

**CITY OF APPLETON 2018 BUDGET
COMMUNITY & ECONOMIC DEVELOPMENT**

Marketing & Business Services

Business Unit 10551

PROGRAM MISSION

For the benefit of Appleton's current and prospective businesses and developers, so that business assistance services are identified and conveyed, and Appleton is selected as the prime location for investment, we will provide information and expertise to address business issues and promote the community. We are committed to fostering diversity through policies, processes, programs and educational opportunities that promote understanding and acceptance for all people while creating and supporting a culture of inclusion that celebrates and values our similarities and differences.

PROGRAM NARRATIVE

Link to City Goals:

Implements Key Strategies # 2: "Encourage active community participation and involvement", # 3: "Recognize and grow everyone's talents", # 4: "Continually assess trends affecting the community and proactively respond," # 6: "Create opportunities and learn from successes and failures", and # 7: "Communicate our success through stories and testimonials."

Objectives:

- Continue to enhance the environment in Appleton to promote business and industry and attract investment.
- Continue to examine ways in which City government can be improved to be more responsive, supportive and proactive to business needs.
- Promote Appleton to the broader public, especially business and industry.
- Conduct business retention visits.
- Provide technical assistance for start-up and growing companies.
- Assist and be responsive to prospective and established businesses and developers.
- Promote the City's interest and develop positive relationships through active participation on various boards, committees and organizations.
- Continue implementation of the Comprehensive Plan 2010-2030 and Economic Development Strategic Plan.

Major changes in Revenue, Expenditures, or Programs:

Salaries, fringe benefits and associated administration costs have decreased with the transfer of the Diversity Coordinator position to the Mayor's office.

The \$25,000 for the Fox Cities Regional Partnership in this budget is designated for the Talent Upload program.

PERFORMANCE INDICATORS

	<u>Actual 2015</u>	<u>Actual 2016</u>	<u>Target 2017</u>	<u>Projected 2017</u>	<u>Target 2018</u>
Client Benefits/Impacts					
Connection to source of issue resolution or resource					
# Existing businesses assisted	23	35	40	53	40
# Start-up businesses assisted	15	11	35	20	35
Information specific to development in Appleton					
# of prospects information deliveries	34	31	70	100	70
Strategic Outcomes					
Appleton's economy grows and tax base enhanced					
% increase in total equalized value	2.60%	2.06%	2.60%	6.00%	2.60%
Work Process Outputs					
Retention visit clients served	39				
# Business retention visits/follow-ups	30	38	40	40	40



MARK "X" HERE FOR REMITTANCE

CITY OF APPLETON
SINGLE INVOICE/PURCHASE AUTHORIZATION

DATE: March 26, 2018

VENDOR NAME: Fox Cities Regional Partnership

SUPPLIER NUMBER: _____

COMPLETED BY: Brenda

INVOICE NUMBER: 53727

DEPARTMENT: Community & Economic Development

INVOICE DATE: 1/2/2018

GOODS/SVC RECVD BY: _____

FUND: _____

P.O. #: _____

	ACCOUNT NUMBER	SUB LEDGER	AMOUNT	PAYMENT REMARKS
ITEM 1	10551, 6599		\$25,000.00	Talent Upload Pledge 2018
ITEM 2				
ITEM 3				
ITEM 4				
ITEM 5				
ITEM 6				
ITEM 7				
ITEM 8				
ITEM 9				
ITEM 10				

DEPT. AUTHORIZATION Karen E. Hawkinson \$25,000.00

<p>SPECIAL INSTRUCTIONS PLEASE PLACE AN "X" FOR SPECIAL HANDLING</p> <p>_____ HOLD CHECK _____ BACK TO DEPT XXXXX COPY OF CHECK TO DEPT _____ MULTIPLE CHECK TO VENDOR _____ OTHER</p>	<p>ACCOUNTS PAYABLE USE CHECKS AND BALANCES</p> <p>_____ INVOICE ADDITION _____ DEPT AUTH _____ SALES TAX _____ ACCT NUMBER</p> <p>FINANCE AUTHORIZATION _____</p>
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Fox Cities Regional Partnership
 126 N. Superior St.
 Appleton, WI 54911
 920.831.4905 | fax: 920.734.7161
 Info@FoxCitiesRegion.com

Invoice

Invoice Date 1/2/18
 Invoice # 63727

City of Appleton
 Ms. Karen Harkness
 P.O. Box 2428
 Appleton, WI 54912-2428

		Terms	Due Date
		Net 30	2/1/18
Description	Quantity	Rate	Amount
2018 Talent Upload Pledge	1	\$25,000.00	\$25,000.00
Subtotal:			\$25,000.00
Tax:			\$0.00
Total:			\$25,000.00
Payment/Credit Applied:			\$0.00
Balance:			\$25,000.00

Fox Cities Regional Partnership is an affiliate of the Fox Cities Chamber of Commerce. It exists for the purpose of strengthening our local economy by supporting local job creation through the retention, expansion and attraction of primary employers. The Regional Partnership serves as the point of contact for local businesses seeking assistance with labor training, funding, government advocacy, building and land opportunities, demographic and economic information and other individual needs. The Regional Partnership serves the communities of Outagamie and Calumet Counties, as well as the northern portions of Winnebago County.



City of Appleton

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

Meeting Agenda - Final

Community & Economic Development Committee

Wednesday, March 14, 2018

4:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[18-0151](#) CEDC Minutes from 1-24-18

Attachments: [CEDC Minutes 1-24-18.pdf](#)

4. **Public Hearings/Appearances**

[18-0157](#) Presentation by Beth Pritzl of the Fox Cities Regional Partnership on the Talent Upload program

Attachments: [FCRP Winter Mag Pages.pdf](#)

5. **Action Items**

[18-0152](#) Request to approve recommended funding of \$25,000 for 2018 sponsorship of Talent Upload program to the Fox Cities Regional Partnership

Attachments: [Memo to CEDC on Talent Upload Sponsorship 2018.pdf](#)

[Talent Upload Sponsorship Request 2018.pdf](#)

[18-0321](#) Request to grant staff authority to authorize or approve administratively the use of insulated metal panels with the appearance of exterior insulation and finish systems (EIFS) or stucco as requested in the Northeast Business Park, Northeast Industrial Park and Southpoint Commerce Park

Attachments: [Memo Building Materials Standards Bus-Ind Parks.pdf](#)

[Southpoint Deed Restrictions.pdf](#)

[Insulated Panel Brochure.pdf](#)



MEMORANDUM

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

TO: Community & Economic Development Committee (CEDC)

FROM: Karen Harkness, Director
Monica Stage, Deputy Director

DATE: February 8, 2018

RE: Request to Approve 2018 Sponsorship for Talent Upload Program

The Council approved 2018 Budget includes \$61,000 in the Marketing & Business Services Business Unit of the Community & Economic Development Department Budget. The \$61,000 of funding is divided between \$25,000 for the Fox Cities Regional Partnership to support the Talent Upload program, and the balance of \$36,000 is identified for economic development projects and initiatives.

We have sponsored and found much value in the Talent Upload Program in years past. All of the funds allocated to the Fox Cities Regional Partnership in 2018 will now go solely toward the Talent Upload Program. The attached document speaks to specifics that the City of Appleton receives in turn for the sponsorship.

Staff Recommendation:

Request to approve \$25,000 for 2018 sponsorship for Talent Upload Program as outlined in the attached document **BE APPROVED.**

Brenda Broeske

From: Karen Harkness
Sent: Thursday, January 25, 2018 3:26 PM
To: Brenda Broeske; Monica Stage; Matthew Rehbein
Subject: FW: Invoice request

This will need to go on the next CEDC Agenda!!

K*

Karen Harkness
Director, Community and Economic Development
100 N. Appleton Street
Appleton, Wi. 54911
Office 920-832-6408
Cell 920-209-9520

From: Nora Langolf [mailto:nlangolf@foxcitieschamber.com]
Sent: Thursday, January 25, 2018 3:04 PM
To: Karen Harkness <Karen.Harkness@Appleton.org>
Subject: FW: Invoice request

Hi Karen,

Beth is the expert at all things Talent Upload. Here is her outline. If you need it to be more formal, just let me know.

Nora

I'd be happy to work with Karen/the mayor if she has additional recognition ideas.

Talent Upload Premier Sponsorship:

- Mayor to speak to students
- Recognition on all marketing materials related to the event
 - Website (logo with link)
 - Printed materials to recruit students and employers (logo)
 - All signage at each of the activities within the event
 - Tags on social media posts related to Talent Upload
- Goal of 200 Students/30 employers
- Event to be held 9/20-9/22 (tentative—will be finalized by end of first quarter 2018)

Beth

From: Karen Harkness [mailto:Karen.Harkness@Appleton.org]
Sent: Thursday, January 25, 2018 2:36 PM
To: Nora Langolf <nlangolf@foxcitieschamber.com>
Subject: RE: Invoice request

Nora,

Thanks for this invoice.

I should have mentioned this to Peter but I also need our "sponsorship" outline. In years past, we had an outline of what this investment would accomplish and what we would get. Such as, the Mayor usually welcomes the group, logo is on information, how many participants, date of event, etc.

Can you all provide this information as well?

Thanks again.

K*

Karen Harkness
Director, Community and Economic Development
100 N. Appleton Street
Appleton, Wi. 54911
Office 920-832-6408
Cell 920-209-9520