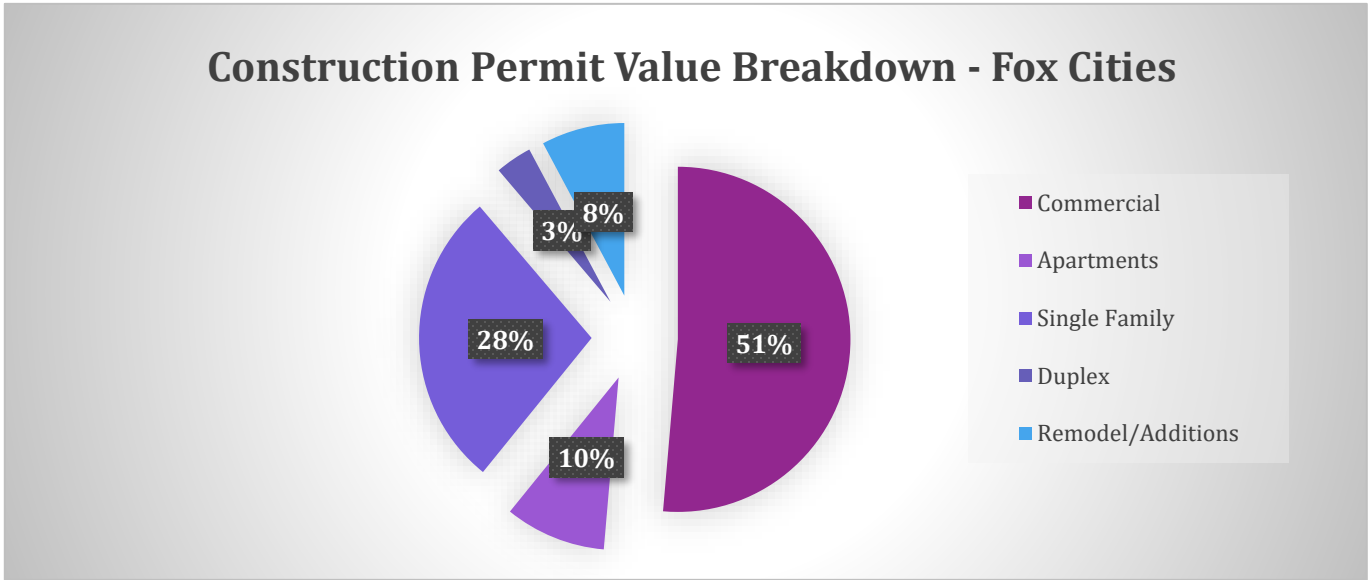
Health (95.3): The average cost of health care calculated using the standard daily rate for a hospital room and the costs of a doctor's office visit and a dental checkup.

BUILDING PERMIT ACTIVITY

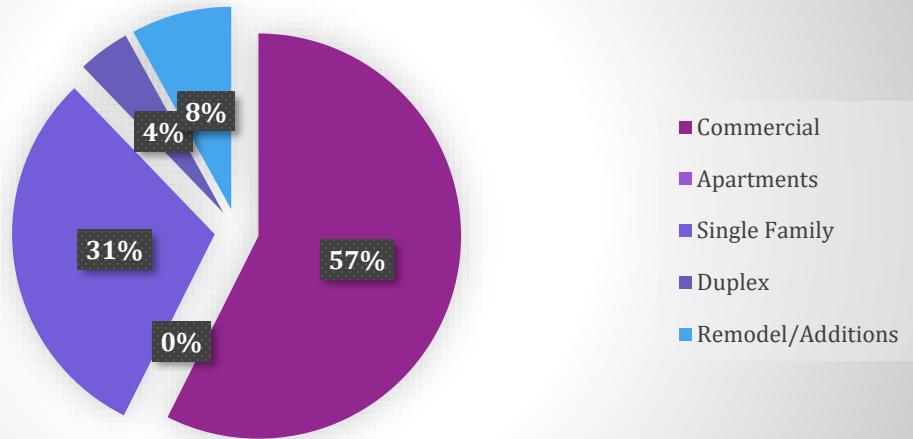
The number of single-family homes in the City of Appleton constructed in 2021 was 98, which is a significant increase to the 80 single-family residential permits in 2020. Total housing unit construction in Appleton increased in 2021 to 229 units from 180 units in 2020, with 105 multi-family units making up the rest. Of the 229 units brought to market in 2021, 25% are for residents who qualify as low to moderate income.



Construction by type for the City of Appleton exceeded construction by type for the overall Fox Cities by percentage in the single-family residential and commercial categories. Apartment construction in Appleton is understated in 2021 due to several mixed use projects that were categorized as “Commercial”.

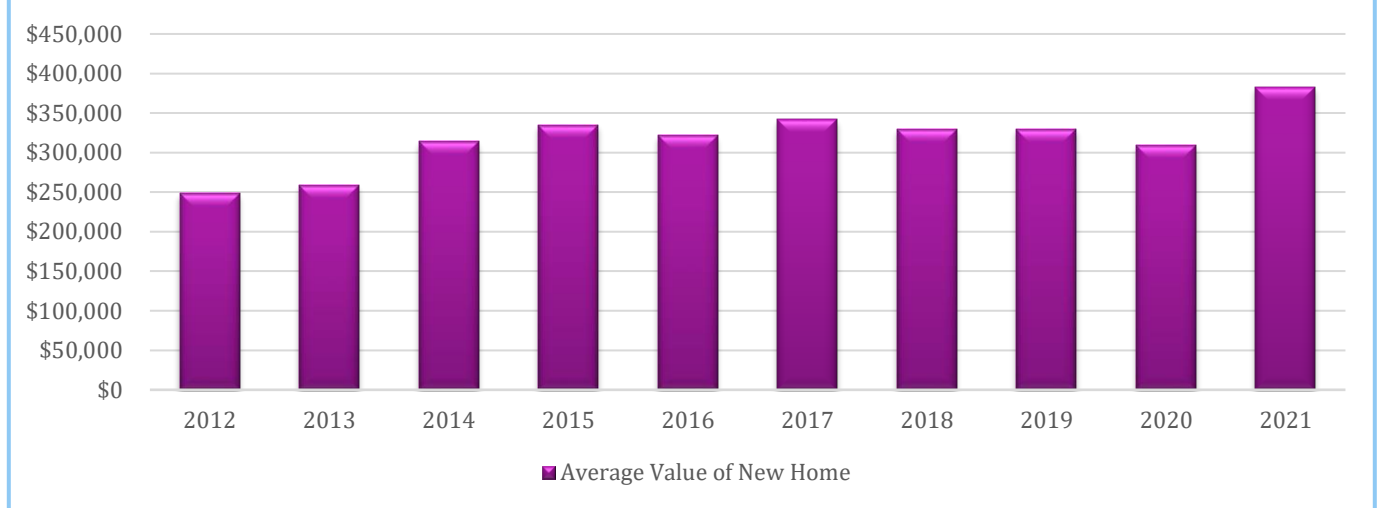


Construction Permit Value Breakdown - Appleton



The total dollar value of single-family permits increased in 2021 to \$37,623,048 from \$24,726,800 in 2020 in the City of Appleton, with an average permit value of new home construction at \$383,090 in 2021, compared to \$309,085 in 2020.

Average Value of New Homes 2021 - Appleton



To follow is a list of projects started in 2021 over \$1 million in estimated value based on permits. Projects over \$1 million provided for \$142,590,110 in construction value in 2021, with \$13,147,578 of that exempt from taxes.

2021 PERMITS IN APPLETON OVER \$1,000,000

Owner	Address	Estimated Cost (\$)	Reason	Description	Tax Exempt
THEDACARE INC	2500 E CAPITOL DR	74,913,775	NEW BUILDING	HOSPITAL	
GRISHABER MAIN STREET	3950 N RICHMOND ST	11,452,217	NEW BUILDING	COMMERCIAL	
ZUELKE FLATS LLC	101 W COLLEGE AVE	9,288,857	REMODEL INT	COMMERCIAL APMT	
318 COLLEGE AVE LLC	318 W COLLEGE AVE	6,843,144	BUILDING ADDITION	MIXED USE BUSINESS & RESIDENTIAL	
PBJ BT INVESTMENTS LLC	3850 N ALVIN ST	6,115,163	NEW BUILDING	COMMERCIAL	
YMCA OF APPLETON	120 S ONEIDA ST	5,590,500	NEW BUILDING	PARKING STRUCTURE	Yes
APPLETON STORAGE I LLC	2400 W COLLEGE AVE	4,202,300	NEW BUILDING	COMMERICAL	
LAWRENCE UNIVERSITY	724 E ALTON ST	3,929,928	REMODEL I/E	KOHLER HALL/HOUSING	Yes
BARBARA SCHMIDT LIFE TRUST	200 RIVER DR	2,900,800	NEW BUILDING	SINGLE FAMILY HOME	
JCT PROPERTIES LLC	3313 E GOODLAND DR	2,863,091	NEW BUILDING	BUSINESS	
CITY OF APPLETON	2006 E NEWBERRY ST	2,130,000	REMODEL	WASTEWATER TREATMENT PLANT	Yes
BERGSTROM CHEV/PONTIAC	2255 W COLLEGE AVE	1,744,640	NEW BUILDING	COMMERCIAL	
THRIVENT FINANCIAL	4321 N BALLARD RD	1,643,146	REMODEL INT	COMMERCIAL	Partial
BRIAN LOHRBACH REV TRUST	612 W RIVER RD	1,565,000	NEW BUILDING	SINGLE FAMILY HOME	
CITY OF APPLETON	2625 E GLENDALE AVE	1,497,150	SOLAR REMODEL	MUNICIPAL SERVICES BLDG	Yes
WALMART #01-2958 REAL ESTATE	3701 E CALUMET ST	1,434,000	REMODEL INT	SHOPPING CENTER	
ST. ELIZABETH HOSPITAL	1506 S ONEIDA ST	1,170,400	REMODEL	HOSPITAL	
DANIEL LINDBERG ET AL	6445 N SNOWDRIFT DR	1,165,795	NEW BUILDING	SINGLE FAMILY HOME	
GARY WEYERS REV TRUST	2730 E INCLINE WAY	1,132,634	NEW BUILDING	SINGLE FAMILY HOME	
JILL HAGEN	6352 N SNOWDRIFT DR	1,007,570	NEW BUILDING	SINGLE FAMILY HOME	

EQUALIZED VALUE AND NET NEW CONSTRUCTION

EQUALIZED VALUE:

The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1 and certified by DOR on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Being the largest number of the two measurements (\$6.7B in 2021 vs. \$6.2B in 2020), it is also the least volatile. Equalized values capture the following changes:

- DOR's market field studies
- Demolition or destruction of buildings or other improvements
- Changes in property's exempt status
- Changes in classification of property
- Annexation gains or losses
- Other miscellaneous changes
- Adjustments (corrections) made under State law (Sec. 70.57, Wis. Stats.)

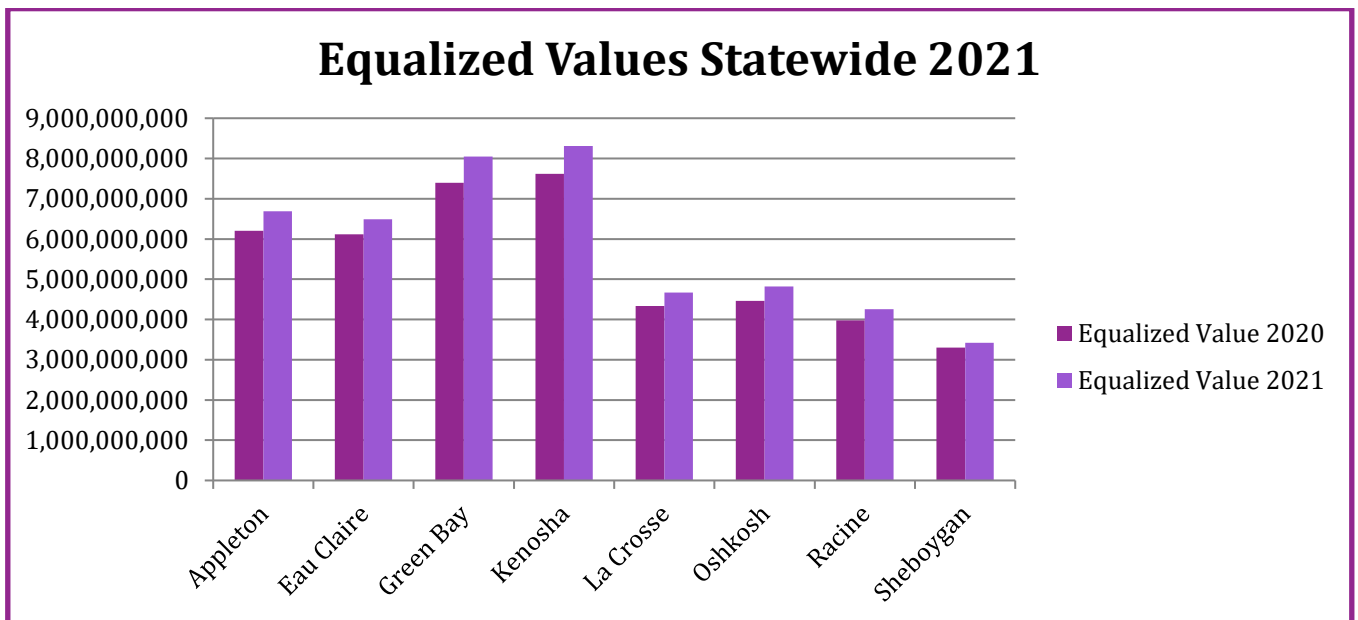
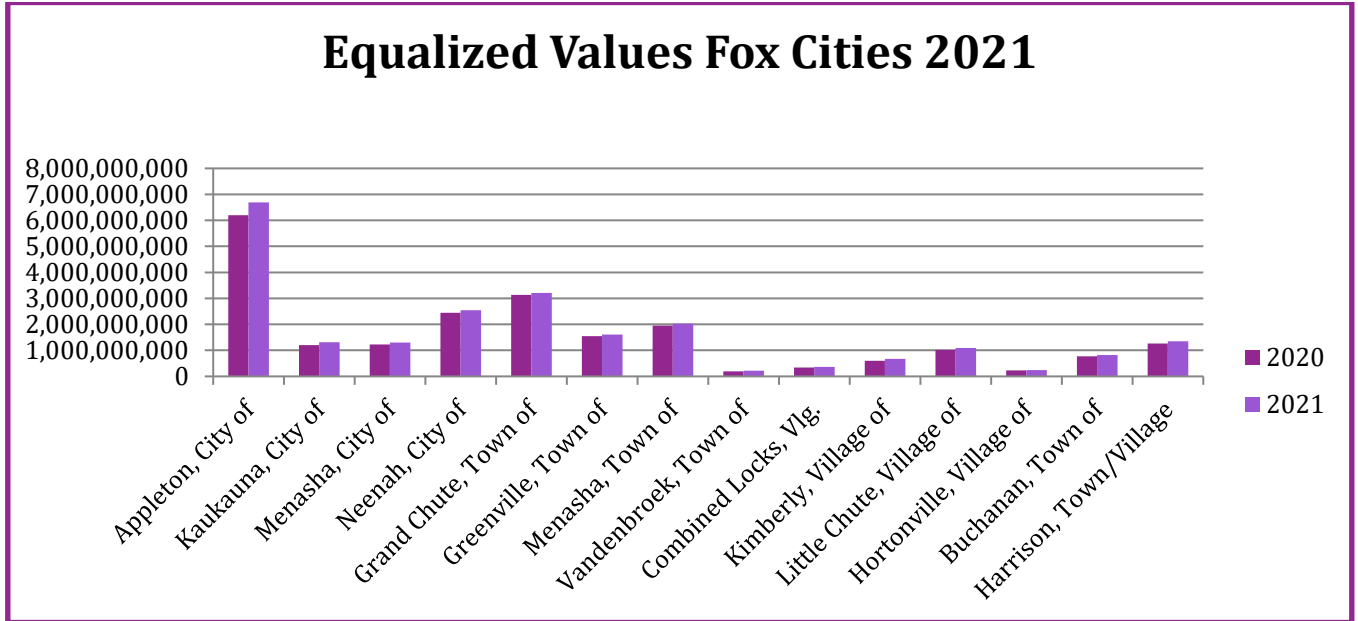
NET NEW CONSTRUCTION:

Net new construction captures the following:

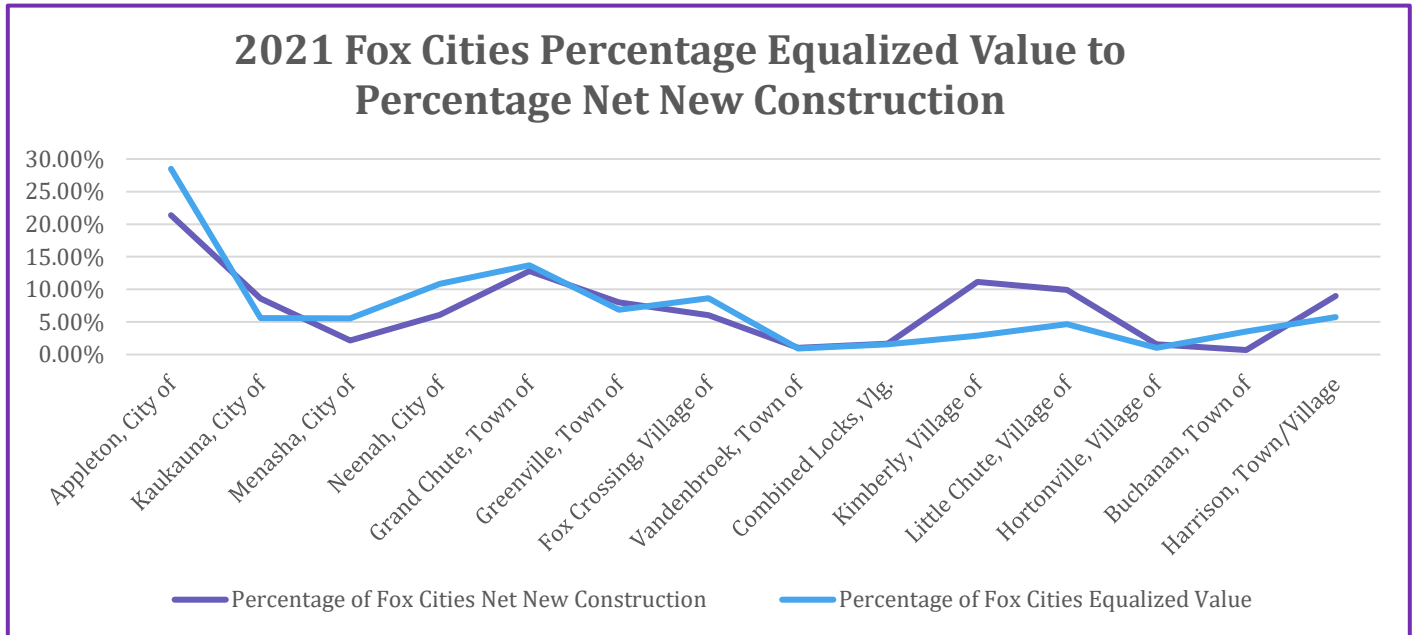
- Land value changes are due to higher land utility
- Improvement value changes are due to construction of new buildings

This is a significant number to pay attention to because it ties directly to the City's available tax levy. A municipality is allowed to increase its levy over the amount it levied in the prior year by the percentage increase in equalized value from net new construction. If no new construction occurred in your community, then your allowable levy increase is zero percent.

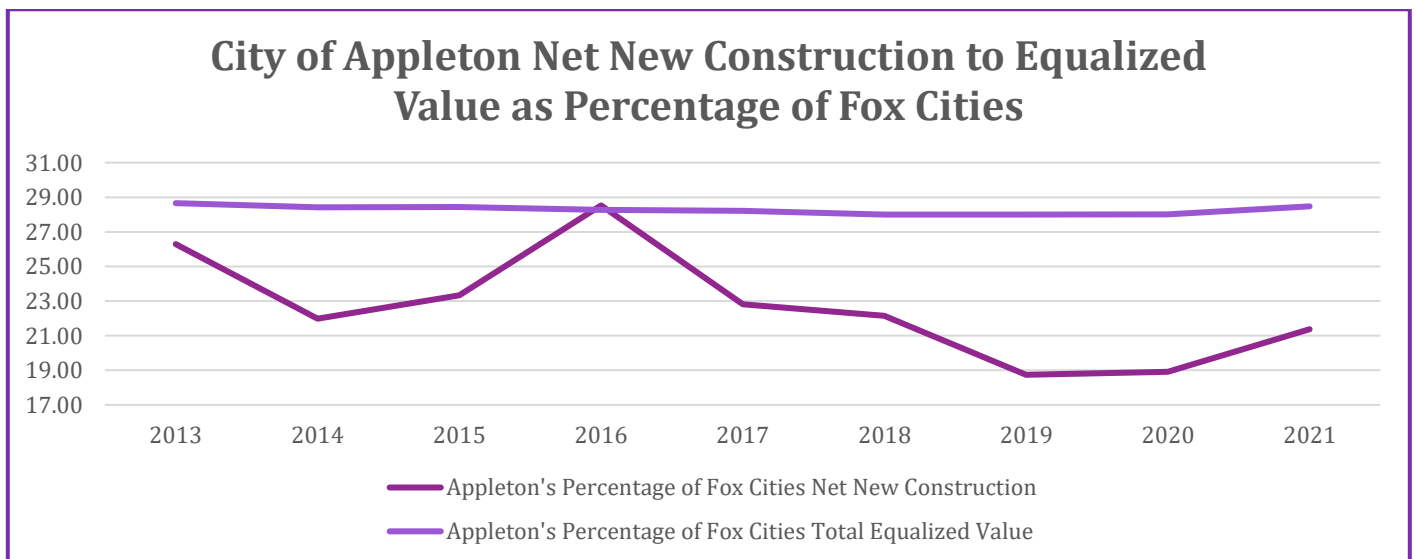
Appleton experienced an increase in equalized values for the City overall of 7.87%, compared to a statewide increase in Wisconsin of 6.8%. The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.



The following chart shows the percentage of net new construction captured by each municipality (as a percentage of the Fox Cities) and their equalized value (as a percentage of the Fox Cities). The City of Appleton garnered a lower percentage of net new construction in the Fox Cities relative to the percentage of equalized value in the Fox Cities. Kaukauna, Greenville, Kimberly, Little Chute, Hortonville, and Harrison outperformed their percentage of the Fox Cities with net new construction in 2021. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.



The 9-year trend shown in the following chart which compares the City of Appleton’s percentage of Fox Cities net new construction and the percentage of total equalized value in the City of Appleton is concerning. 2016 was the only year in which the City’s net new construction percentage exceeded the City’s percentage of equalized value. With an average net new construction percentage 5.6% below the equalized value percentage over the 9-year period, the City of Appleton’s percentage of total Fox Cities’ equalized value has been decreasing.



Fox Cities by Percentage Increase in Net New Construction

Municipality	2020 Equalized Value	Net New Construction	2020-2021 Percentage Increase	Percentage of Fox Cities Net New Construction
Kimberly, Village of	599,222,500	40,453,500	6.75%	11.16%
Little Chute, Village of	1,015,966,200	35,914,700	3.54%	9.91%
Kaukauna, City of	1,208,319,100	31,047,600	2.57%	8.57%
Harrison, Town/Village	1,268,358,600	32,567,800	2.57%	8.99%
Hortonville, Village of	230,745,900	5,648,000	2.45%	1.56%
Outagamie County*	17,772,577,200	353,961,000	1.99%	N/A
Greenville, Town of	1,545,676,600	29,073,100	1.88%	8.02%
Vandenbroek, Town of	195,263,700	3,635,000	1.86%	1%
Combined Locks, Vlg.	337,746,300	5,998,000	1.78%	1.65%
Calumet County*	4,739,204,400	70,400,600	1.49%	N/A
Grand Chute, Town of	3,138,463,400	46,339,900	1.48%	12.79%
Appleton, City of	6,200,311,200	77,471,000	1.25%	21.37%
Winnebago County*	14,893,226,500	171,603,300	1.15%	N/A
Fox Crossing, Village of	1,951,559,000	21,843,900	1.12%	6.03%
Neenah, City of	2,440,145,100	22,071,200	0.9%	6.09%
Menasha, City of	1,233,535,500	7,875,100	0.64%	2.17%
Buchanan, Town of	767,254,600	2,508,800	0.33%	0.69%
Fox Cities Total	\$22,132,567,700	\$362,447,600		100%

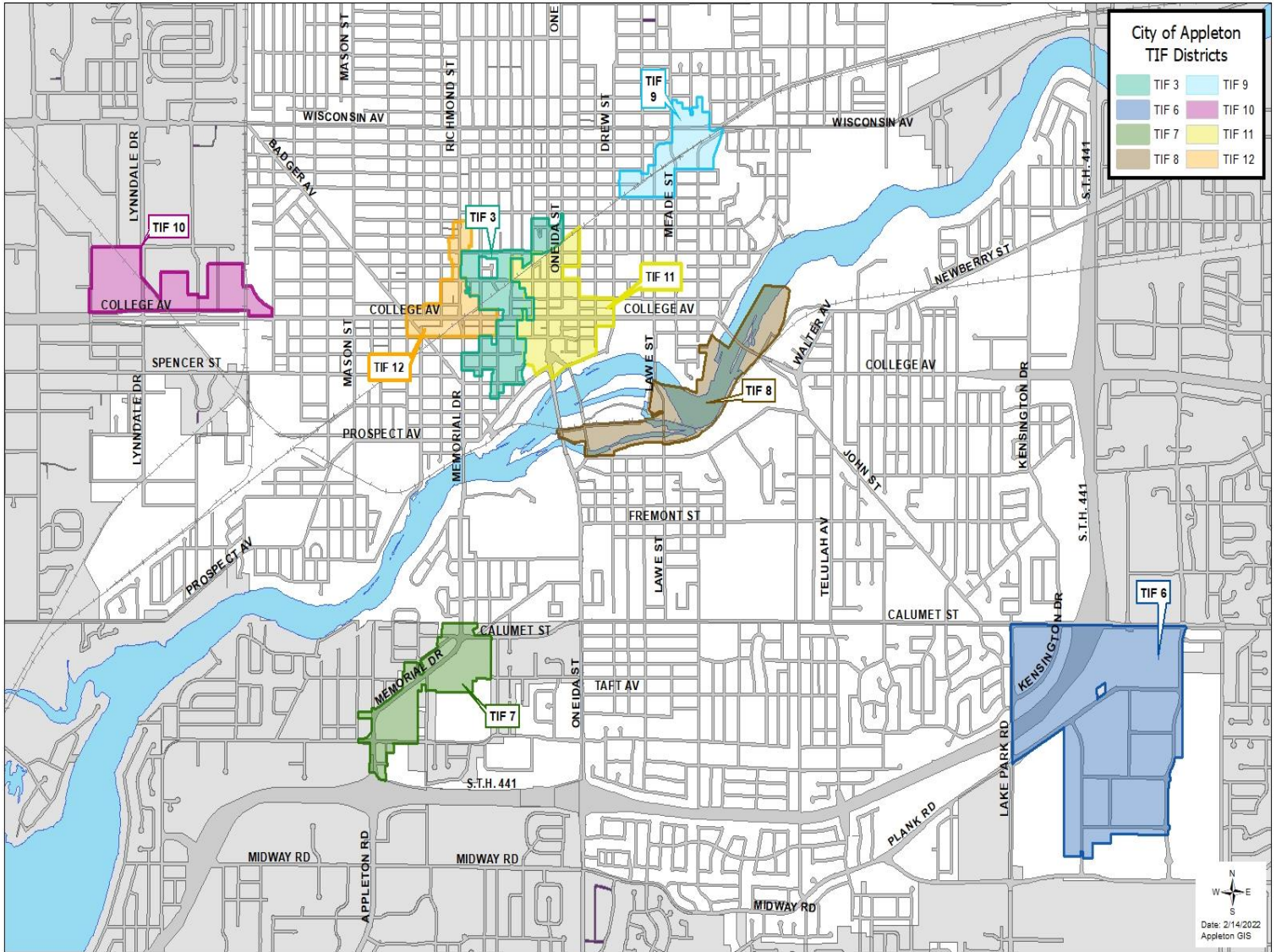
*County numbers included for net new construction comparison only, not included in totals

The City of Appleton represents 28.48% of the Fox Cities by total equalized value and captured 21.37% of net new construction equalized value in 2021. The City’s net new construction percentage increase is 1.25%, compared to the Fox Cities average of 1.64%, which warrants monitoring to ensure the City of Appleton captures its “fair share” of net new construction. Details of net new construction throughout the State can be found on the State of Wisconsin Department of Revenue Website:

<https://www.revenue.wi.gov/SLFReportsassessor/nnc-2021.pdf>

TAX INCREMENTAL DISTRICT

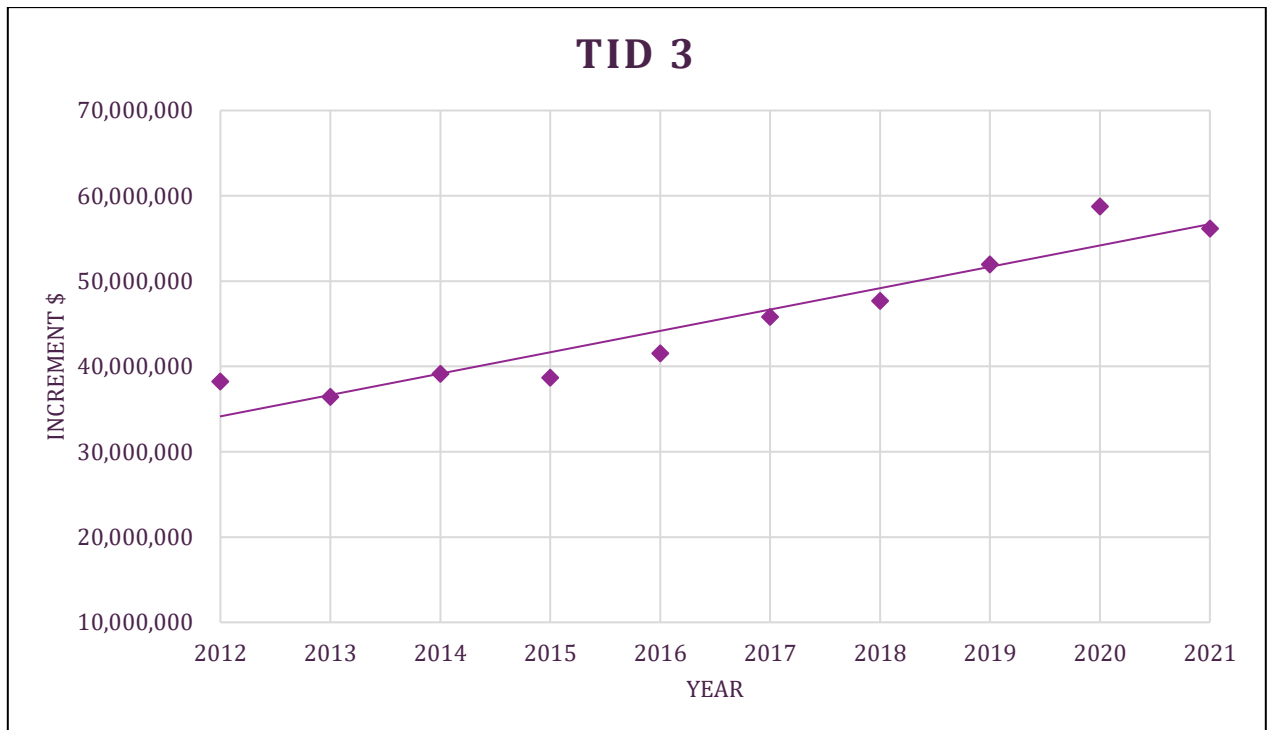
The following is a City Map indicating locations of the TIDs. Following that is an overview of each TID, including performance measures, a trendline, and notes on any major changes to the real estate and/or personal property values.

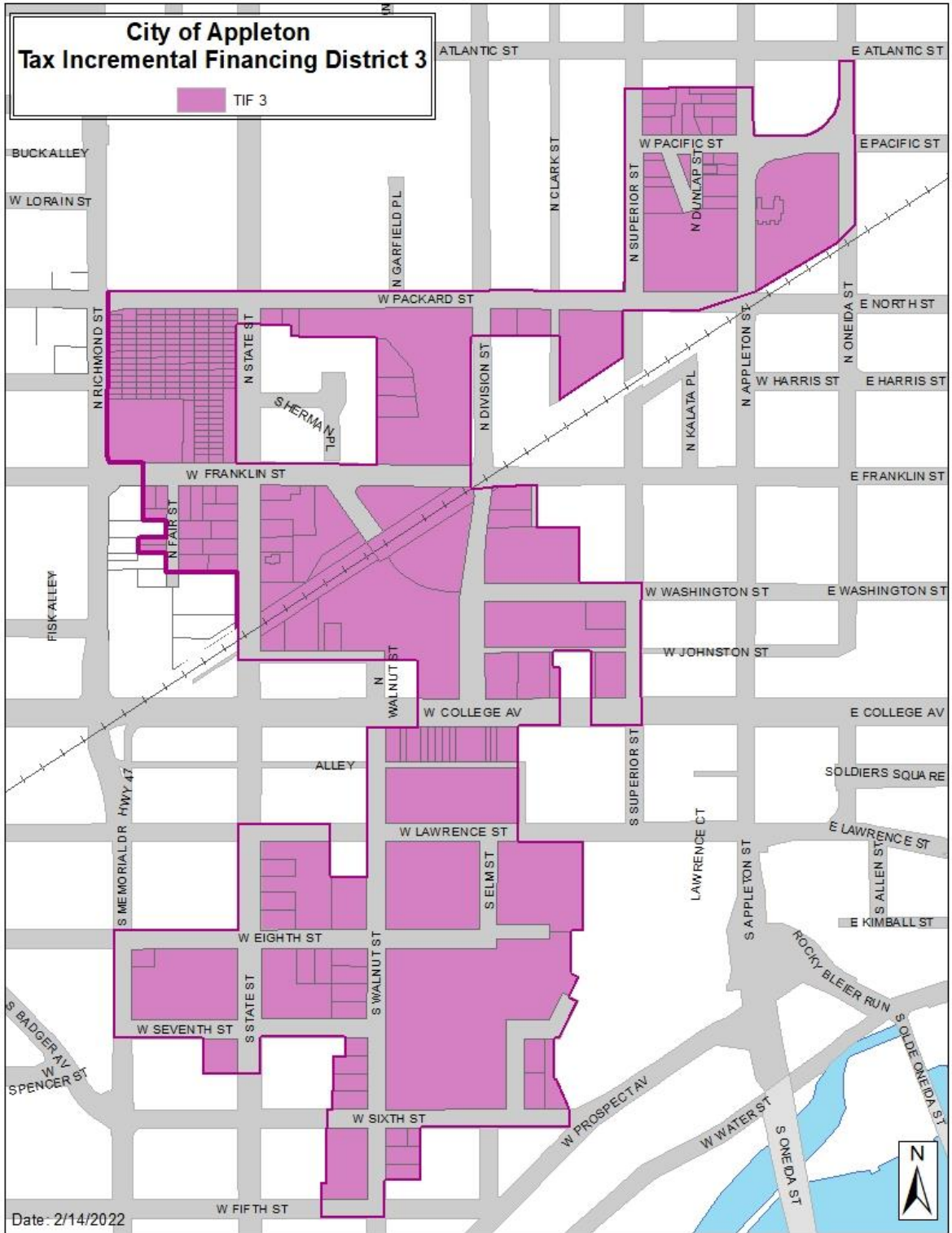


TAX INCREMENTAL DISTRICT PERFORMANCE

TID #3 The boundaries reflected on this map incorporate an amendment made to the District in 2021; however, the valuations chart reflects values as reported by WI Dept. of Revenue (DOR) prior to the amendment. This TID was declared distressed in 2011 and is scheduled to close by 2029. The reduction in value reflected in 2021 is due to adjustments made by the DOR.

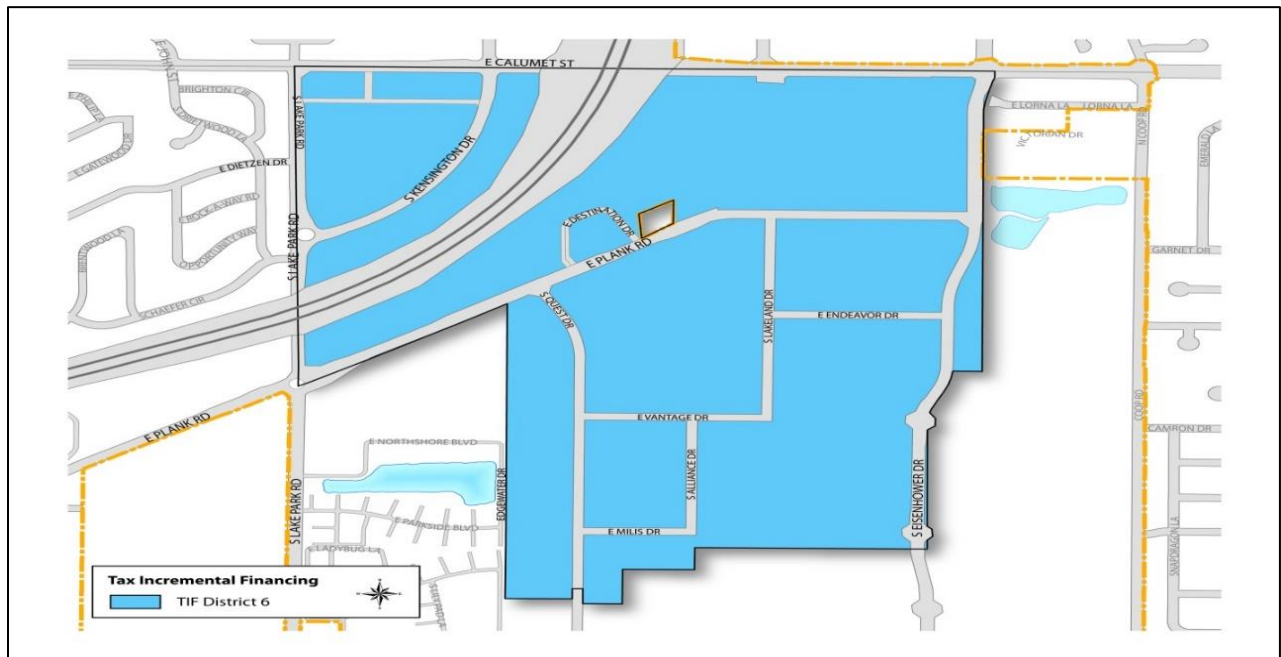
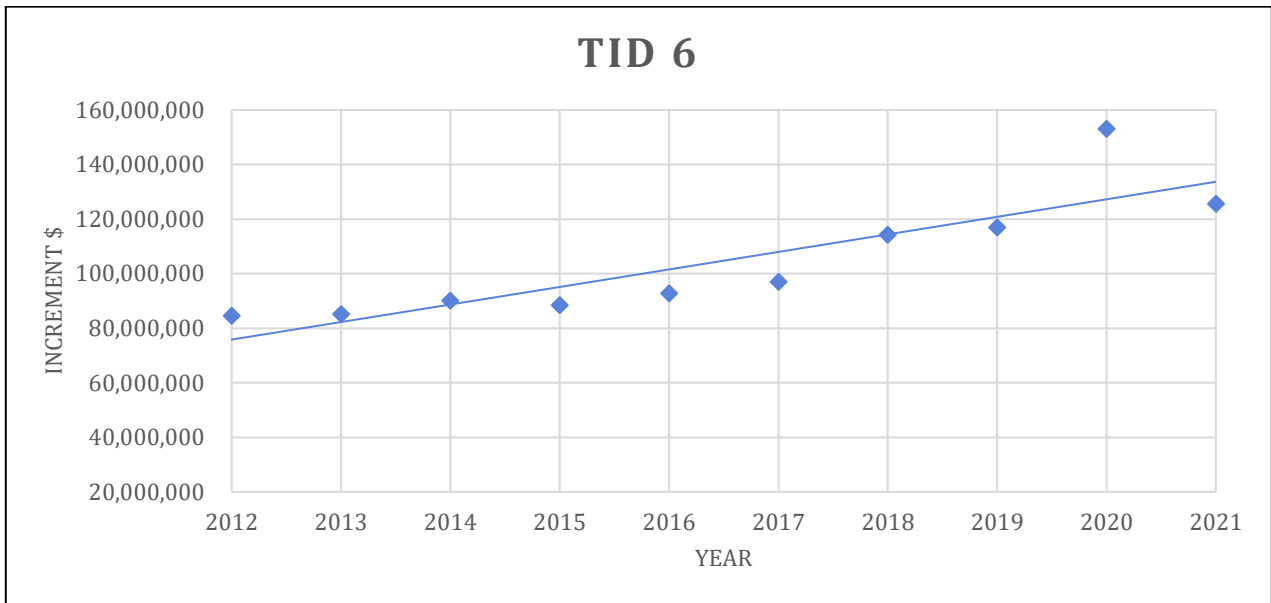
TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	77,660,500	68,263,300	49,322,500	(9,397,200)	-12.1%	10.42%	260.4%





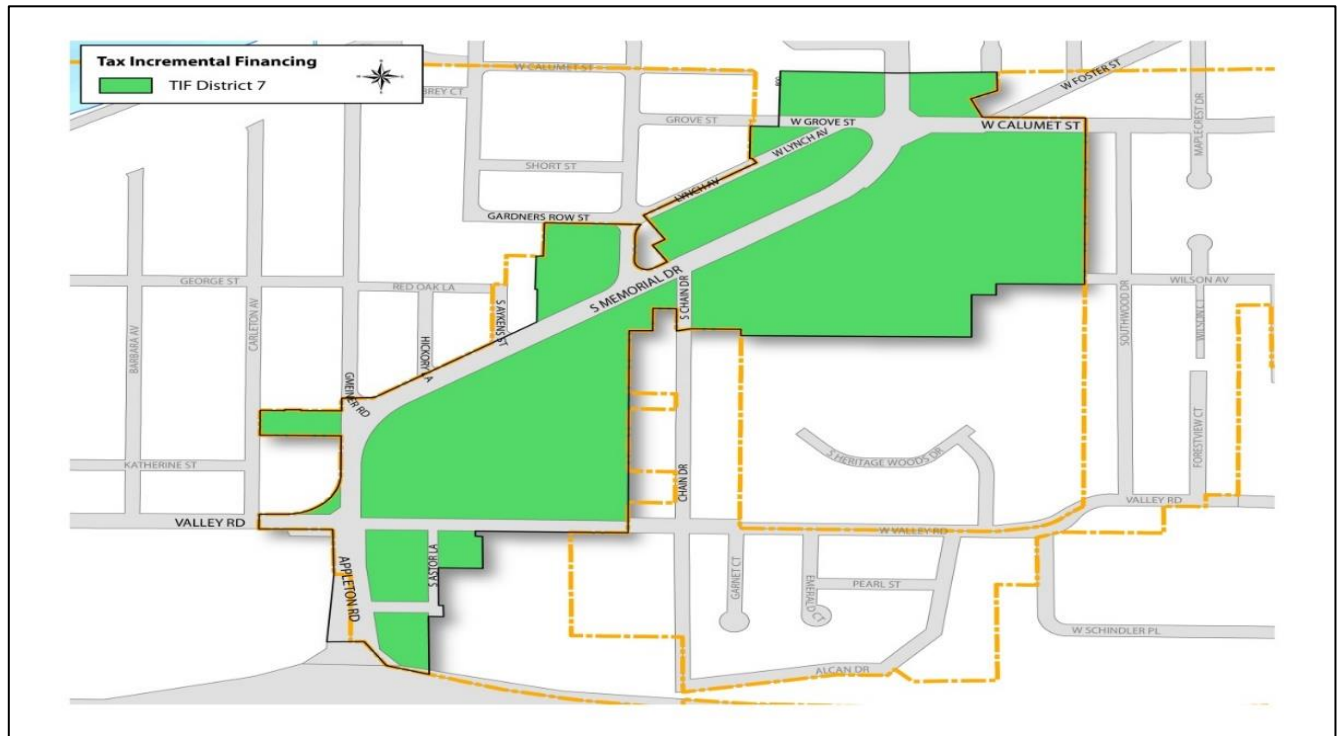
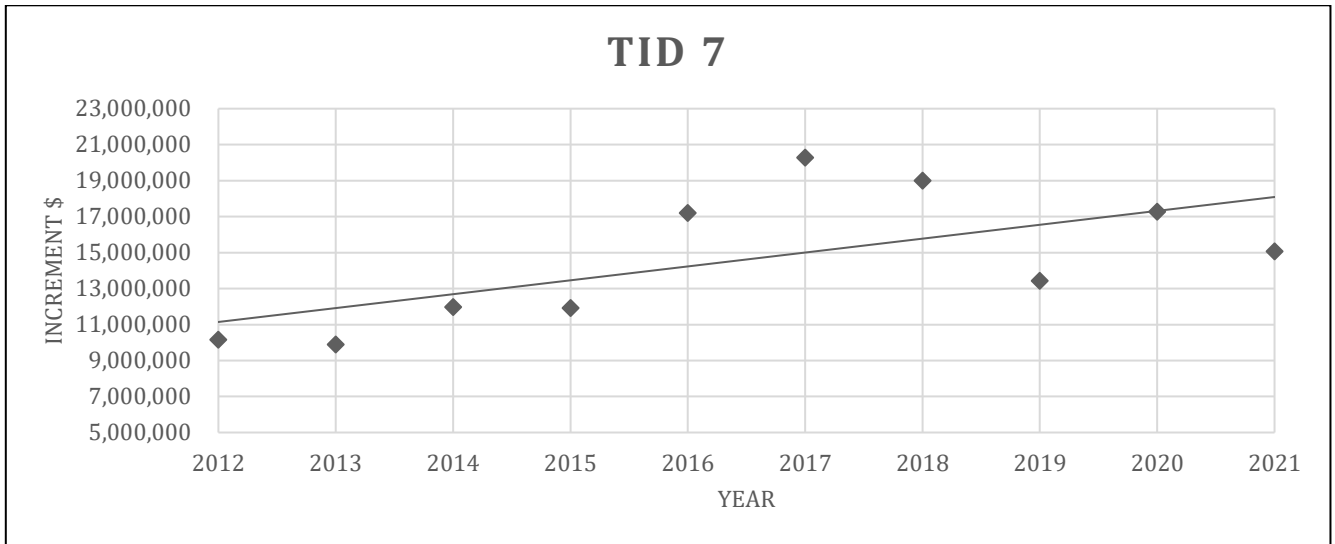
TID #6 The significant changes to value in this TID are due to DOR adjustment to last year's values to reflect an error in their software. This TID is scheduled to close in 2023.

TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 6	2000	12,141,600	165,211,300	137,738,300	125,596,700	(27,473,000)	-16.63%	57.47%	1034.43%



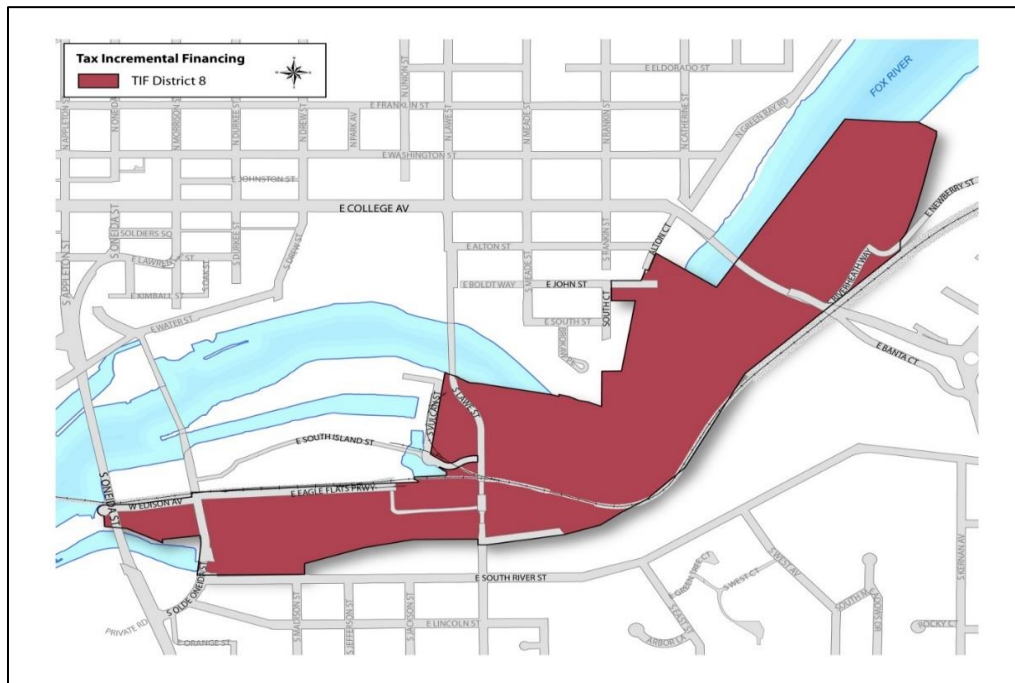
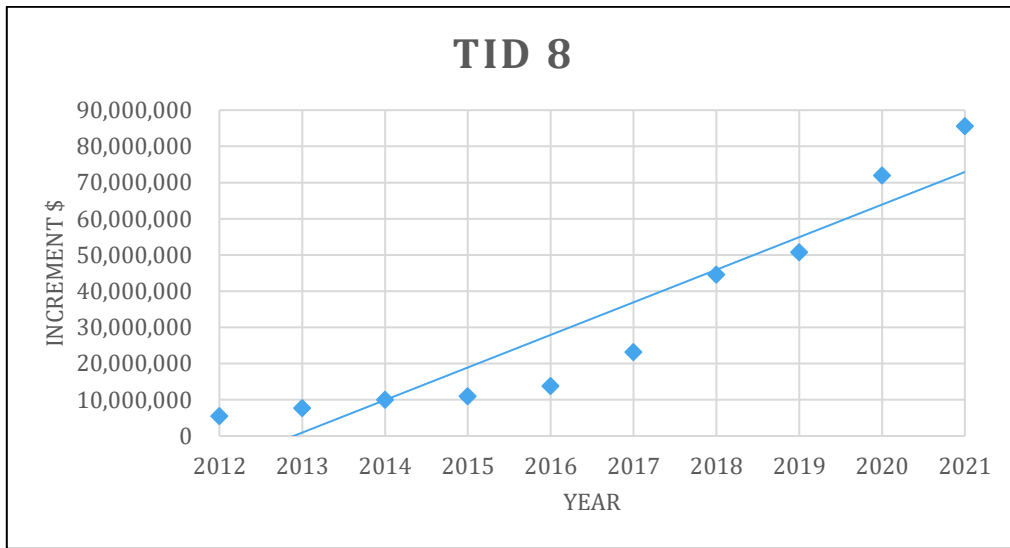
TID #7 The majority of the changes in increment is due to DOR adjustment to last year's values. This TID is scheduled to close in 2034.

TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 7	2007	25,657,000	42,924,700	40,712,900	15,055,900	(2,211,800)	-5.15%	5.33%	58.68%



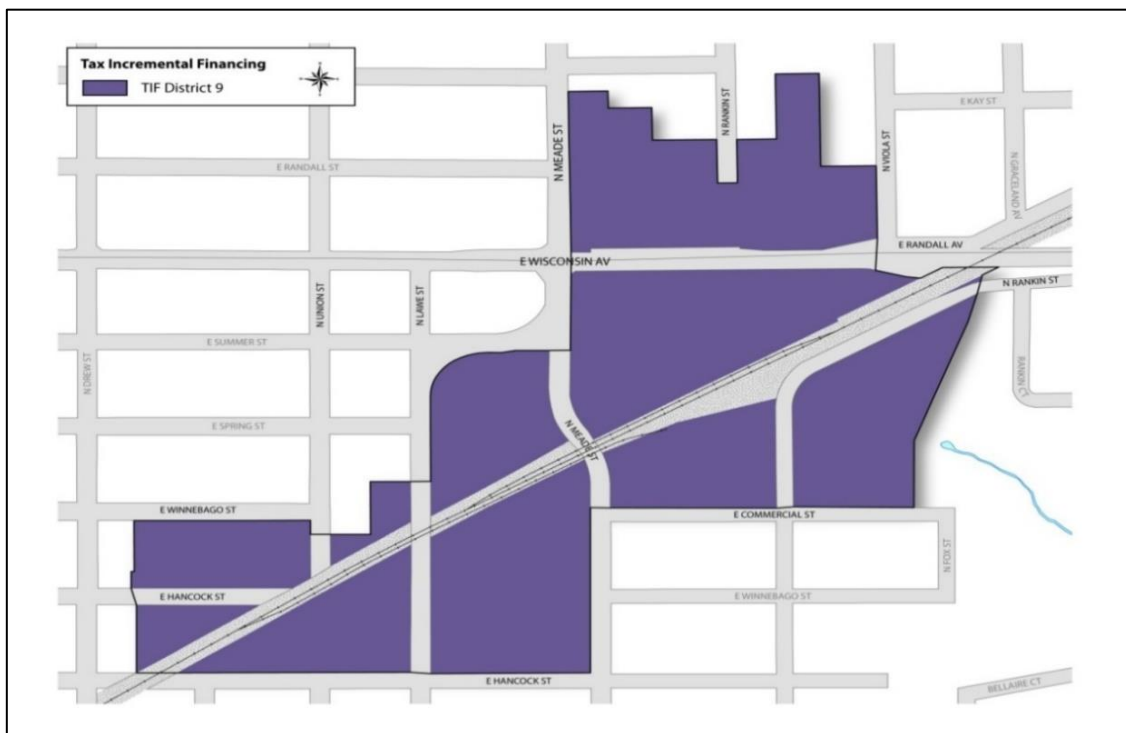
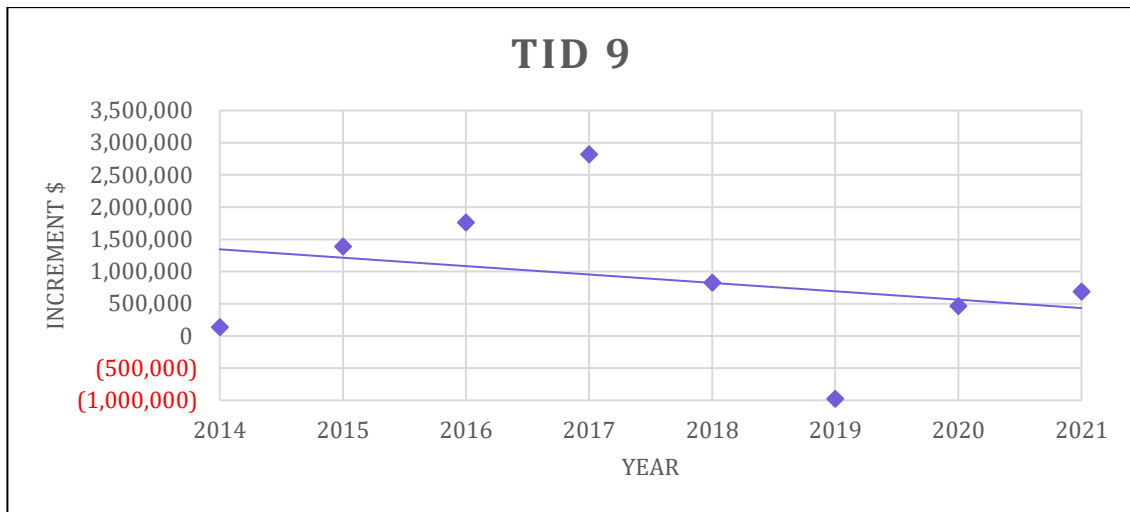
TID #8 The Willows at RiverHeath added significantly to the locally assessed value with 110 residential units and approximately 23,000 square feet of commercial/retail space. Completion of Eagle Point’s memory care facility was another factor for the increase in value. This TID is scheduled to close in 2036.

TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 8	2009	6,135,100	78,139,900	91,737,600	85,602,500	13,597,700	17.4%	155.03%	1395.29%



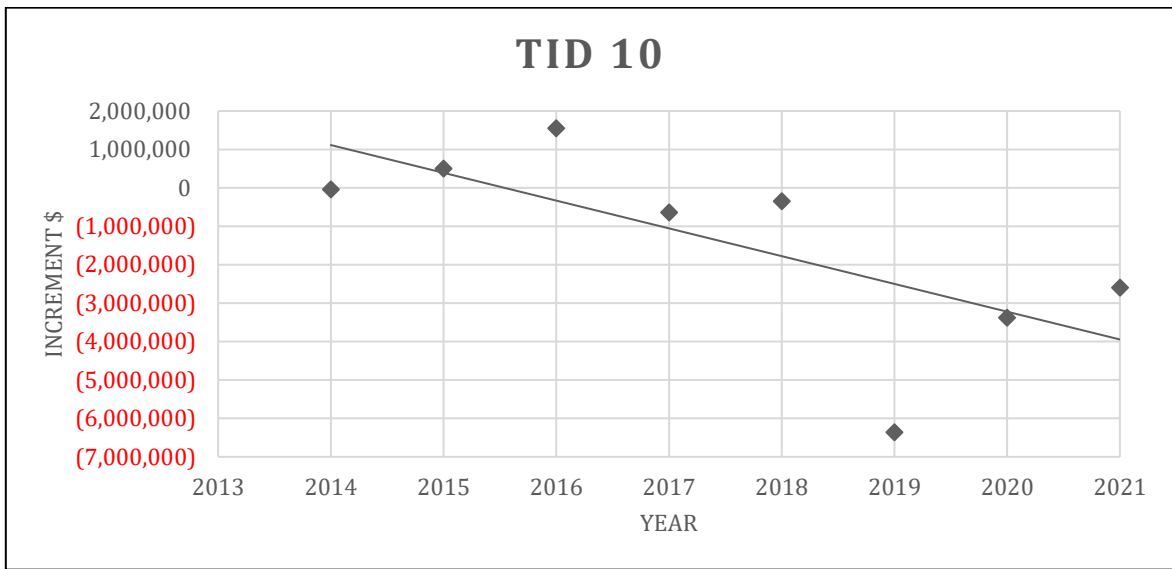
TID #9 TID #9 saw minimal changes in increment in 2021. This TID is scheduled to close in 2040.

TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 9	2013	21,512,900	21,978,700	22,202,700	689,800	224,000	1.02%	0.64%	3.21%



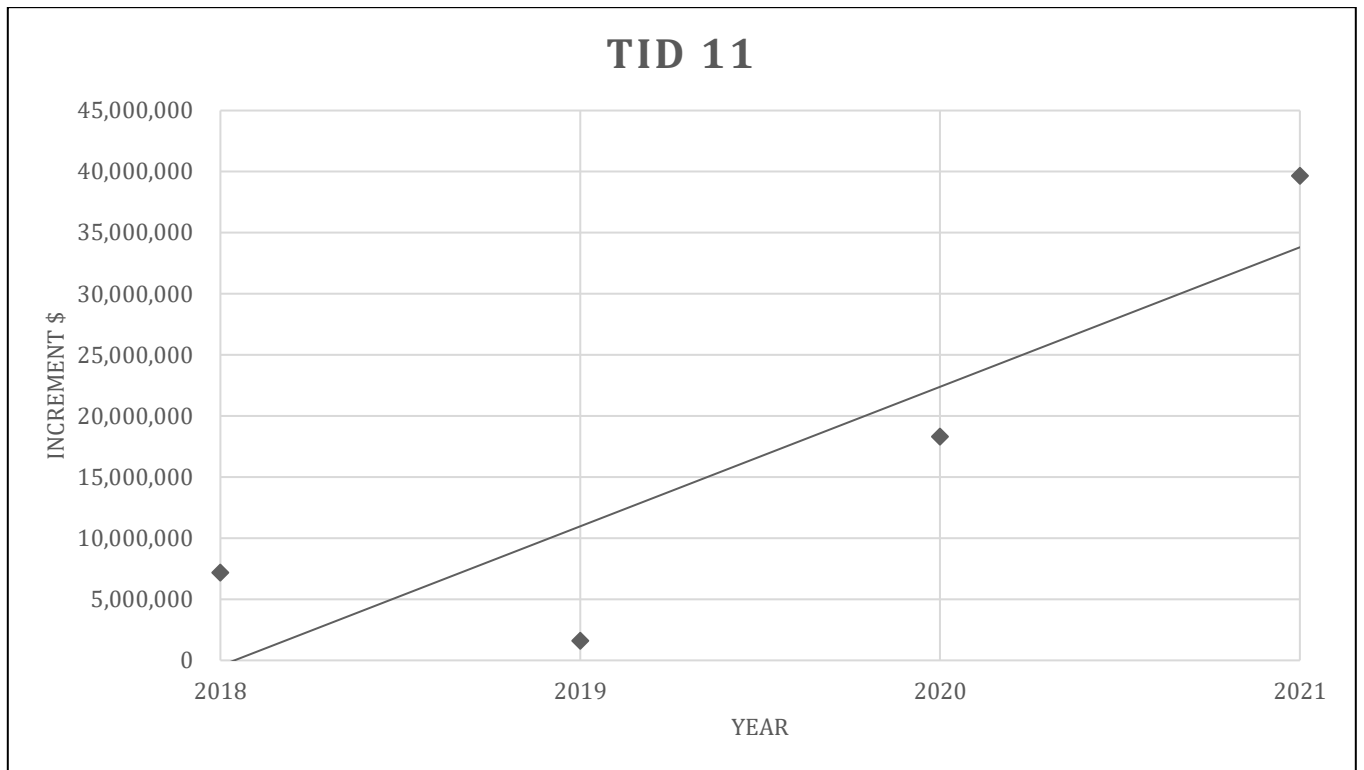
TID #10 This TID realized a significant decrease in value in 2019 due to the reduction in value of the Marketplace Center. Subsequently, TID #10 has seen values increasing. This TID is scheduled to close in 2040.

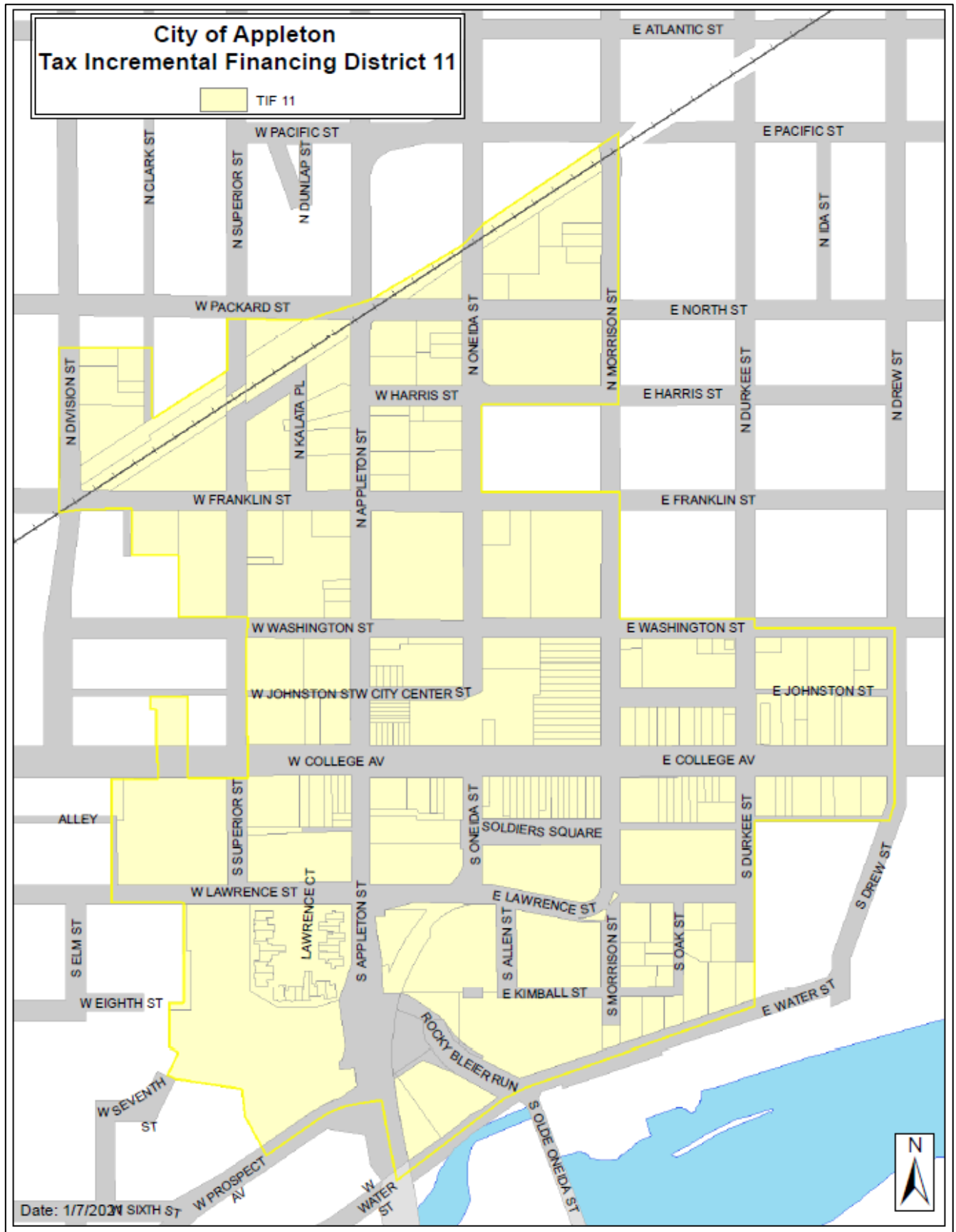
TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 10	2013	24,543,900	21,162,300	21,946,300	(2,597,600)	784,000	3.7%	-2.12%	-10.58%



TID #11 Most of the increment in TID #11 is attributable to Gabriel Lofts, Avant Apartments and Crescent Lofts. This TID is scheduled to close in 2044.

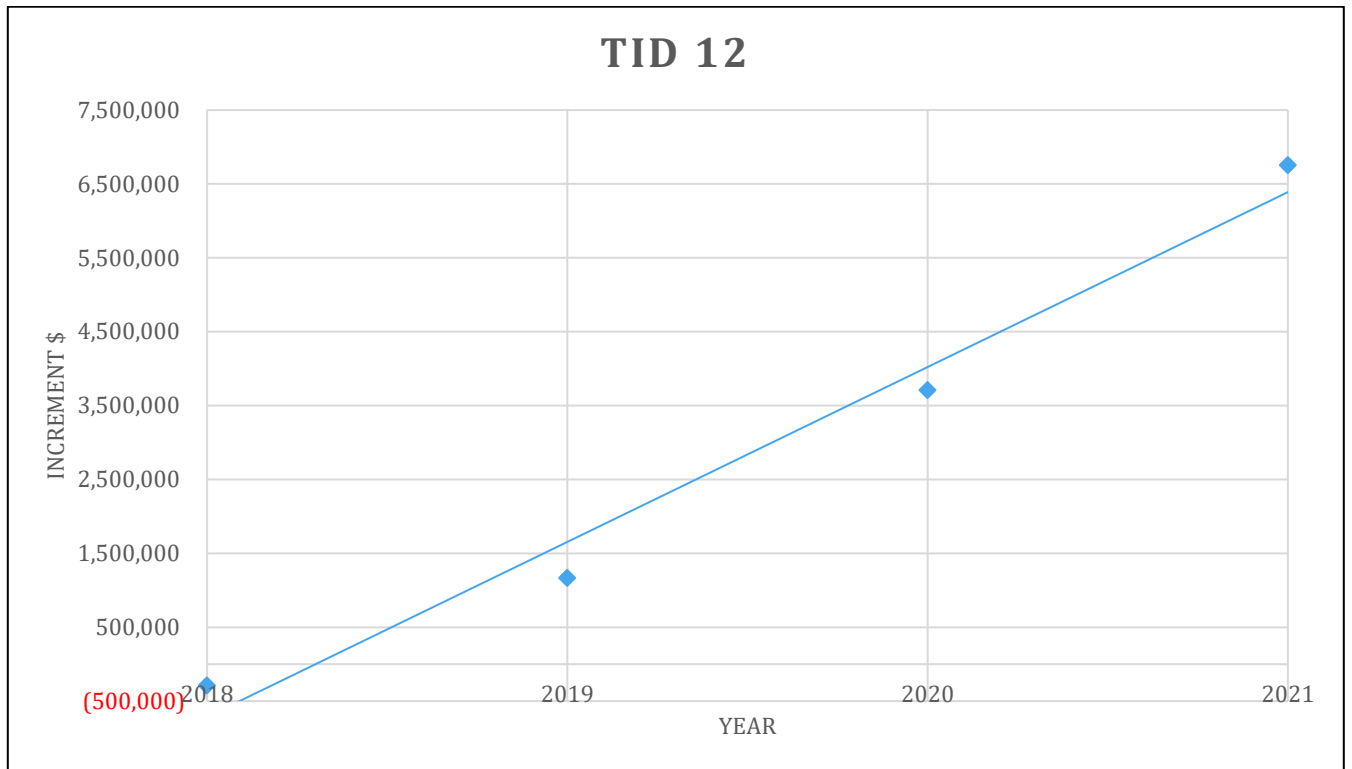
TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 11	2017	83,099,200	101,405,100	122,753,700	39,654,500	21,348,600	21.05%	47.72%	47.72%

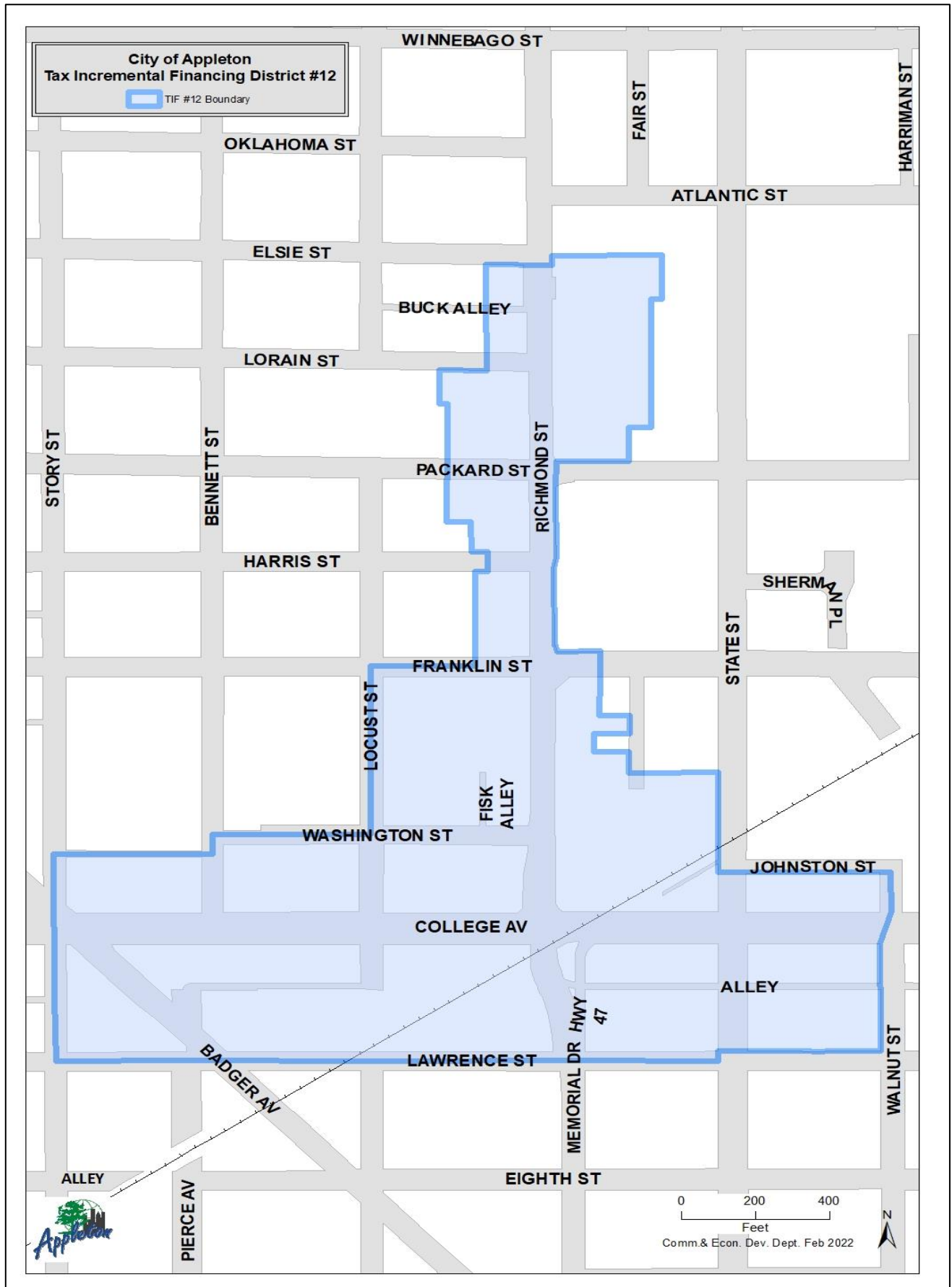




TID #12 Most of the increase in increment in TID #12 is due to the Block 800 project, Evergreen Credit Union and the 513 Event Center. This TID is scheduled to close in 2044. The boundaries reflected on this map incorporate an amendment made to the District in 2021; however, the valuations chart reflects values as reported by WI DOR prior to the amendment.

TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 12	2017	22,974,900	26,685,600	29,733,400	6,758,500	3,047,800	11.42%	29.42%	29.42%





The following table shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change.

<i>Tax Incremental District Valuations</i>									
TID #	Start	Base Value	2020 Value	2021 Value	Total Increment	2020-2021 Increment	% Change in 2020-2021 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	77,660,500	68,263,300	49,322,500	(9,397,200)	-12.1%	10.42%	260.4%
TID 6	2000	12,141,600	165,211,300	137,738,300	125,596,700	(27,473,000)	-16.63%	57.47%	1034.43%
TID 7	2007	25,657,000	42,924,700	40,712,900	15,055,900	(2,211,800)	-5.15%	5.33%	58.68%
TID 8	2009	6,135,100	78,139,900	91,737,600	85,602,500	13,597,700	17.4%	155.03%	1395.29%
TID 9	2013	21,512,900	21,978,700	22,202,700	689,800	224,000	1.02%	0.64%	3.21%
TID 10	2013	24,543,900	21,162,300	21,946,300	(2,597,600)	784,000	3.7%	-2.12%	-10.58%
TID 11	2017	83,099,200	101,405,100	122,753,700	39,654,500	21,348,600	21.05%	47.72%	47.72%
TID 12	2017	22,974,900	26,685,600	29,733,400	6,758,500	3,047,800	11.42%	29.42%	29.42%
Total		\$215,005,400	\$535,168,100	\$535,088,200	\$320,082,800	(\$79,900)	-0.01%		148.87%

*Note: TID #6 & TID #8 Base Value adjusted to include amended area that was added to the district.

BUSINESS DEVELOPMENT

The City once again experienced a net gain in new businesses. During 2021, 76 businesses opened or relocated in the City, while 8 closed or relocated, for a net loss of 12. The following pages highlight the businesses that opened in Appleton and the businesses that closed or moved out of the City in 2021.

Businesses That Opened or Relocated in the City of Appleton:

ATI LADISH LLC	BIAX-FIBERFILM CORP	NEW MORNING COFFEE ROASTERS INC
AMAZON.COM SERVICES LLC	APPLE CREEK PLUMBING LLC	CARY J WILDER INSURANCE AGENCY LLC
EAGLE COURT MEMORY CARE INC	EIS LEGACY LLC	FARRAR & ASSOCIATES MENTAL HEALTH SC
HELEN'S HOUSE LLC	IMPACT NORTHEAST WISCONSIN LLC	KETAMINE WELLNESS CENTER LLC
KLEENMARK SERVICES CORP	LEE NAILS SPA C/O VALENIE THOJ COOB LIS	OASIS NUTRITION LLC
PETSCHER CONSULTING LLC	SURGICAL ASSOCIATES OF NEENAH SC	WISCONSIN SWIM ACADEMY LLC
AAYUS HOLISTIC HEALTH SERVICES : SENSU LATO LLC	ALIGNEX INC/GOENGINEER INC	DVSN 1 C/O MATT HUNTER & QUADRY SMITH
FORE DEVELOPMENT & INVESTMENT GROUP C/O DAN, TOM, JACK KLISTER	GIBSON COMM MUSIC HALL : ORIG MUSIC COLLABORATIVE LLC THE	GREEN GECKO GROCER & DELI : GREEN GECKO ENTERPRISES LLC
KING BROKERAGE LTD	KODERE C/O COURTNEY & SCOTT BONCHER	91.1 THE AVENUE : MUSIC THAT MATTERS INC
NICOLET NATIONAL BANK	TUNDRALAND HOME IMPROVEMENTS LLC	513 APPLETON LLC THE
FRIENDSHIP FAMILY DAYCARE C/O BRIDGET M SIEBERS	PIERRI PIZZA LLC	RIVER TYME BISTRO : FOX RIVER BOAT HOLDING COMPANY LLC
SUSHI LOVER : C & K CATERING CORPORATIO	THAI GINGER BISTRO LLC	BEYOND THE ROOTS BY AMANDA JEAN LLC
BEYOND THE ROOTS BY CHRISTINA LLC	BEYOND THE ROOTS LLC	FABISCH BUILDERS LLC
FLOWER MILL LLC	LINDSAY RAE LLC	MJ PLATINUM DETAILING LLC
NEW TITLE SERVICES INC	OASIS SPA LLC	POPPY AVENUE BOUTIQUE & CLEAN BEAUTY BAR LLC
QUICK CLEAN LAUNDROMAT : LAUNDRO LLC	SYNERGY SENIOR CARE LLC	36TH STREET CAPITAL PARTNERS LLC
UNLISTED LLC	ACCESS MOBILITY VANS INC	ADAM GRIESBACH PLUMBING & WATER CONDITIONING LLC
APPLETON AXE LLC	BG REMODELING & CONSTRUCTION LLC	BOS' OPTIMAL SOLUTIONS LLC
EVERGREEN FLORIST OF APPLETON LLC	FOX VALLEY ELITE WRESTLING C/O ROB LEE	JIMMY'S CHICKEN & FISH C/O JIMMY & JAMES JACKSON
KEEP COOL THERMOGRAPHY APPLETON LLC	MANDA MARIE UPHOLSTERY LLC	MISS BROWN'S FINE FOODS II LLC
PARUCH AUTOMOTIVE CRAFTSMANSHIP LLC	TARA BREATHE (PARNEE) LLC	TINO BAKERY LLC
ALDI INC (WISCONSIN) #64086	BARBER LOUNGE LLC THE	BREAKING POINT LLC THE

LEFT BEHIND LLC	TACO HOUSE	NEUROSCIENCE GROUP OF NORTHEAST WISCONSIN SC
AQUA SYSTEMS : NEW AQUA LLC	BADGER & FOX TAX AND BUSINESS LLC	FOX VALLEY TINT : BLACK SHEEP DETAILING LLC
HOMESTEAD STUDIO LLC	INFINITE INK SCREEN PRINTERS : INFINITEINK LLC	SPECTRUM MID-AMERICA LLC
TROPICAL SNO FOX CITIES LLC		

Businesses That Closed, Relocated in the City, or Moved Out of the City of Appleton:

BOUWER PRINTING INC	ARISTIGUETA, MARIA T MD SC	CLASSIC CLEANING SERVICE OF FOX RVR VALLEY C/O JO ANN FIDIKA
COMMUNITY FIRST CREDIT UNION	EPIPHANY LAW LLC	GLOBAL DATA CONSULTANTS LLC MIDWEST REGION
HEART FAILURE SURVIVAL CENTER OF AMERICA SC	KLUSENDORF CHIROPRACTIC SC	MARCIA'S SCHOOL OF DANCE LLC
NEW YORK LIFE INSURANCE CO	NORTHERN COMPUTER SERVICE LLC	PARADISE ISLAND ICE CREAM : ICE CREAM UNLIMITED OF APPLETON INC
TURLAPATI & TURLAPATI MD'S C/O SUHASINI TURLAPAT	ACCELEARNING C/O CINDY A WINKELMAN	BYLINE BANK : SMALL BUSINESS CAPITAL
GREYHOUND LINES INC	LOU'S BREW CAFE & LOUNGE INC	NORTHWIND IP LAW SC
PEERLESS DESIGN STUDIO LLC	POWER SCHOOL GROUP LLC	PROACTIVE CONSULTING LLC
TROPICAL SMOOTHIE : SMOOTHIE ISLAND CAFE LLC	UFS LLC	BADGER PAINTING LLC
BLUSH DE FLEUR LLC	HMONG CONNECTION SERVICES LLC	PERKINS LLC
SYSIGN ENGINEERING LLC	ABES GARAGE C/O KEVIN ABEL	APOTHEKE HEALTH & WELLNESS BOUTIQUE : APOTHEKE WELLNESS LLC
APPLETON MASSAGE THERAPY C/O JEAN A ST PETER	BODY WORKS MASSAGE & MORE C/O CYNTHIA GRAHAM	COMMUNITY FIRST CREDIT UNION
FAMILY VIDEO MOVIE CLUB INC #170	FUSIONS C/O LORRAINE EBERT	JEM TRANSLATORS C/O EDWARD MONTESINOS
THE MANOR @ 1815 : WE LIVE MINDFULLY LLC	PAPA MURPHY'S : SIGNATURE PIZZA LLC	REBECCA'S SWEETS : ERIKA'S SWEETS BOUTIQUE LLC
START RENTING INC	TINY TOT TERRITORY C/O LORRAINE EBERT	TRIPLE THREE ATHLETICS & WELLNESS C/O TREY ROSENKRANZ
UNION JACK C/O GREGG T VAN DINTER	WG&R SLEEP SHOP : W G & R FURNITURE CO	A-S-K ASSOCIATES INC

AKASHA HEALING ARTS LLC	CHRISTOPHER & BANKS INC #171	COMMUNITY FIRST CREDIT UNION
CURIOSITY CABIN DAYCARE C/O JILL PENGLASE	GENESIS CONSTRUCTION AND DESIGN LLC	GOLDEN TREE BRANDS LLC
HESECO : HEAT EXCHANGER SALES/ENG CO	LASERSAVE INC	PLAY LEARN INSPIRE C/O NICOLE GEIGER
RICO'S FAMILY RESTAURANT LLC	SAN ROCCO'S : VSR ENTERTAINMENT LLC	STUDIO H BOUTIQUE RECORDING STUDIO/REHEARSAL C/O TONY ANDERS
THEDACARE INGENUITY FIRST : THEDACARE INC	ARBY'S #7270 : DRM INC	AVENUE TAX AND ACCOUNTING C/O DENNIS PRINGNITZ
ARCADIA HOME CARE AND STAFFING C/O STAN & TERESA BIGHAM	BENDEL IP LEGAL LLC	BOOST MOBILE : LA WIRELESS LLC
COMPETITIVE STRATEGIES INC	DEPENDABLE AUTO SALES : DEPENDABLE AUTOS LLC	FULL SWING LLC
HAIRS AND HIS BY CASSIE LLC	HOGAR FURNITURE INC	JEFFRY A ROSTAS DDS : JEFF ROSTAS DENTISTRY LLC
MARLENE'S WEDDING ACCESSORIES : MARLENE'S SHOPPE INC	MERAKI A SALON LLC	SAI RAM COIN LAUNDRY LLC : WASH MULTI FAM LNDRY SYS LLC
SUTTER LAW FIRM C/O THOMAS H SUTTER	GAME STOP INC #3349	AMERICAN TITLE LOANS : TOWNLEY CAPITAL LLC
ASSOCIATED BANK NA	BOOST MOBILE : COMPUTER CORNER LLC	CULTIVAS BIO INC
JP MORGAN CHASE BANK NA	ANGEL CORNER DAYCARE C/O STEPHANIE SCHMIDT	DARBOY AUTO SALES INC
MARY'S RESTAURANTS INC – SOUTH	MASSAGE BY MANDY LLC	SCANLAN JEWELERS INC
SMART CHOICE MRI LLC	STATE FARM INSURANCE : KIMBERLY LEE INS AGENCY INC	STUDIO 10 OLSON C/O ANGELA OLSON
UNIVERSAL WIRELESS INC		

HOUSING & NEIGHBORHOOD SERVICES

HOMEOWNER REHABILITATION PROJECTS

The Homeowner Rehabilitation Loan Program provides financial and related technical assistance for low- to moderate-income homeowners in the City of Appleton for the rehabilitation of their property. In order to qualify, the property must be owner occupied as well as meet income, equity and asset requirements.

Financial assistance is provided in the form of a 0% interest, deferred payment loan. The City places a lien on the property for the amount being spent on the rehabilitation, and the owner pays the loan back when the property is sold or vacated. This allows the City to assist property owners with maintaining and/or increasing their property values. When loans are repaid, the City reallocates those funds to future rehabilitation projects.

Priority is given to the following improvements: Lead-based paint hazards, roofing, foundation, electrical, plumbing, heating, windows, doors, insulation, interior walls/ceilings, private sidewalk, driveway, porches, siding, exterior trim, etc. The City does not provide funding for purchasing properties, additions to properties, cosmetic and/or luxury items.

The purpose of the program is two-fold: (1) to ensure decent, safe, and sanitary housing for low-income residents of the City of Appleton, and (2) to maintain the housing stock of these homes before they get to the point of being beyond repair. This stabilizes neighborhoods, maintains property values, and ultimately increases the tax base in the City.

The Program has five main objectives that directly benefit the City of Appleton:

1. Help low- to moderate-income residents of the City of Appleton maintain decent, safe, and sanitary housing
2. Reduce the risk of lead poisoning from the older housing stock
3. Stabilize neighborhoods
4. Increase the tax base for the City
5. Create jobs in the community by hiring local contractors

The Program is considered to be very successful in achieving these objectives. Since 1979, the Homeowner Rehabilitation Loan Program has rehabbed over 1,200 homes in the City of Appleton and generated over \$6.3 million in outstanding loans. The City rehabilitated 19 housing units in 2021 and spent over \$300,000 on home improvement loans. Extra precautions taken to keep staff, homeowners, and contractors safe during the COVID-19 pandemic, as well as a materials and labor shortage in the construction industry, has led to a reduction in funds spent compared to prior years. Occupants were also relocated while interior work was done on the home. The goal for 2022 is to spend \$360,000 rehabilitating an additional 20 housing units.

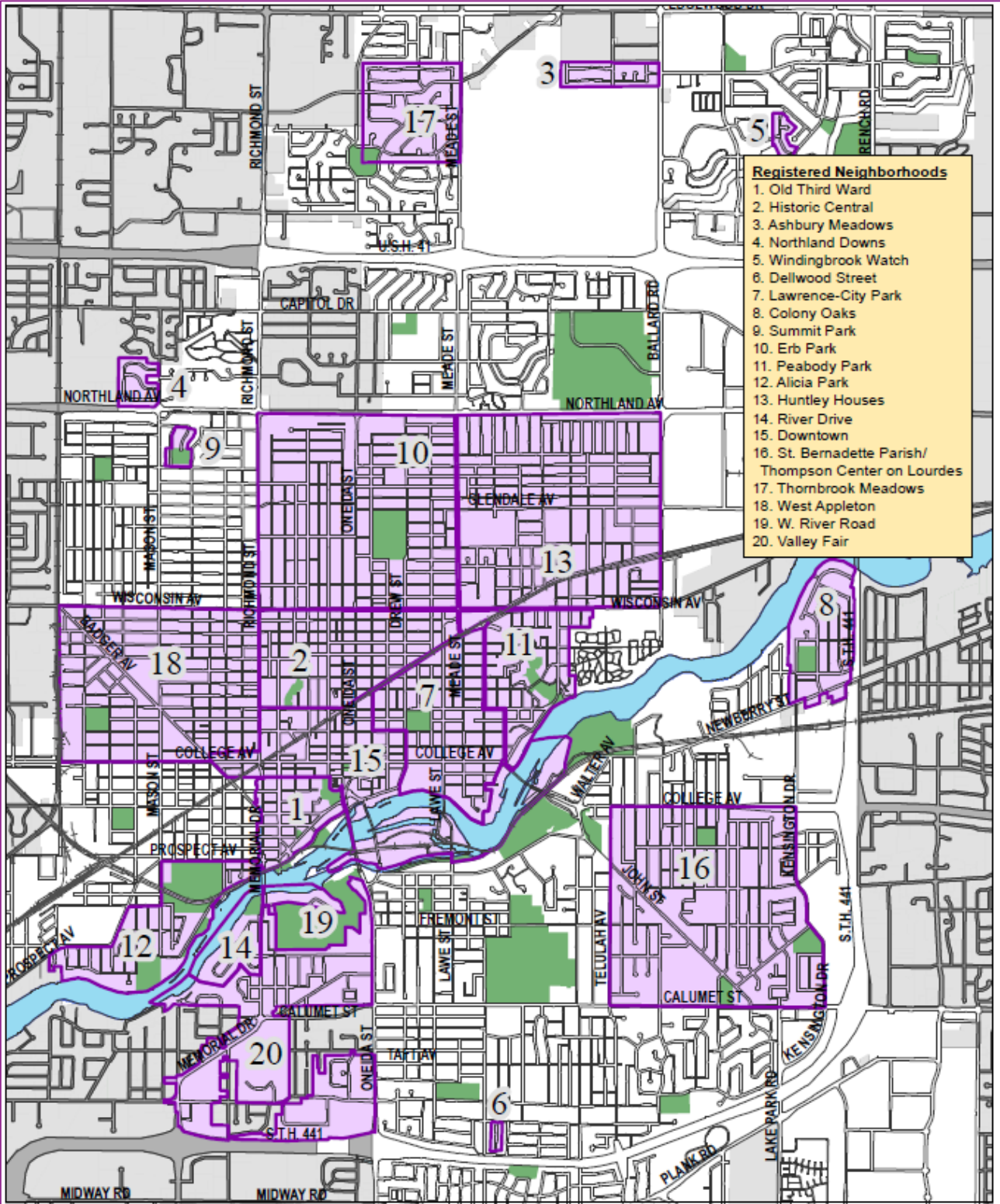
NEIGHBORHOOD PROGRAM

The Neighborhood Program was created in October 2012, with the goal of strengthening Appleton's neighborhoods by building strong bonds, engaging social capital, encouraging investment, and leveraging local resources. Beginning in the summer of 2013, staff developed a program brochure, conducted interviews with the Post-Crescent and local news and television agencies, and created the City's Neighborhood Program webpage which serves as the one-stop shop for all information on the program. These efforts increased awareness of the program and increased participation by Appleton residents.

The foundation of the program is the neighborhood registry. Residents are asked to register their neighborhoods by meeting with fellow residents to identify the neighborhood's primary and secondary contacts, create a neighborhood name, and define the neighborhood's boundaries. We have a total of 20 registered neighborhoods throughout the City. Registered neighborhoods are completely or partially located in all 15 Aldermanic Districts in the City. The central city neighborhoods north, south, and east of downtown are highly represented by five registered neighborhoods (Old Third Ward, Historic Central Neighborhood, Lawrence-City Park, Peabody Park, and Downtown).

There were two applications for The Neighborhood Grant Program (TNGP) in 2021. Both were awarded grants through TNGP. One was for a "Porchfest" event in the Historic Central Neighborhood, and the other was for a Block Party in the Lawrence/City Park Neighborhood.

One primary goal of the Neighborhood Program is to increase communication between Appleton's neighborhoods and City Hall. Two virtual neighborhood program meetings were held in 2021, one in spring and another in fall. Both "roundtable" discussions provided opportunities for residents to share their experiences as neighborhood leaders among peers, strengthen their neighborhoods, and establish a clear line of communication with the City and each other. Program staff assist Appleton's neighborhoods through communication in a variety of ways. First, we receive direct contact from neighborhood leaders regarding issues in their neighborhoods. Staff also contacts neighborhoods on various topics such as when a developer or the City is proposing a project that may directly or indirectly impact a registered neighborhood. A map of all Registered Neighborhoods is on the following page:



- Registered Neighborhoods**
1. Old Third Ward
 2. Historic Central
 3. Ashbury Meadows
 4. Northland Downs
 5. Windingbrook Watch
 6. Dellwood Street
 7. Lawrence-City Park
 8. Colony Oaks
 9. Summit Park
 10. Erb Park
 11. Peabody Park
 12. Alicia Park
 13. Huntley Houses
 14. River Drive
 15. Downtown
 16. St. Bernadette Parish/
Thompson Center on Lourdes
 17. Thornbrook Meadows
 18. West Appleton
 19. W. River Road
 20. Valley Fair



Registered Neighborhoods - Sept 2019



RECENT CITY INVESTMENTS/ACTIVITIES PROMOTING GROWTH

- A. The Appleton Redevelopment Authority (ARA) awarded 13 grants through the ARA Business Enhancement Grant program in 2021. Grants totaling \$63,558.16 helped leverage another \$95,784.30 in owner investment in properties throughout the City. Modeled after the Business Enhancement Grant Programs available in TIFs 11 and 12, this provides matching grants of up to \$7,000 for businesses throughout the City.
- B. TIFs #11 & #12 Business Enhancement Grants were awarded to eleven (11) properties totaling over \$63,000 and leveraging another \$165,673 in private investment in these districts.
- C. Tax Incremental Financing (TIF) Districts #3 and #12 boundaries were amended in 2021 to include more properties eligible for TIF support in areas north of College Avenue.
- D. A commitment by the City to proceed with a new library at its current location provides a catalyst for the area north of College Avenue and allowed the YMCA to make decisions for their replacement of the Soldier Square Ramp.
- E. RDG Consultants has been contracted to complete a Sub Area Plan for the downtown neighborhood north of College Avenue. Work began in 2021, with completed report and real estate analysis expected in spring 2022.
- F. Design standards for Appleton Street and other areas downtown off-College were completed in 2021.
- G. Spartan Drive, started in 2019, will be extended east to Meade Street in approximately 5 years. The remaining portion, from STH 47 to 1,000 feet east, will be led by DOT and is expected 10 to 15 years out.
- H. The City of Appleton purchased (in 2016), and annexed into the City (in 2019), two properties totaling approximately 23 acres on Edgewood Drive long identified as future commercial/industrial use on the Future Land Use Map. While not yet served by City utilities, the City continues to manage these properties to provide for additional growth in the future.
- I. Zoning Ordinance standards for Accessory Dwelling Units (Attached and Detached) and Junior Accessory Dwelling Units (JADUs) were created and approved in 2021.

- J. 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.
- K. 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.

CHALLENGES TO GROWTH

- A. COVID-19 has had far-reaching impacts on workforce, workplace, safety protocols and more. There is still great uncertainty regarding returning to work, the potential ongoing “convenience economy” and more. These changes will have significant impacts on the real estate market going forward. Staff continues to monitor real estate forecasts to ensure the City is poised to continue to accommodate and proactively respond to the needs, challenges, and desires of the post pandemic workforce/workplace.
- B. Net new construction for the City was lower than most of our neighboring communities, which limits the City’s ability to raise the tax levy. It is difficult to directly impact this metric through specific City action. Communities with lower equalized values and large tracts of “greenfield” sites are better positioned to increase their net new construction than mature, largely developed communities like Appleton.
- C. Significant road improvements are needed to Apple Creek Road and Broadway Drive that require widening, including the acquisition of new right-of-way. French Road, north of Edgewood Drive, is a rural two-lane road. Future development could necessitate the widening and urbanizing of French Road.
- D. Regulatory floodplains are known to exist on the northside, which will restrict the suitability of those areas for future growth.
- E. Due diligence completed in 2021 has determined the site under consideration for a future business park on the northwest side will not meet our needs.
- F. Limitations of the existing utility infrastructure and coordinating their expansion with timing of development and resources will have to be closely coordinated.

PROJECTS ON THE HORIZON

- A. **BLOCK 800:** The Block 800 project started construction in 2020 and was completed in 2021. The 20 residential units are all occupied, and one tenant has occupied approximately half of the first floor commercial space.
- B. **RIVERHEATH DEVELOPMENT:** Tanesay Development completed Poplar Hall, an event space in the RiverHeath development in summer 2021.
- C. **CRESCENT LOFTS:** The Crescent Lofts completed construction in 2021, delivering 69 residential units to the downtown, 58 of these are affordable housing.
- D. **320 EAST COLLEGE:** This six-story project started construction in 2020 and will add 39 residential units and commercial space along College Avenue when complete in spring 2022.
- E. **BLUE RAMP/FORMER CONWAY HOTEL SITE:** Merge Urban Development acquired the Former Conway Hotel site in 2021 and plans to break ground on Phase I comprised of commercial first floor and 56 residential units in spring 2022. The Development Agreement for Phase II (Blue Ramp Site) is currently out for signature.
- F. **F STREET DEVELOPMENT:** F Street Development completed construction on a 218,000 square foot speculative distribution warehouse/manufacturing building in spring 2021. They have two leases signed for approximately 67% of the building. They also purchased an additional 35 acres to facilitate Phase II of their development in the Southpoint Commerce Park.
- G. **U.S. VENTURE:** U.S. Venture announced it plans to construct a new headquarters building on the “Bluff Site” in downtown Appleton. This will bring approximately 1,000 employees and will add a minimum of \$54.5 million in assessed value to our downtown. Details of the Development Agreement continue to be discussed and finalized.
- H. **YMCA:** The YMCA demolished the old Soldier’s Square ramp. A new ramp, owned by the YMCA, is under construction and is expected to be complete in fall 2022. This helps solidify plans for one parcel in the area of the “Bluff Site”.
- I. **Children’s Hospital of Wisconsin** has announced a new 50,000 clinic to be built in the Northeast Business Park. Estimated completion is 2023.

J. EVERGREEN/ALVIN ST.: Construction of a new headquarters for Baker Tilly and construction of a mixed-use development for Holiday's/Tom's Drive In are underway. Additional opportunities for development in this area exist.

OPPORTUNITIES

- A. The City currently has 94 acres of fully improved land available for development in the Southpoint Commerce Park, with 30 of those acres under contract. Further investment to design and installation of infrastructure for the approximately 80-acre area between Coop Road and Eisenhower Drive will provide additional buildable industrial lots.
- B. Opportunities will become more apparent on the "Bluff Site" and surrounding area as plans are finalized for U.S. Venture and their relocation to Downtown Appleton.
- C. Recently completed amendments to TIF Districts #3 and #12 will allow TIF support for parcels north of College Avenue.
- D. Privately owned land is still available for office developments north of I-41 along Enterprise Avenue and Evergreen Drive. Additional privately owned parcels are available in the Northeast Business Park area.
- E. The City of Appleton has approximately 394 single-family lots available for sale in established subdivisions, the majority of which are located on the north side. There are additional planned single-family lots within the City that are unplatted as well.

STRATEGY/MARKETING

A. Comprehensive Plan Update 2010-2030

A Comprehensive Plan is intended to guide the growth and development of a community. It is a long range plan, addressing current issues while also looking beyond to future issues and opportunities with the City. It includes analysis, recommendations and implementation strategies which will impact a community's population, economy, housing, transportation, community facilities, recreation-open space, and land use. A Comprehensive Plan establishes a vision for future land use, physical development, and quality of life in the City, as well as provides a comprehensive set of goals, policies and initiatives to achieve that vision. The Economic Development Strategic Plan, completed in 2015, was incorporated into the Comprehensive Plan which was adopted by the Common Council on March 15, 2017.

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.

B. Marketing

Staff partnered with Locate in Wisconsin, Catylist, and CoStar to reach the commercial real estate and development community and market City-owned sites. All of the above-mentioned services are online resources for commercial real estate brokers, site selectors, and companies to research available sites within our community from anywhere in the world.

The City of Appleton was a sponsor of the Manufacturing First Conference in 2021. The event drew over 700 attendees. The City also supported the InDevelopment Conference which is dedicated to real estate development in the area.

Sponsoring of small business initiatives was also a key focus in 2021 with the sponsorship of Small Business Saturday, Appleton Northside Business Association's Annual Government Meeting, and Appleton Downtown Incorporated programming, among others.

COVID-19 has created a number of challenges for businesses and individuals located in the City of Appleton. Over 2021, the Community & Economic Development Department has put a great deal of effort into contacting businesses to ensure they are receiving the support they need, being connected with resources for Paycheck Protection Program (PPP) loans, Main Street Bounceback Grants, WEDC programs, safety protocols, educational opportunities and more during this time.

