



City of Appleton

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

Meeting Agenda - Final Appleton Redevelopment Authority

Wednesday, March 9, 2022

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting
[22-0251](#) ARA Minutes from 9-8-21
Attachments: [ARA Minutes 9-8-21.pdf](#)
4. **Public Hearings/Apearances**
[22-0252](#) Ron McDonald and Sarah Schneider with Valley Transit presenting updates on Whitman upgrades and navigator position
5. **Action Items**
[22-0253](#) Request to approve reappointments to the ARA Exhibition Center Advisory Committee
Attachments: [ARA ECAdvCom Comm Member Re-Appt Memo 3-9-22.pdf](#)
[ARA Exhibition Center Advisory Committee 2016 Appointments-Mar 2022.pdf](#)
6. **Information Items**
[22-0254](#) Report on March 1, 2022 meeting of the ARA Exhibition Center Advisory Committee
Attachments: [ARA Exhibition Center Advisory Committee Minutes 3-1-22.pdf](#)
[FCEC ARA Board Presentation February 2022.pdf](#)
[ARAAdvisoryUpdate 3.1.22.pdf](#)
[22-0265](#) Status of bonds for the Fox Cities Exhibition Center
[22-0259](#) Update on City-wide ARA Business Enhancement Grants
Attachments: [ARA Business Enhancement Grant Update Memo 3-9-22.pdf](#)

[22-0260](#)

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.



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Meeting Minutes - Final Appleton Redevelopment Authority

Wednesday, September 8, 2021

9:00 AM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 9:04 a.m.

2. Roll call of membership

Present: 7 - Downs, Fisher, Van Dyke, Brokl, Higgins, Stuck and Alderperson Siebers

Others present:

Colleen Rortvedt, Library Director

Dean Gazza, Director of Parks, Rec, Facilities and Grounds

3. Approval of minutes from previous meeting

[21-1250](#)

ARA Minutes from 4-14-21

Attachments: [ARA Minutes 4-14-21.pdf](#)

Brokl moved, seconded by Fisher, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 7 - Downs, Fisher, Van Dyke, Brokl, Higgins, Stuck and Alderperson Siebers

4. Public Hearings/Appearances

5. Action Items

[21-1251](#)

Elect Chair

Marissa Downs was elected as Chair.

[21-1252](#)

Elect Vice Chair

Jim Van Dyke was elected as Vice Chair.

6. Information Items

[21-1253](#)

Confirm Meeting Date & Time

The Appleton Redevelopment Authority will meet the 2nd Wednesday of the month at 9:00 a.m.

[21-1254](#)

Designate Contact Person

Director Karen Harkness was designated as Contact Person.

[21-1255](#)

Update on College Avenue North Neighborhood Plan

Attachments: [Update College Ave North Neigh Plan Memo 9-8-21.pdf](#)
[College Avenue North Neighborhood Plan Proposal RDG.pdf](#)
[CollegeAveNorthNeighPlan_SteeringCommitteeMembers.pdf](#)

This item was presented and discussed.

[21-1256](#)

Update on Library Redesign Process

Attachments: [Appleton Public Library_ARA 9-8-21.pdf](#)

This item was presented and discussed.

[21-1257](#)

Report on September 7, 2021 meeting of the ARA Exhibition Center Advisory Committee

Attachments: [FCEC ARA Board Presentation September 2021.pdf](#)
[FCEC ARA Advisory Committee_Covid Impact Update_9.7.21.pdf](#)
[Debt Service - Room Tax Projection 2021-2023.pdf](#)

This item was presented and discussed.

[21-1258](#)

Update on City-wide ARA Business Enhancement Grants

Attachments: [ARA Business Enhancement Grant Update Memo 9-8-21.pdf](#)

This item was presented and discussed.

[21-1261](#)

Update on 222 N. Oneida Street (No changes since last meeting)

Attachments: [222 N Oneida St Update Memo 4-14-21.pdf](#)

This item was presented and discussed.

7. Adjournment

**Fisher moved, seconded by Brokl, that the meeting be adjourned at 10:21 a.m.
Roll Call. Motion carried by the following vote:**

Aye: 7 - Downs, Fisher, Van Dyke, Brokl, Higgins, Stuck and Alderperson Siebers



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

MEMORANDUM

TO: Appleton Redevelopment Authority (ARA)
FROM: Karen Harkness, Director of Community & Economic Development
DATE: March 9, 2022
RE: Exhibition Center Advisory Committee of the Appleton Redevelopment Authority

There are three (3) re-appointments needed to the Exhibition Center Advisory Committee of the Appleton Redevelopment Authority (named below) that are appointed by Chairperson Downs and approved by ARA.

Re-Appointment & ARA Approval of Community Member:
Walter Rugland

Re-Appointment & ARA Approval of Hotelier:
Amanda Hedtke

Re-Appointment & ARA Approval of ARA Member:
Marissa Downs

Below are two excerpts from the Creation Documents adopted by ARA on 12/3/2014:

ARTICLE 2 – PURPOSE AND ORGANIZATION

SECTION 1. Purpose - The general purpose of the Exhibition Center Advisory Committee is to represent, inform, engage and make recommendations on behalf of the stakeholders in the greater Fox Valley about the Exhibition Center Project as well as operations and management of the Exhibition Center “Center”. The Committee shall strictly serve in an advisory capacity to the Appleton Redevelopment Authority (“ARA” or “Authority”).

SECTION 2. Membership - The Exhibition Center Advisory Committee shall include the following: one representative from each municipality collecting hotel room tax used in part to fund the exhibition center operations [appointed by the municipality], two (2) hoteliers collecting room tax used in part to fund the exhibition center [appointed by the ARA Chairperson and approved by ARA], two (2) community members residing within a community collecting room tax used in part to fund the exhibition center operations [appointed by the ARA Chairperson and approved by ARA], one (1) member of the ARA [appointed by the ARA Chairperson] and the Executive Director of the Convention and Visitors Bureau, or designee. The City of Appleton Community and Economic Development Director, or designee thereof, shall also be a non-voting, advisory member of the Committee. The Chair and Vice-Chair of the Committee shall be designated by ARA and shall serve

one year terms that may be renewed at the discretion of ARA. Committee members, with the exception of the Executive Director of the Convention and Visitors Bureau and City of Appleton Community and Economic Development Director, or designees thereof, shall serve terms of two (2) years and may serve up to three (3) consecutive terms. However, upon establishment of this committee, the following shall serve an initial term of three years: (list half of the participating municipalities), one of the hotelier representatives and one of the community members.

ARA Exhibition Center Advisory Committee Appointments Updated March 2022

Term Started	Term Expires	Committee Member	Represents	Address	Phone	Email
March 2016	2 years January 2024	Dana Reader	City of Appleton	110 N. Richmond St. Appleton WI 54911	920-735-9500 920-730-8300	goodcompanyltd@aol.com
January 2016	3 years (initial) January 2023	Mike Patza	Town of Grand Chute	1900 W. Grand Chute Blvd. Grand Chute WI 54913	920-832-1599	michael.patza@grandchute.net
January 2016	3 years (initial) January 2023	Dean Kaufert	City of Neenah	211 Walnut St. Neenah WI 54956	920-886-6104	dkaufert@ci.neenah.wi.us
January 2016	3 years (initial) January 2023	Chuck Kuen	Village of Kimberly	132 S. Willow St. Kimberly WI 54136	920-716-4502	ckuen@valleymanagement.com
January 2016	2 years January 2024	Kelli Antoine	City of Kaukauna	144 W. Second Street Kaukauna WI 54130	920-284-0265	kelli.antoine@kaukauna-wi.org
January 2016	2 years January 2024	Mike Vanden Berg	Village of Little Chute	427 Sanitorium Rd. Kaukauna WI 54130	920-851-4983	presidentvandenberglittlechutewi.org
January 2016	3 years (initial) January 2023	Thomas Wilde	Town of Neenah	163 Kuettel Ct. Neenah WI 54956	920-725-0014	twilde@new.rr.com
January 2016	2 years January 2024	George Dearborn	Village of Fox Crossing	2000 Municipal Dr. Neenah WI 54956	920-720-7105	gdearborn@foxcrossingwi.gov
January 2016	3 years (initial) January 2023	Chuck Gifford Comfort Suites	City of Menasha	1229 Beechwood La. Menasha WI 54952	920-730-3800	cgifford@wiscohoteles.com
January 2016	2 years January 2024	Bob Benz	Village of Sherwood	N7639 Lower Cliff Rd. Sherwood WI 54169	920-989-1760	bobmarbenz7@aol.com
January 2016	3 years (initial) January 2023	Laura Dietz Country Inn & Suites	Hotelier	355 Fox River Dr. Grand Chute WI 54913	920-830-3240	laura.dietz@countryinnamericas.com
February 2016	2 years January 2022	Amanda Hedtke Fairfield Inn & Suites	Hotelier	Grand Chute WI 54913	920-418-0288	amanda.hedtke@brandthg.com
January 2016	3 years (initial) January 2023	Maria Van Laanen President of PAC	Community Member	400 W. College Ave. Appleton WI 54911	920-730-3787	mvanlaanen@foxcitiespac.com
January 2016	2 years January 2022	Walter Rugland Ret. COO of AAL	Community Member	1225 W. Cedar Street Appleton WI 54914	920-830-9999	walterrugland@gmail.com
January 2016	2 years January 2022	Marissa Downs (Vice Chair)	ARA Member	2520 E. Apple Hill Blvd. Appleton WI 54913	920-602-6679	marissadowns@gmail.com
		Pam Seidl	FCCVB Executive Director	3433 W. College Ave. Appleton WI 54914	920-734-3358	pseidl@foxcities.org
Non-voting Advisory		Karen Harkness	Community/Econ Dev Director	100 N. Appleton St. Appleton WI 54911	920-832-6408	karen.harkness@appleton.org
Non-voting Advisory member		Jake Woodford (Chair)	Appleton Mayor	100 N. Appleton St. Appleton WI 54911	920-832-6400	jake.woodford@appleton.org



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Meeting Minutes - Final Appleton Redevelopment Authority Exhibition Center Advisory Committee

Tuesday, March 1, 2022

1:00 PM

Council Chambers

1. Call meeting to order

Meeting called to order at 1:02 p.m.

2. Roll call of membership

Kaufert and Rugland appeared virtually via Teams.

Present: 16 - Harkness, Mayor Woodford, Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza

Others present:

Erin Marquez, Hilton Appleton Paper Valley

Brandon Flitter, Hilton Appleton Paper Valley

3. Approval of minutes from previous meeting

[22-0220](#)

ARA Exhibition Center Advisory Committee Minutes from 9-7-21

Attachments: [ARA Exhibition Center Advisory Committee Minutes 9-7-21..pdf](#)

Kuen moved, seconded by Seidl, that the Minutes be approved. Roll Call.

Motion carried by the following vote:

Aye: 14 - Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza

4. Public Hearings/Appearances

[22-0221](#) Public Participation

There was no public participation.

[22-0222](#) Linda Garvey of the Hilton Appleton Paper Valley providing Hilton and Fox Cities Exhibition Center updates

Attachments: [FCEC ARA Board Presentation February 2022.pdf](#)

Erin Marquez and Brandon Flitter appeared in the absence of Linda Garvey and gave their presentation.

5. Action Items

6. Information Items

[22-0226](#) Welcome new appointment, Kelli Antoine, representative from City of Kaukauna replacing Mike Coenen

Mayor Woodford welcomed Kelli Antoine to the Committee.

[22-0223](#) Tourism in general and specific to the Fox Cities

Attachments: [ARAAdvisoryUpdate 3.1.22.pdf](#)

This information was presented by Pam Seidl and discussed.

[22-0225](#) Upcoming Meeting Date and Time
Tuesday, September 6, 2022 at 1:00 p.m.

This item was presented.

7. Adjournment

Kuen moved, seconded by Van Laanen, that the meeting be adjourned at 1:27 p.m. Roll Call. Motion carried by the following vote:

Aye: 14 - Wilde, Kuen, Kaufert, Dietz, Van Laanen, Reader, Vanden Berg, Dearborn, Benz, Hedtke, Rugland, Downs, Seidl and Antoine

Excused: 1 - Gifford

Absent: 1 - Patza



2021 Results

- Community Covid-19 testing started Jan. 11, 2021
- Community Covid-19 Vaccination Clinic started Feb. 1, 2021 and finished May 31, 2021
- 11 events from June 2021 to end of year



2021 Financial Results

Total Revenue	\$179,928
Department Expense	\$145,190
General & Unapplied Expenses	\$321,489
House Profit	(\$176,299)
Other Operating Expenses	\$26,607
Net Operating Income	(\$202,906)
Federal Grant	\$88,172
Net Profit	(\$114,734)

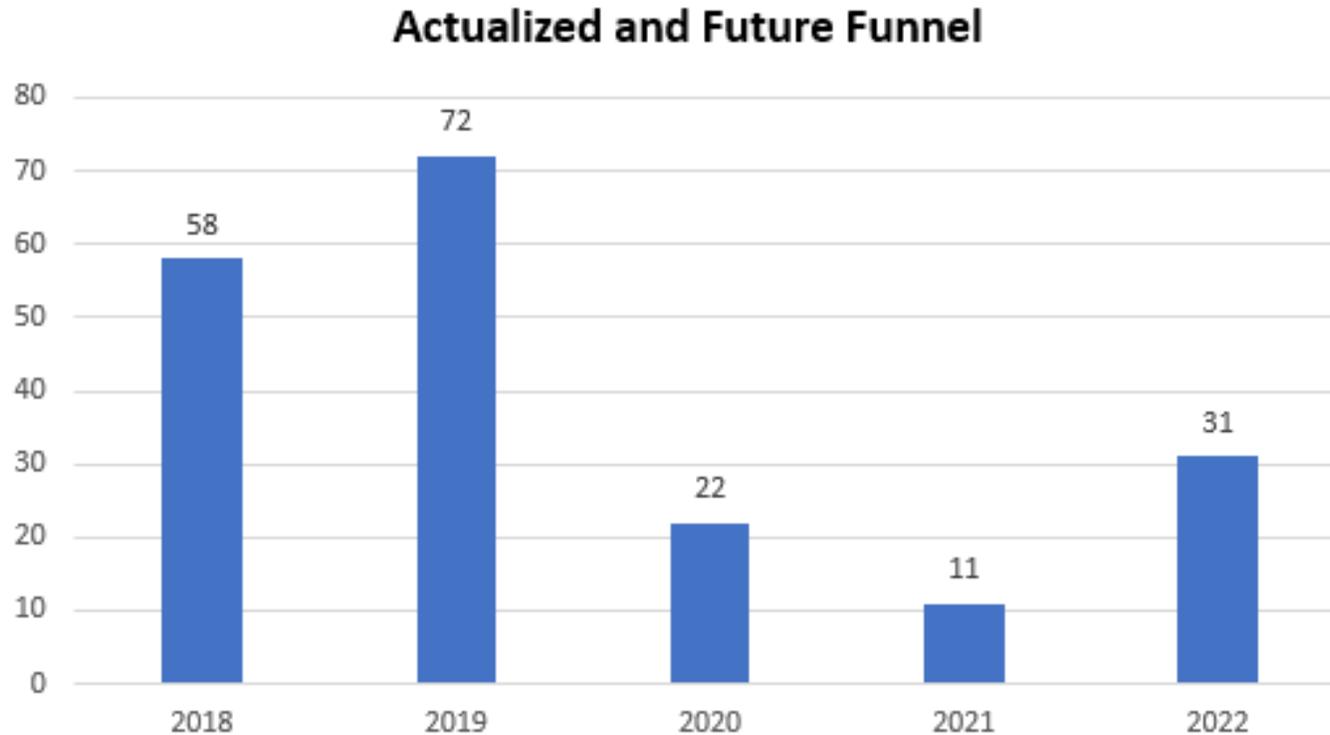


2021 Major Expenses

- Pilot \$25,000
- Grounds \$31,145 (snow removal)
- Maintenance Contracts \$48,864 (Otis)
- Labor \$116,492
- Utilities \$117,693



Lookback and Rebuilding Phase



2022 Outlook

- 14 signed contracts , 8 more than the last time we met, with contribution of approximately 3247 nights.
- Several of the 2022 groups will create compression in the market.
- Increase of 8 additional signed contract since May meeting.
- 4 tentative agreements & 5 prospect holds in sales funnel with another 500 room nights pending.



Hotel News

- Phase 1 of 96 rooms and Phase 2 of 102 rooms complete
- Phase 3 of 94 rooms underway
- Phase 4 of 96 rooms are upcoming
- New roof on conference center in April
- Exterior improvements complete
- Additional updates to all meeting & event space.
- New front desk, lobby design
- Added a market next to front desk



Hotel News cont.

- Orchard Restaurant remodeled and renamed Harvest Kitchen & Pantry
- Clubhouse Sports Bar & Grill remodeled and renamed Clubhouse Kitchen & Bar
- Software and system upgrades throughout hotel.
- Official cutover to Hilton will be in March as we hit our benchmarks for onboarding.



Staffing Updates

- New Facility Manager, Mike Videc, started last September.
- New hiring Director of Sales & Marketing, Brandon Flitter, overseeing all sales and marketing efforts.
- Erin Marquez has been deployed to sell the FCEC as a focus.
- New eMarketing Manager joining our team in two weeks for hotel, outlets, and FCEC.
- All sales and catering staff tasked to sell hotel and outlets rather than one person tasked to spearhead.



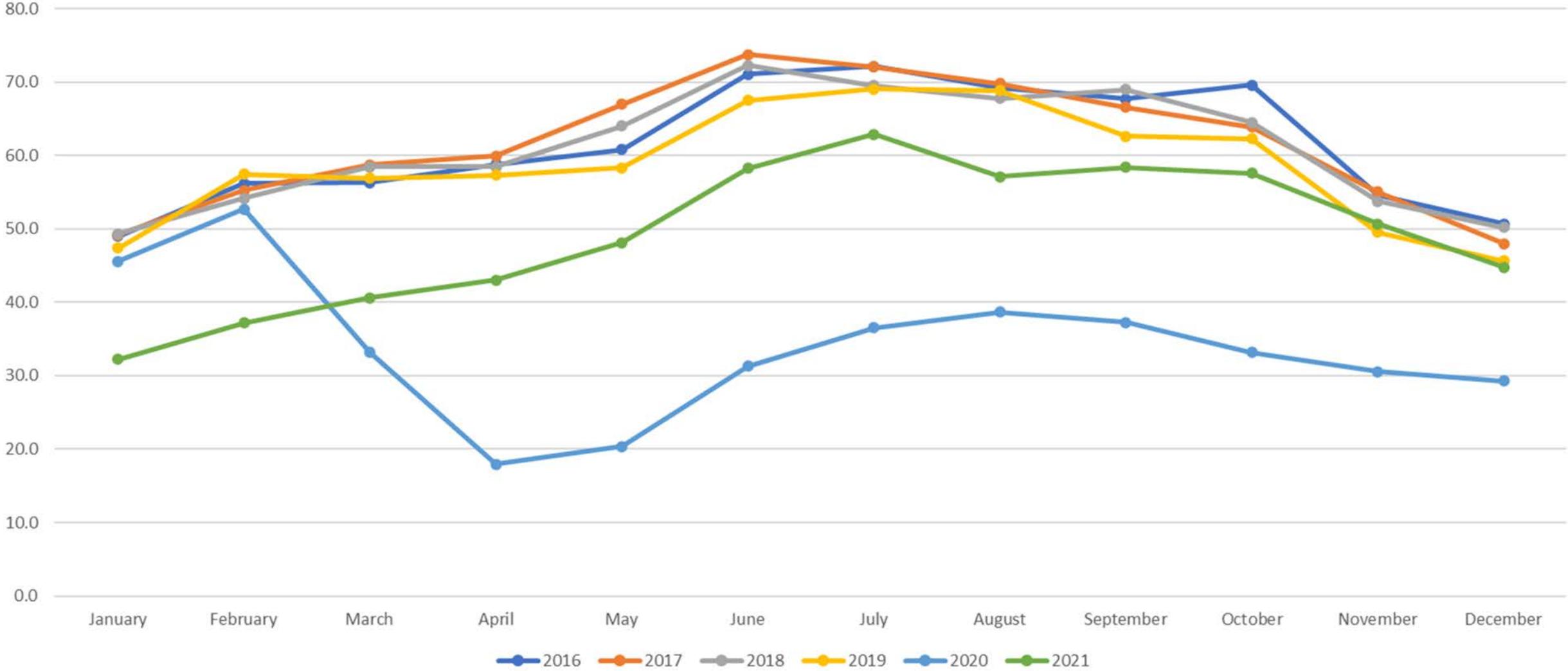
So what's next?

- Marketing, marketing, marketing! Re-Design of artwork has begun.
- FCEC is part of our Hilton website.
appletonpapervalley.hilton.com

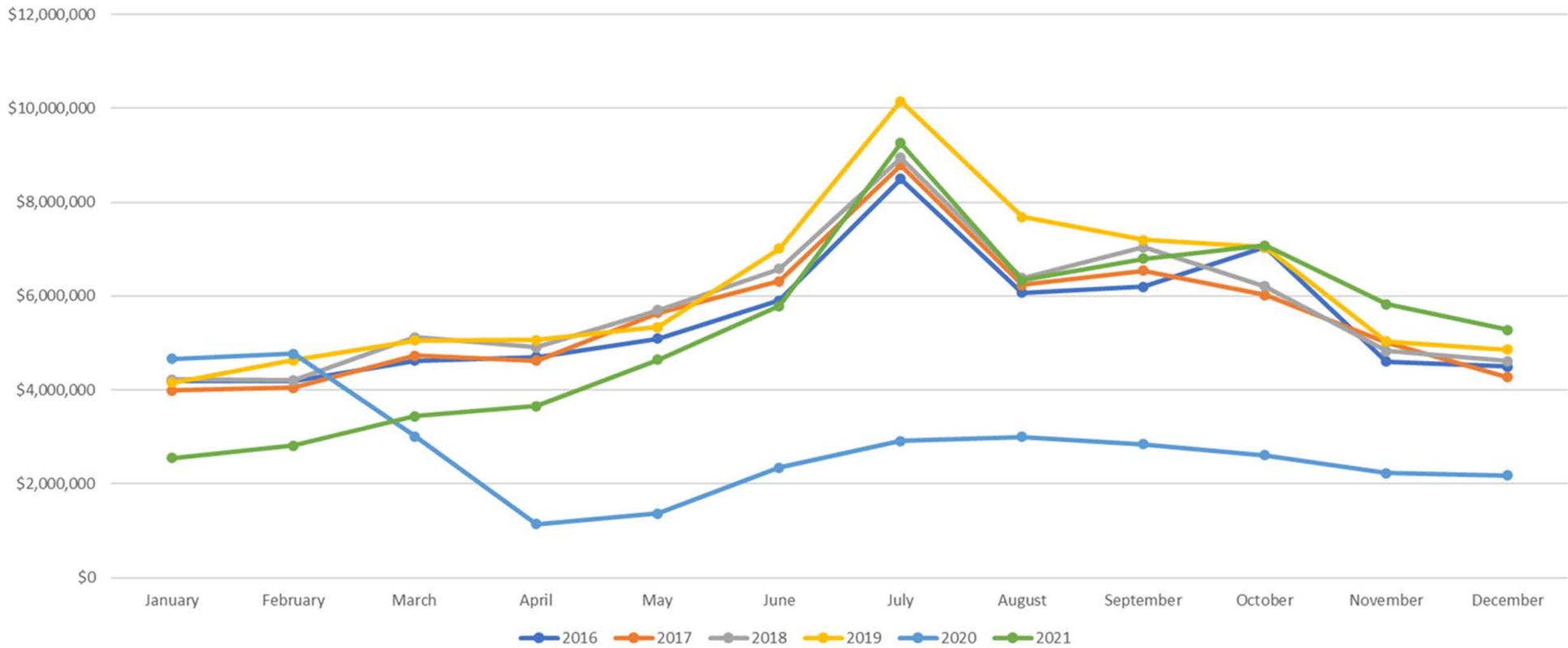




Fox Cities Hotel Occupancy



Fox Cities Room Revenue



2021 Year in Review

- Occupancy
 - +46% to 2020
 - -16% to 2019
- Revenues
 - +92% to 2020
 - -13% to 2019
- 4th Quarter 2021 Room Tax collections were +8.2% over Q4 2019!

2021 Year in Review

CONVENTION SALES



Meeting and
Convention Events



Room Nights

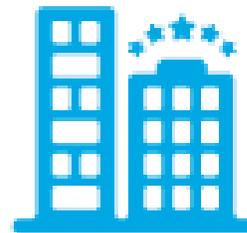


\$1,013,538

Direct Visitor Spending



Future Meeting and
Convention Events



14,354

Future Estimated
Room Nights



\$3,602,854

Future Estimated Direct
Visitor Spending

2021 Year in Review

SPORTS MARKETING



Sporting Events



Room Nights



\$7,955,496

Direct Visitor Spending



Future Sporting
Events



30,385

Future Estimated
Room Nights



\$9,844,740

Future Estimated Direct
Visitor Spending



MEMORANDUM

TO: Appleton Redevelopment Authority

FROM: Matt Rehbein, Economic Development Specialist

DATE: March 9, 2022

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

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

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

There are currently five (5) approved grants with \$25,485.17 in grant funds allocated and thirteen (13) completed projects totaling \$62,611.37. This grant funding has leveraged \$156,627.42 in owner investment for a total investment of \$244,985.49 in property improvements (details below).

<u>Business</u>	<u>Address</u>	<u>Estimated Total Project</u>	<u>Estimated ARA Grant Commitment</u>	<u>Owner Investment</u>
<i>Fitzgerald Law Firm</i>	300 N. Appleton St.	\$14,175.00	\$7,000.00	\$7,175.00
<i>Grishaber Service</i>	1404 E. South River St.	\$19,600.00	\$7,000.00	\$12,600.00
<i>Medley Taverns, LLC</i>	211 S. Walnut St.	\$3,785.00	\$1,892.50	\$1,892.50
<i>Onstage Audio, LLC</i>	1430 N. Ballard Rd.	\$49,492.00	\$7,000.00	\$42,492.00
<i>Fox Cities Chamber</i>	125 N. Superior St.	\$5,185.33	\$2,592.67	\$2,592.66
<i>Paid/Closed:</i>				
<i>Red Ox Seafood and Steakhouse</i>	2318 S. Oneida St.	\$10,226.86	\$5,113.43	\$5,113.43
<i>Chain Reaction Cyclery</i>	818 N. Superior St.	\$4,900.00	\$2,450.00	\$2,450.00
<i>Grumpys Pub</i>	1501 N. Richmond St.	\$8,267.14	\$3,727.20	\$4,539.94
<i>Marks East Side</i>	1405 E. Wisconsin Ave.	\$12,495.50	\$6,247.75	\$6,247.75
<i>Outer Edge Stage</i>	303 N. Oneida St.	\$2,484.38	\$1,242.19	\$1,242.19
<i>920 Home Pro, LLC</i>	625 W. Lawrence	\$8,850.00	\$4,425.00	\$4,425.00
<i>Randercom Properties, LLC</i>	311 W. Packard St	\$21,515.00	\$7,000.00	\$14,515.00
<i>Valley Packaging Industries, Inc.</i>	110 N. Kensington Dr.	\$16,127.15	\$7,000.00	\$9,127.15
<i>Daily Care, LLC</i>	323 N. Morrison St.	\$13,235.83	\$6,487.15	\$6,487.15
<i>Simple Simon</i>	218 E. Wisconsin Ave.	\$7,030.00	\$3,515.00	\$3,515.00
<i>Fitzgerald Law Firm</i>	304 N. Appleton St.	\$14,316.00	\$5,193.00	\$9,123.00
<i>Little Diner Xpress</i>	1939 N. Richmond St.	\$6,421.30	\$3,210.65	\$3,210.65
<i>Professional Associates, Inc.</i>	2718 N. Meade St.	\$26,879.00	\$7,000.00	\$19,879.00
Subtotal of ARA Funds Committed/Spent:			\$88,096.54	\$156,627.42
<i>Balance of ARA Grant Funds:</i>			<i>\$41,903.46</i>	

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