



**CITY OF APPLETON**  
**Community & Economic  
Development Department**  
*March 22, 2023*

# GROWTH REPORT

## 2022

# CITY OFFICIALS

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Christopher Behrens, City Attorney  
Kami Lynch, City Clerk

## 2022 COMMON COUNCIL

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District 2: Vered Meltzer	District 10: Vaya Jones
District 3: Brad Firkus	District 11: Kristin Alfheim
District 4: Israel Del Toro	District 12: Nate Wolff
District 5: Katie Van Zeeland	District 13: Sheri Hartzheim
District 6: Denise Fenton	District 14: Christopher Croatt
District 7: Maiyoua Thao	District 15: Chad Doran
District 8: Joss Thyssen	

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Heath Anderson, GIS Specialist  
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Tim Smith, Property Assessor  
Dan Steenbock, Property Assessor  
Matt Tooke, Property Assessor  
Lona Thelen, Personal Property Clerk  
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## 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.

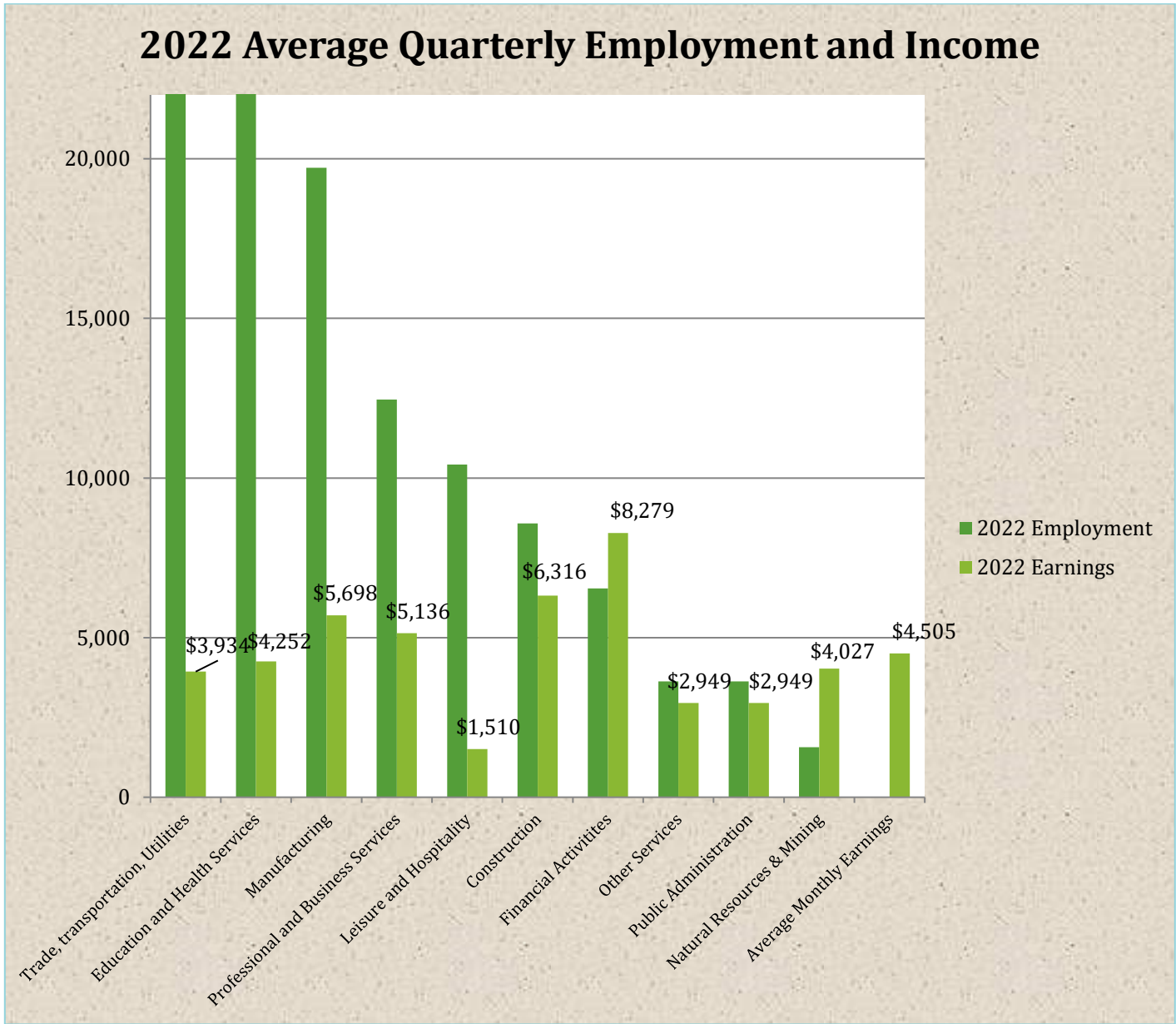
Over the past few years, we have been placing an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized 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 2022 was \$63,603, which is below the median household income of \$70,389 for the State of Wisconsin and the U.S. average of \$72,414.

## 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 2022 (monthly earnings included in chart). Of note, the State of Wisconsin changed reporting of job sectors in the past year, combining some (ex: Trade, Transportation, Utilities) and breaking apart others (ex: Manufacturing). This has resulted in some shuffling compared to past years in “largest sector”, but does not reflect a substantial change in the City’s employment sectors.



Source: US Census Bureau – Local Employment Dynamics

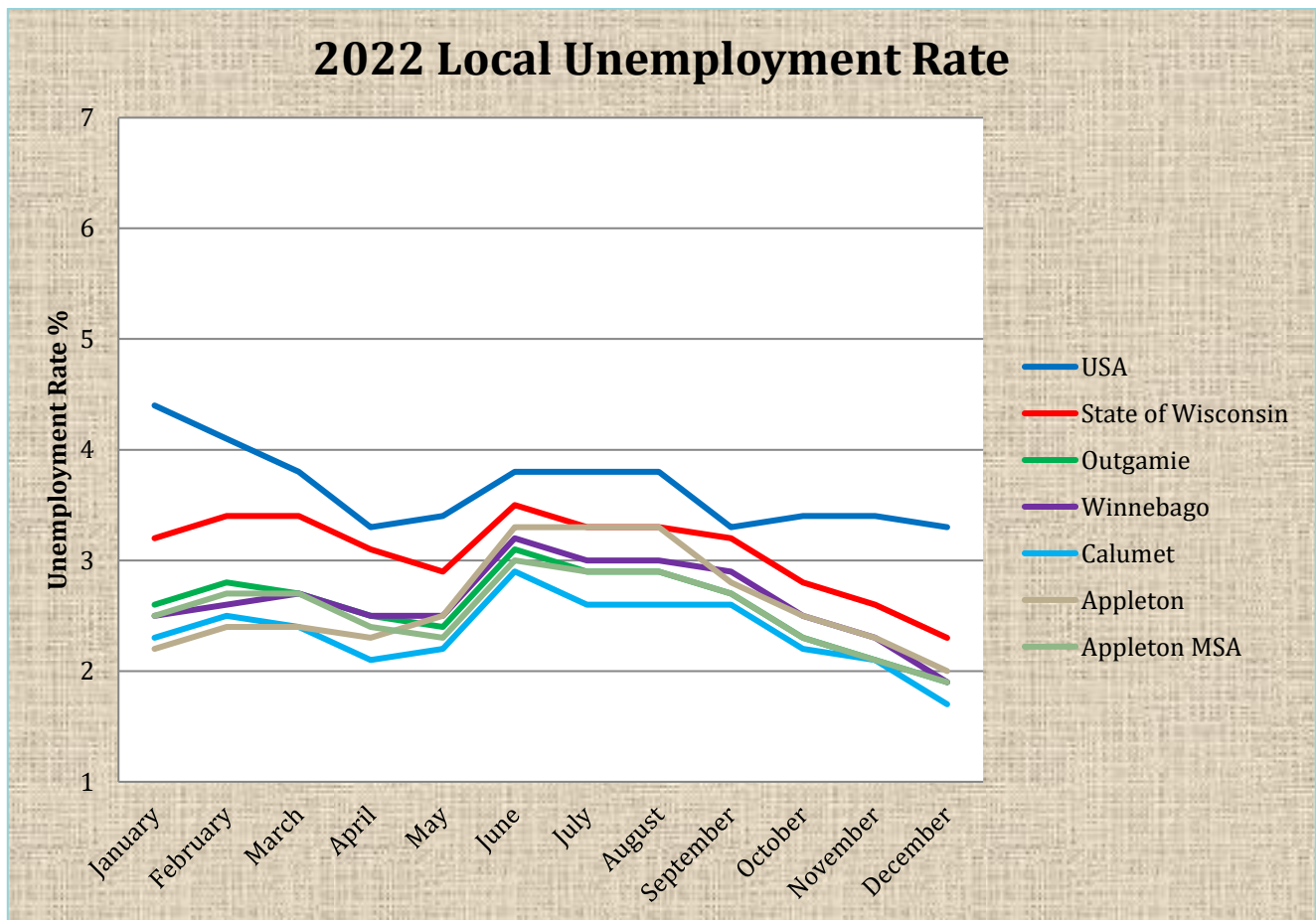
Trade, Transportation, Utilities shows the highest quarterly employment, followed by Education and Health Services, then Manufacturing.

Average monthly earnings ranged from \$1,510 to \$8,279 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 \$6,379.17 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 \$4,466.67 per month per HUD [https://www.huduser.gov/portal/datasets/il/il2022/select Geography.odn](https://www.huduser.gov/portal/datasets/il/il2022/select_Geography.odn). It is worthy of note that 6 of the top 10 employment sectors by number of jobs provide earnings less than the low income amount (\$4,466.67) 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

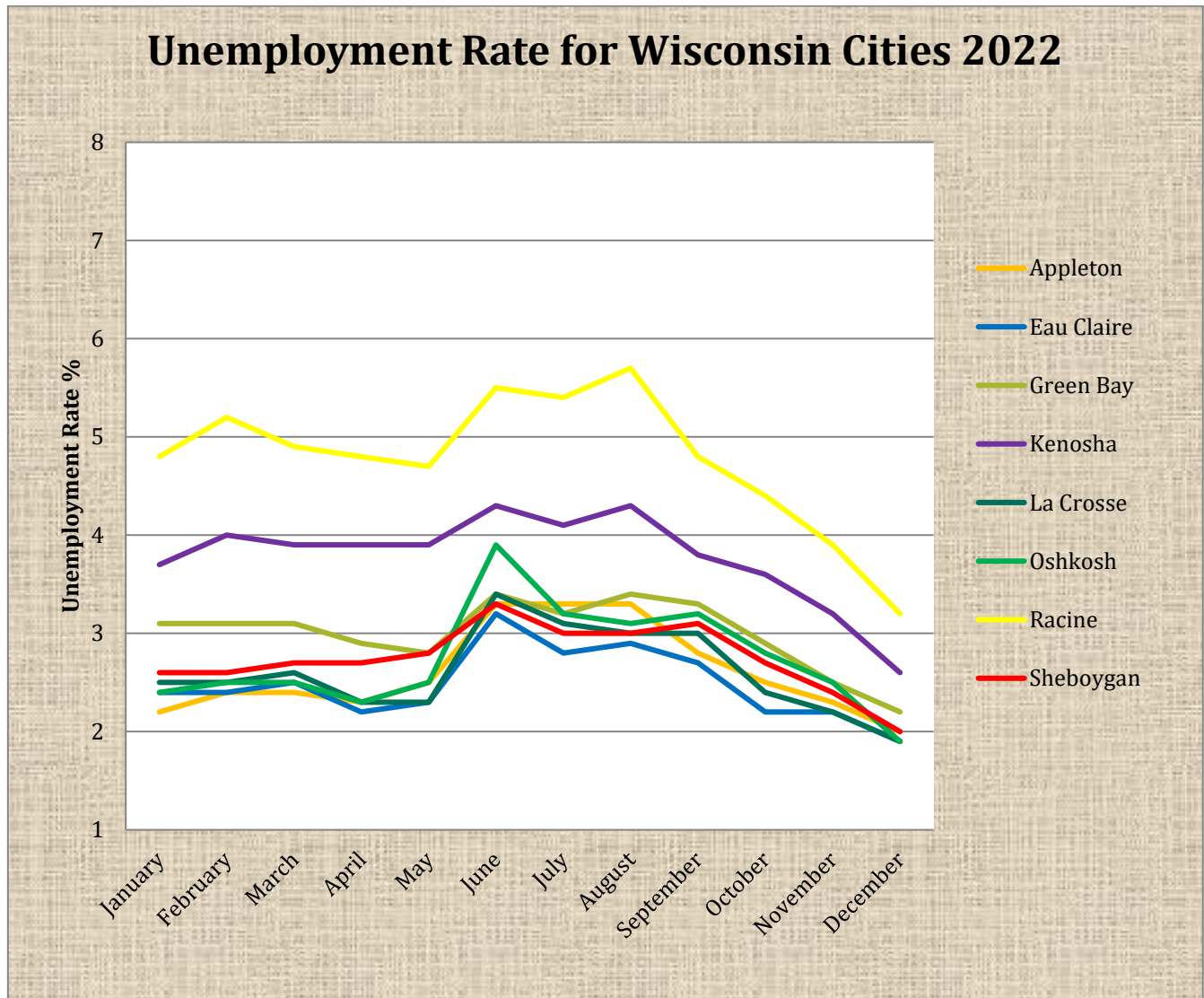
Like most markets, the City of Appleton unemployment rate saw a slightly downward trend last year. The City started January 2022 at 2.2% unemployment, with a high of 3.3% in June through August, and concluded the year at 2.0%. The average 2022 unemployment rate for Appleton was 2.6%. Included in the 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 2.5% in 2022, while the City of Racine had the highest unemployment rate of 4.9%. 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 2.6%. Leading economists indicate an unemployment rate of around 5% is considered “full employment”.



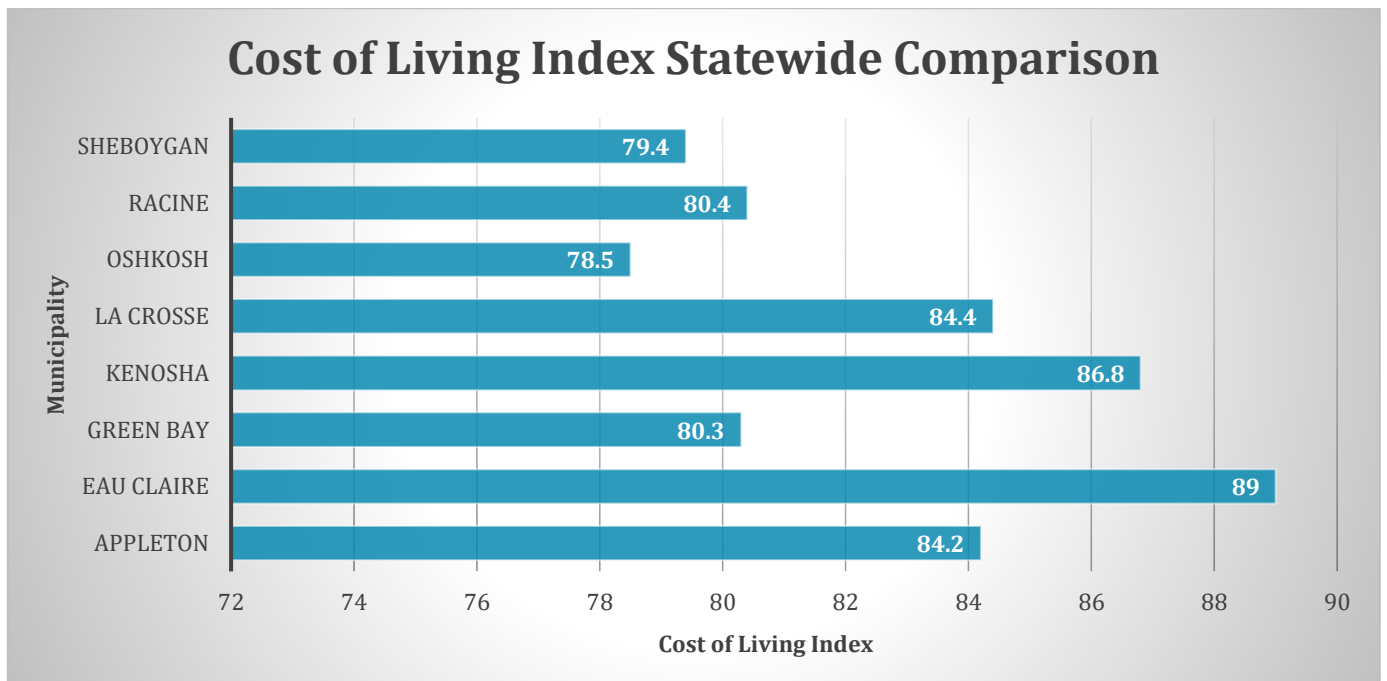
Source: State of Wisconsin Department of Workforce Development

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 4<sup>th</sup> Quarter 2019 to 2<sup>nd</sup> 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

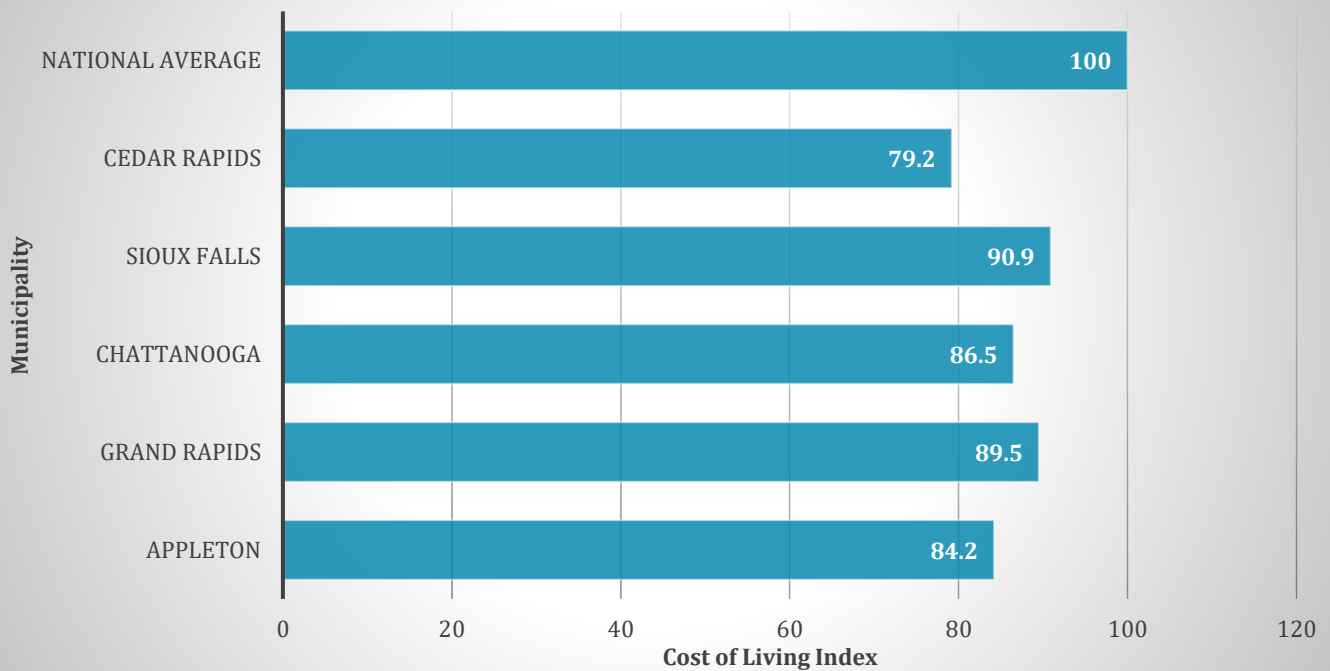
The cost of living index is a number used as the total of all living expense categories. The categories used to determine the index include housing, food and groceries, transportation, utilities, health care, and miscellaneous expenses such as clothing, services, and entertainment. The definition of 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](http://www.bestplaces.net)



## Cost of Living Index National Comparison



Source: [www.bestplaces.net](http://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.

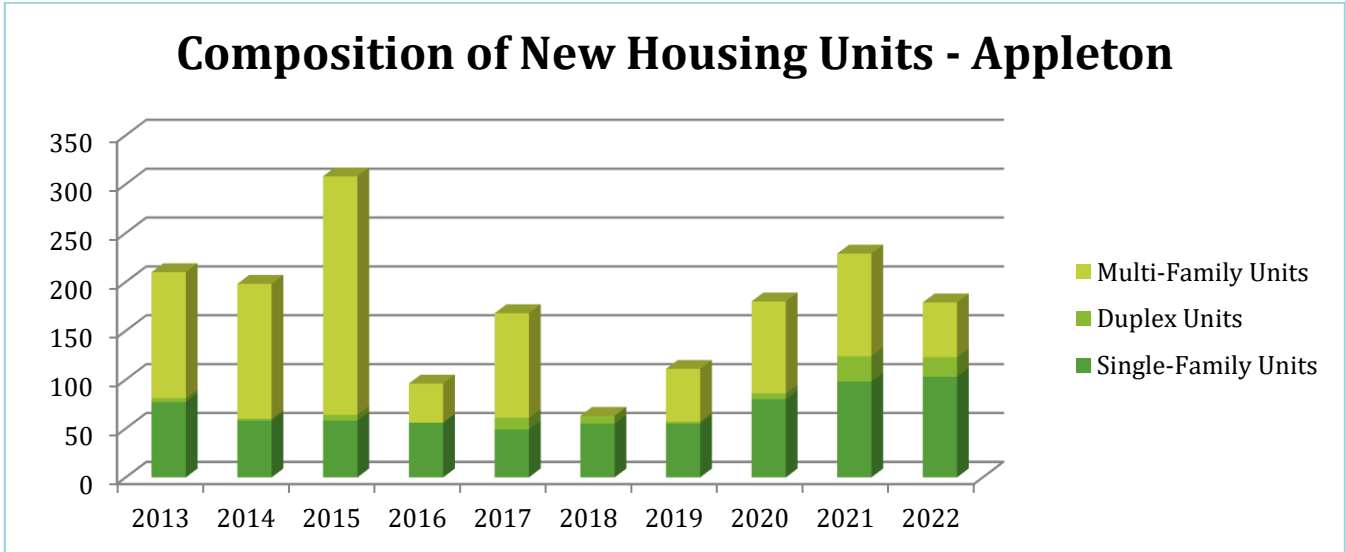
**Utilities (97.9):** The average cost of heating and cooling a typical residence for the area, including electricity and natural gas.

**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.)

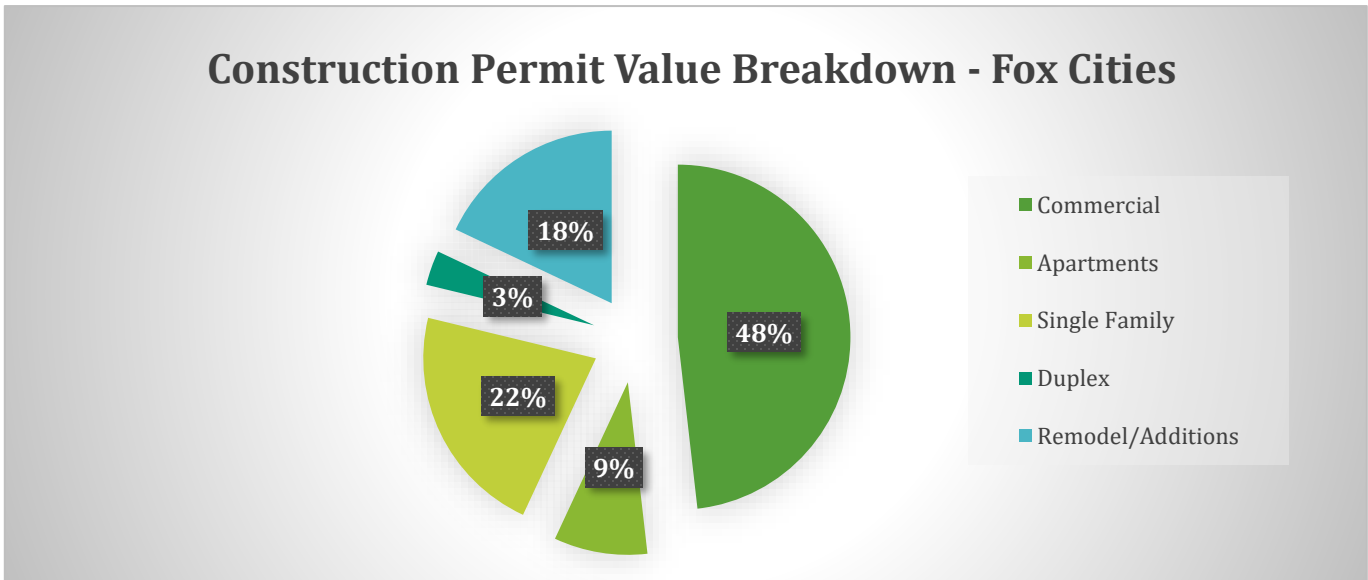
**Health (95.3):** The average cost of health care calculated using the standard daily rate for a hospital room and the costs of a doctor's office visit and a dental checkup.

## BUILDING PERMIT ACTIVITY

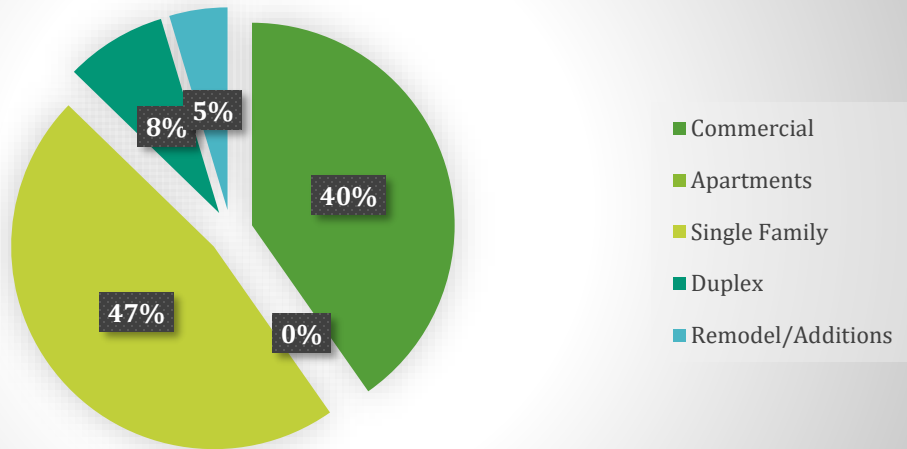
The number of single-family homes in the City of Appleton constructed in 2022 was 103, which is a slight increase to the 98 single-family residential permits in 2021. Total housing unit construction in Appleton decreased in 2022 to 179 units from 229 units in 2021.



Construction by type for the City of Appleton exceeded construction by type for the overall Fox Cities by percentage in the single-family residential category. Apartment construction in Appleton is understated in 2022 due to mixed use projects that were categorized as “Commercial”. *(Of note, Kaukauna BP numbers were unavailable in 2022)*

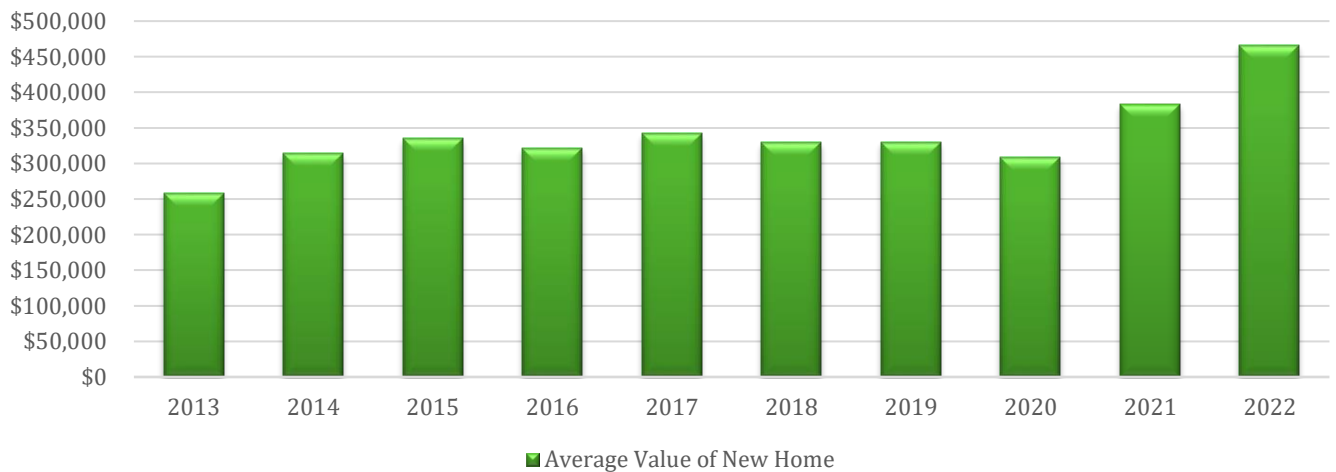


## Construction Permit Value Breakdown - Appleton



The total dollar value of single-family permits increased in 2022 to \$48,061,003 from \$37,623,048 in 2021 in the City of Appleton, with an average permit value of new home construction at \$466,612 in 2022, compared to \$383,090 in 2021. The significant increase this year was largely due to supply chain issues and labor shortages.

## Average Value of New Homes 2022 - Appleton



To follow is a list of projects started in 2022 over \$1 million in estimated value based on permits. Projects over \$1 million provided for \$74,288,878 in construction value in 2022, with \$5,120,879 of that exempt from taxes.

## 2022 PERMITS IN APPLETON OVER \$1,000,000

Owner	Address	Estimated Cost (\$)	Reason	Description	Tax Exempt
CHECKER LOGISTICS INC	1601 S LYNNDALE DR	15,000,000	NEW BUILDING	INDUSTRIAL	
URBANE 115 LLC	115 E WASHINGTON ST	11,323,000	NEW BUILDING	MIXED USE	
HPIII APPLETON LLC	2575 E EVERGREEN DR	11,186,765	NEW BUILDING	MEDICAL	
F STREET APPLETON 2 LLC	3725 E MILIS DR	10,000,000	NEW BUILDING	INDUSTRIAL	
OUTAGAMIE COUNTY	1375 E BROADWAY DR	3,940,470	NEW BUILDING	PARK	Yes
STEVEN & JAYME FRISCH LIV TRUST	6377 N FRENCH RD	2,500,000	NEW BUILDING	SINGLE FAMILY HOME	
BRIAN & KATHLEEN GOTTLIEB	7140 N TRINITY CT	2,000,000	NEW BUILDING	SINGLE FAMILY HOME	
CLUB CAR WASH APPLETON COLLEGE LLC	3040 E COLLEGE AVE	2,000,000	DEMO EXISTING BLDG & NEW BUILDING	COMMERCIAL	
FARRELL INVESTMENTS LLC	3920 E ENDEAVOR DR	2,000,000	BUILDING ADDITION	INDUSTRIAL	
F STREET APPLETON 1 LLC	3351 S EISENHOWER DR	2,000,000	INTERIOR ALTERATION	INDUSTRIAL	
ZUELKE FLATS LLC	105 W COLLEGE AVE	1,900,000	REMODEL	MIXED USE	
ANDREW BRUNO	2405 E DOWNS RDG	1,769,183	NEW BUILDING	SINGLE FAMILY HOME	
ONE BOLDT PROPERTIES LLC	2121 E CAPITOL DR	1,662,561	INTERIOR ALTERATION	COMMERCIAL	
MARILYN SCHENIAN ET AL	6555 N SNOWDRIFT DR	1,500,000	NEW BUILDING	SINGLE FAMILY HOME	
CITY OF APPLETON	100 W COLLEGE AVE	1,180,409	INTERIOR ALTERATION	GOVERNMENT	Yes
RICHARD & PHILLIPPA AMANKWAH JT REV LIV TRUST	7434 N THOMAS CT	1,150,000	NEW BUILDING	SINGLE FAMILY HOME	
PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	1,100,000	INTERIOR REMODEL	COMMERCIAL	
EISENHOWER PROPERTIES LLC	3825 E CALUMET ST	1,076,490	NEW BUILDING	COMMERCIAL	
HALLE PROPERTIES LLC	3545 E CALUMET ST	1,000,000	DEMO EXISTING BLDG & NEW BUILDING	COMMERCIAL	

## 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 (\$7.5B in 2022 vs. \$6.7B in 2021), 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.)

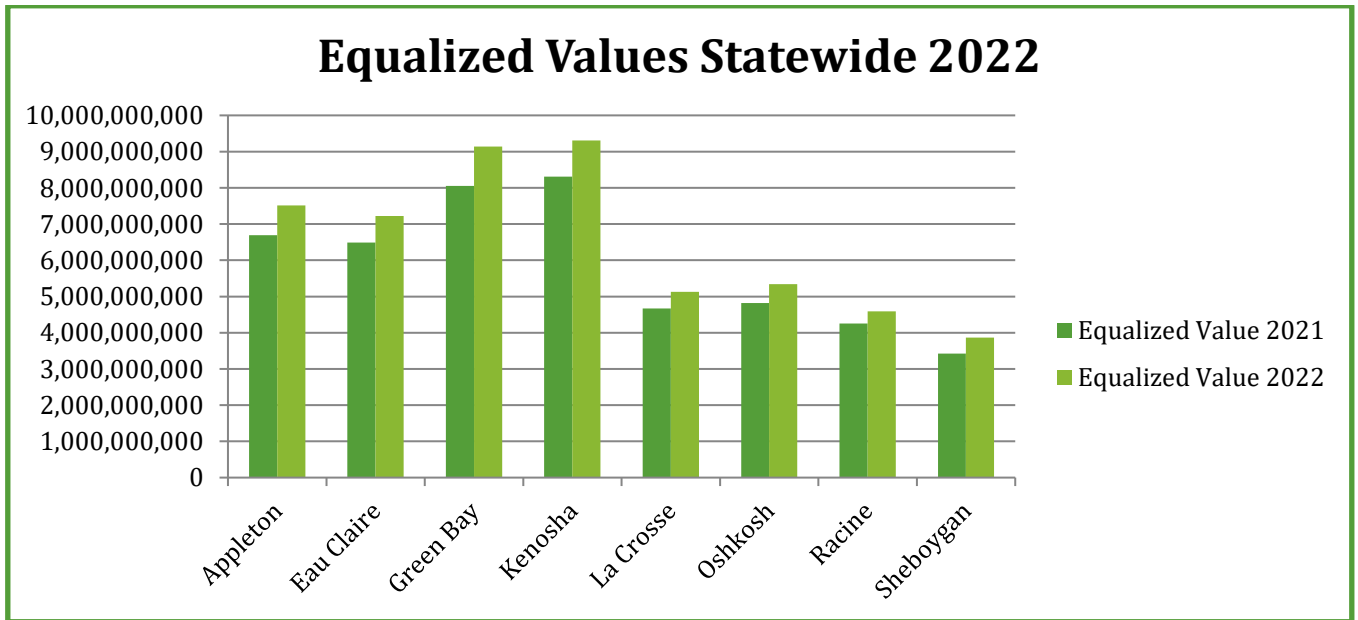
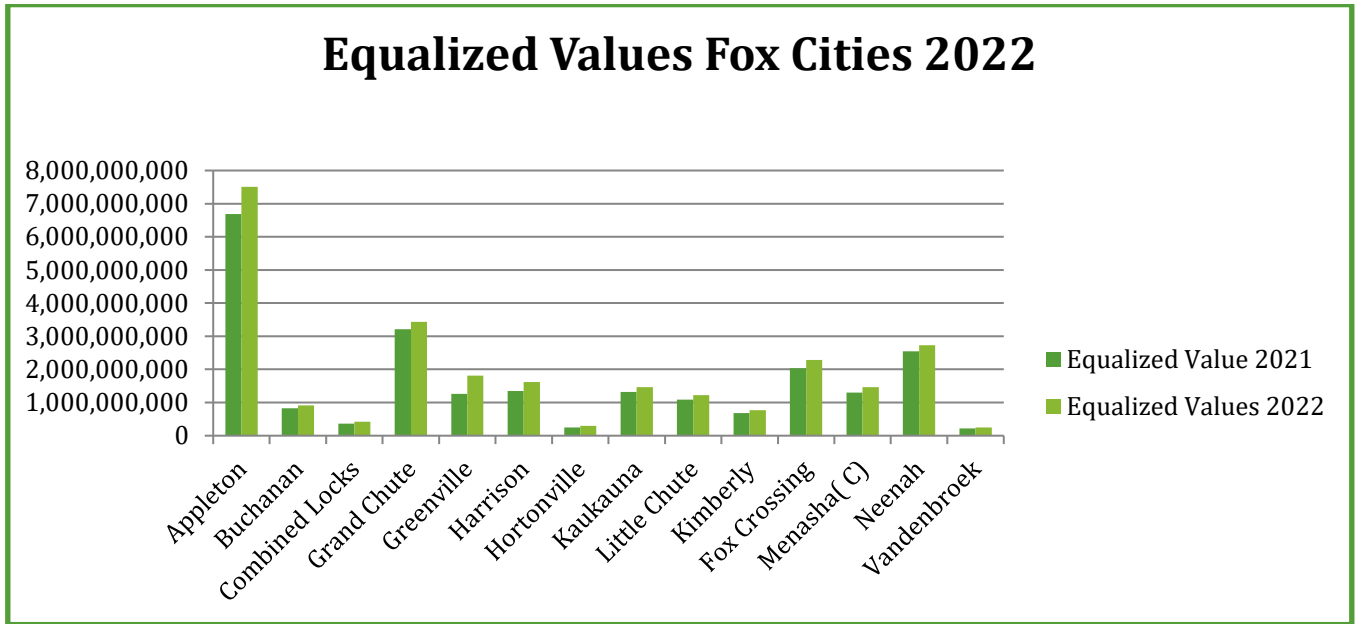
### **NET NEW CONSTRUCTION:**

Net new construction captures the following:

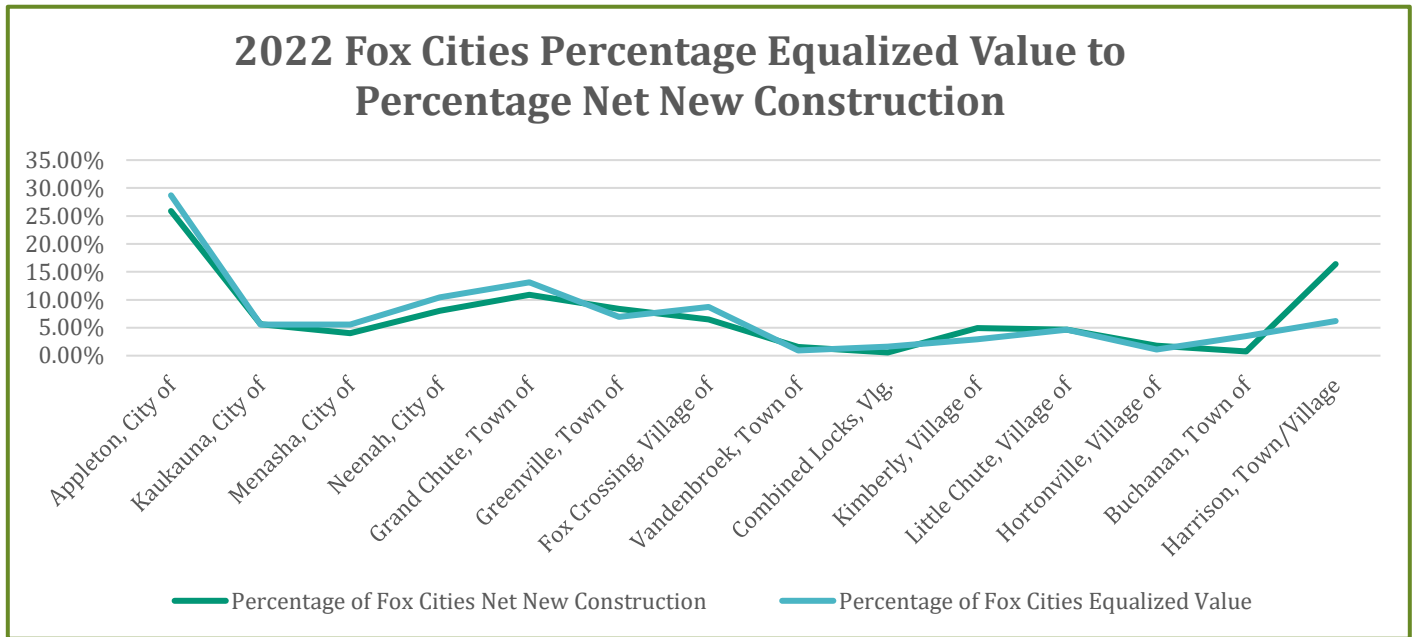
- Land value changes are due to higher land utility
- Improvement value changes are due to construction of new buildings

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 a community, then the allowable levy increase is zero percent.

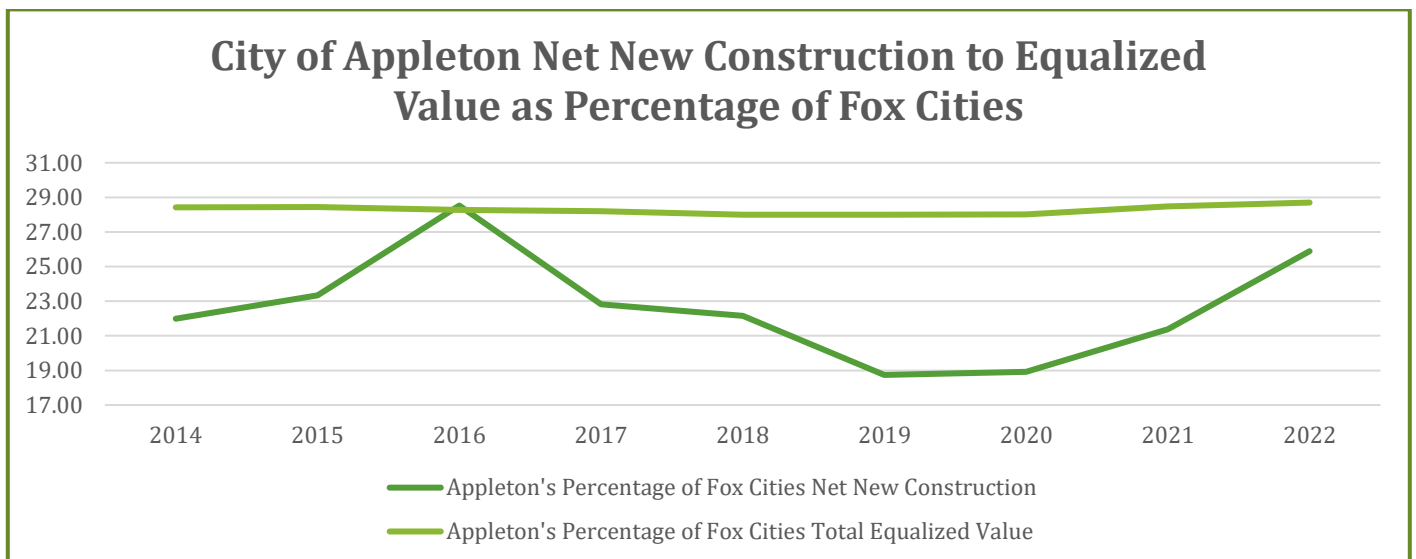
Appleton experienced an increase in equalized values for the City overall of 12.3%, compared to a statewide increase in Wisconsin of 13.8%. The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.



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. Harrison, Hortonville, Kimberly and Greenville outperformed their percentage of the Fox Cities with net new construction in 2022. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.



The trend shown in the following chart compares the City of Appleton’s percentage of Fox Cities net new construction and the percentage of total equalized value. 2016 was the only year in which the City’s net new construction percentage exceeded the City’s percentage of equalized value. The City of Appleton’s percentage of total Fox Cities’ equalized value has been increasing for the past three years.



## Fox Cities by Percentage Increase in Net New Construction

Municipality	2021 Equalized Value	Net New Construction	2021-2022 Percentage Increase	Percentage of Fox Cities Net New Construction
Harrison, Town/Village	1,351,986,400	80,087,100	5.92%	16.39%
Hortonville, Village of	245,970,800	8,788,000	3.57%	1.80%
Kimberly, Village of	679,562,800	24,136,200	3.55%	4.94%
Vandenbroek, Town of	216,666,600	7,510,100	3.47%	1.54%
Greenville, Town of	1,265,526,300	40,856,500	3.23%	8.36%
Kaukauna, City of	1,314,411,300	27,530,800	2.09%	5.63%
Little Chute, Village of	1,091,901,000	22,766,400	2.09%	4.66%
Outagamie County*	17,772,577,200	353,961,000	1.99%	N/A
<b>Appleton, City of</b>	<b>6,688,360,800</b>	<b>126,478,200</b>	<b>1.89%</b>	<b>25.89%</b>
Grand Chute, Town of	3,209,645,000	53,092,600	1.65%	10.87%
Fox Crossing, Village of	2,029,944,500	31,758,700	1.56%	6.5%
Neenah, City of	2,547,115,400	39,325,400	1.54%	8.05%
Menasha, City of	1,301,927,300	19,682,700	1.51%	4.03%
Calumet County*	4,739,204,400	70,400,600	1.49%	N/A
Winnebago County*	14,893,226,500	171,603,300	1.15%	N/A
Combined Locks, Vlg.	365,266,100	2,760,700	0.76%	0.57%
Buchanan, Town of	824,643,700	3,820,500	0.46%	0.78%
<b>Fox Cities Total</b>	<b>\$23,132,928,000</b>	<b>\$488,593,900</b>		<b>100%</b>

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

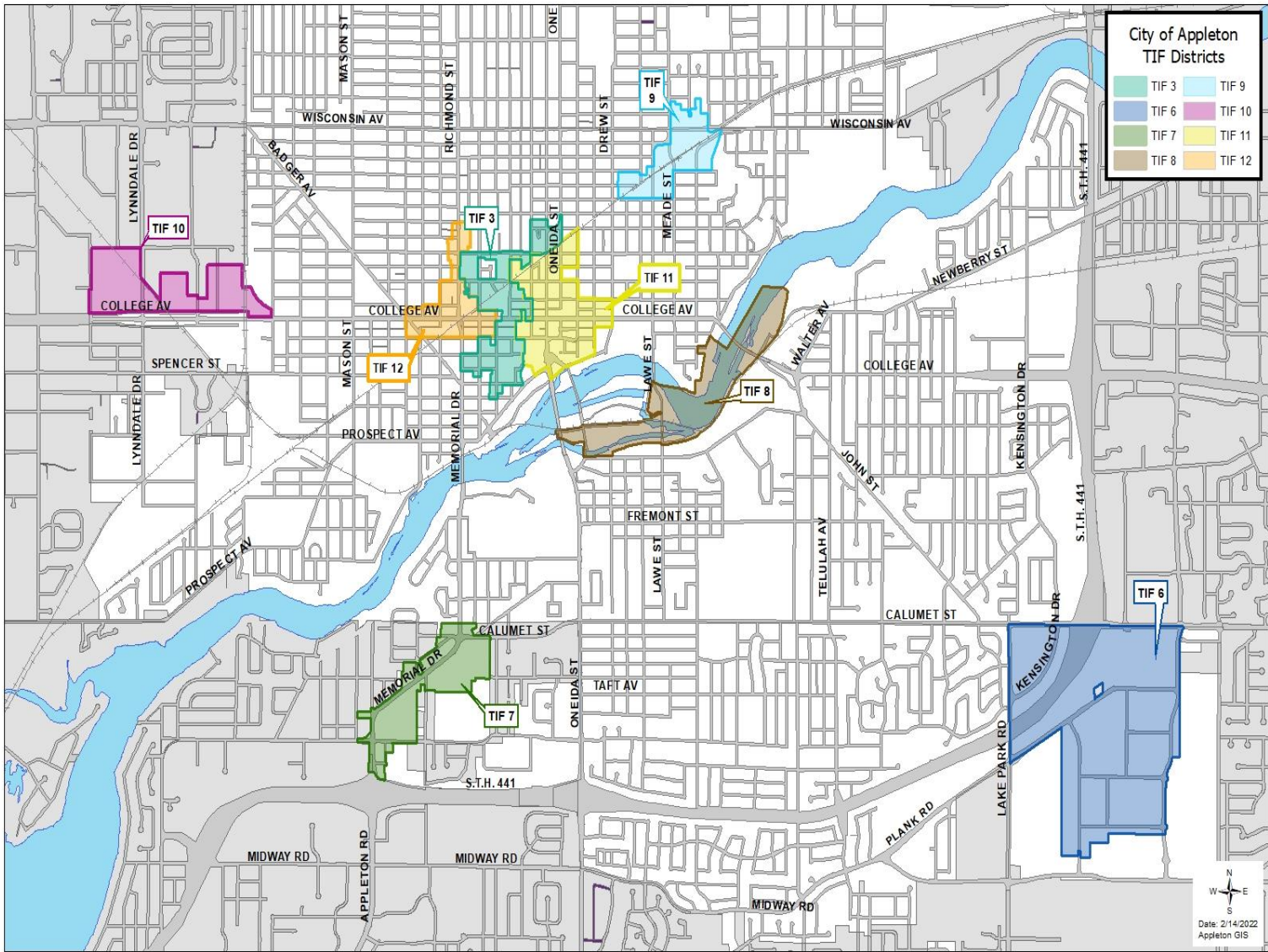
The City of Appleton represents 28.42% of the Fox Cities by total equalized value and captured 25.89% of net new construction equalized value in 2022. The City’s net new construction percentage increase is 1.89%, compared to the Fox Cities average of 2.11%, which warrants monitoring to ensure the City of Appleton captures its “fair share” of net new construction. Net new construction is a difficult measure for a mature, developed, municipality to impact compared to municipalities with large tracts of previously undeveloped land. 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-2022.pdf>



# TAX INCREMENTAL DISTRICT

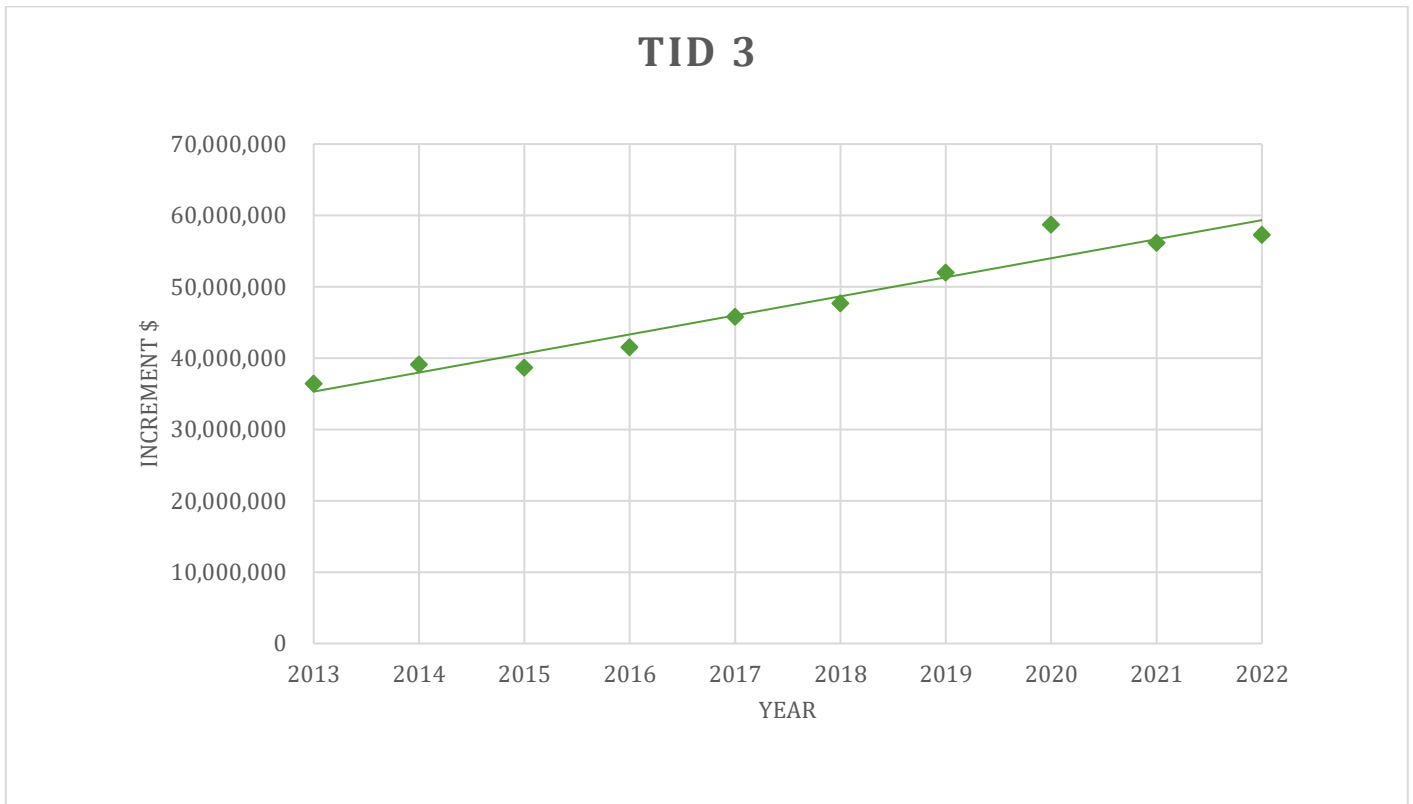
The following is a City Map indicating locations of the TIDs. As noted previously in this report, Equalized values increased on average 12.3% throughout the City. This accounts for the change in increment for several of the TIF Districts. To follow is an overview of each TID, including performance measures, a trendline, and notes on any major changes to the real estate and/or personal property values beyond the equalized value changes.

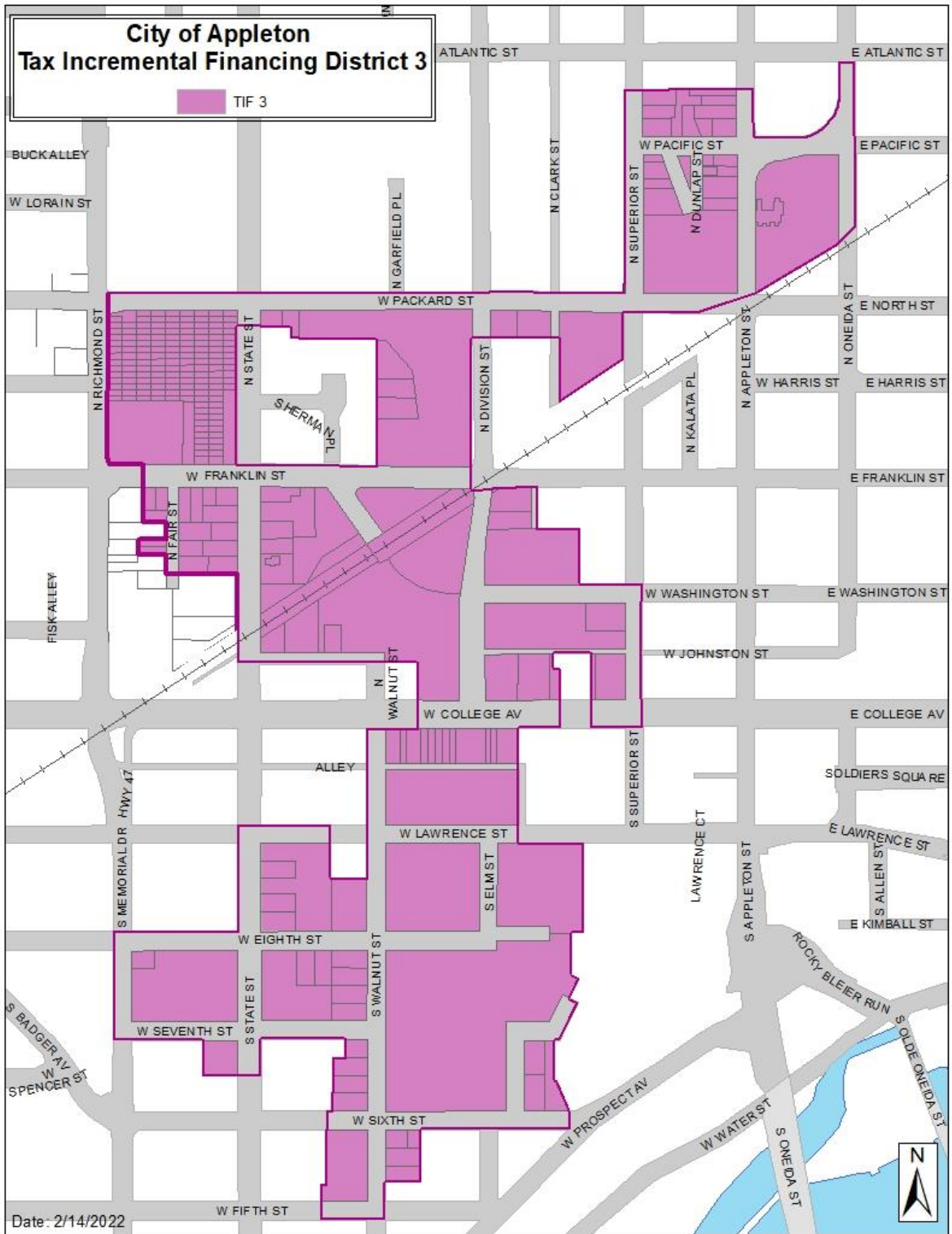


## TAX INCREMENTAL DISTRICT PERFORMANCE

**TID #3** The boundaries reflected on this map incorporate an amendment made to the District in 2021. This TID was declared distressed in 2011 and is scheduled to close by 2029. A nominal increase in value was reflected in 2022, mostly due to increase in equalized value.

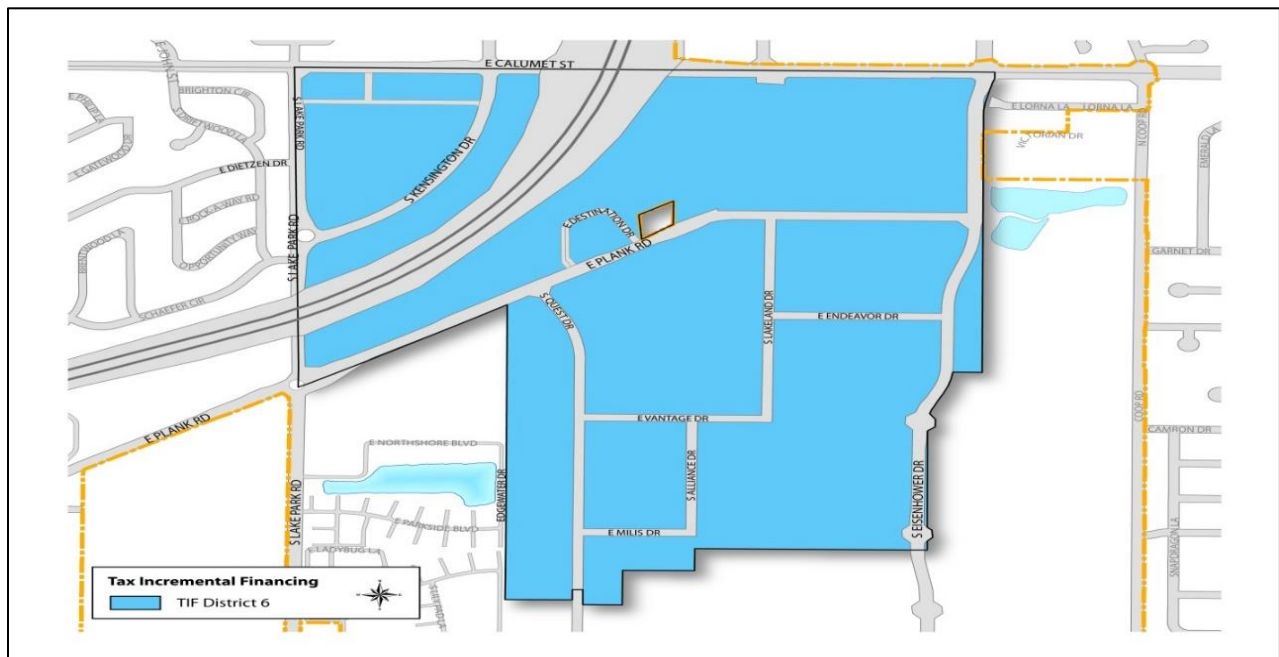
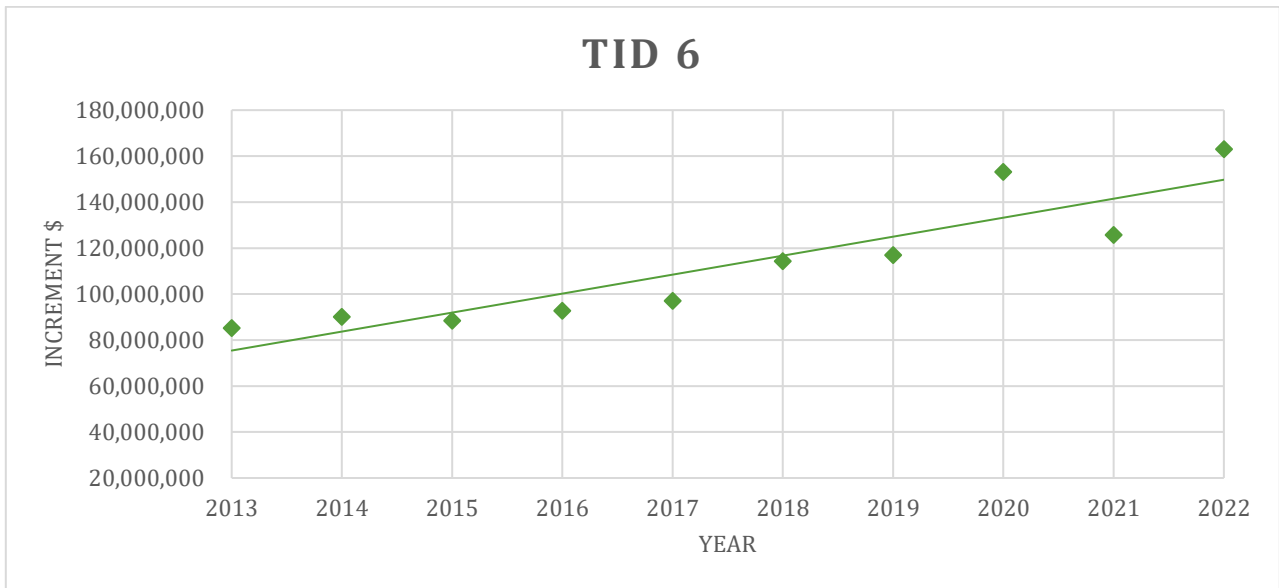
TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	68,263,300	76,226,200	57,285,400	7,962,900	11.66%	12.10%	302.44%





**TID #6** F Street Development's projects in the Southpoint Commerce Park caused TID 6 to outperform the equalized value growth in 2022. Council approved a Resolution to terminate TID 6 on December 21, 2022, a statutory requirement. Effective January 1, 2023, TID 6 is no longer on the tax rolls.

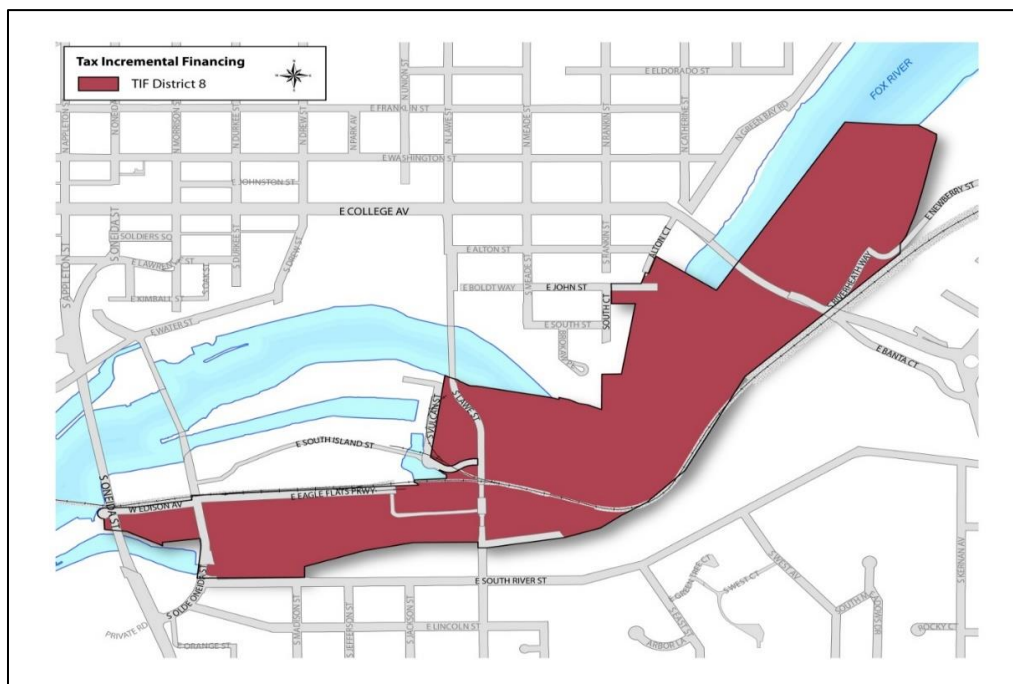
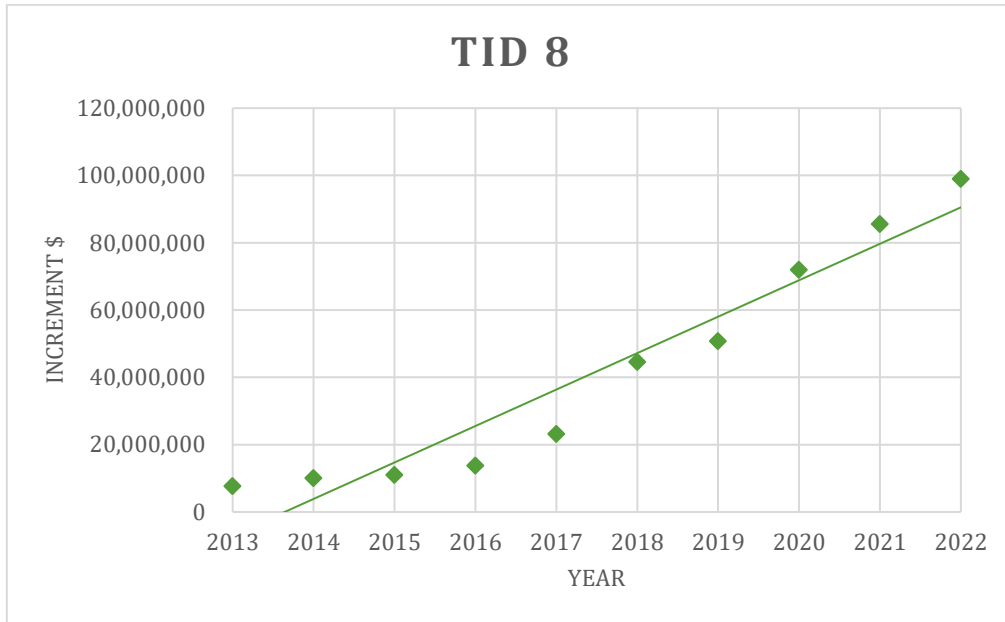
TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 6	2000	12,141,600	137,738,300	175,068,300	162,926,700	37,330,000	27.1%	74.55%	1341.89%





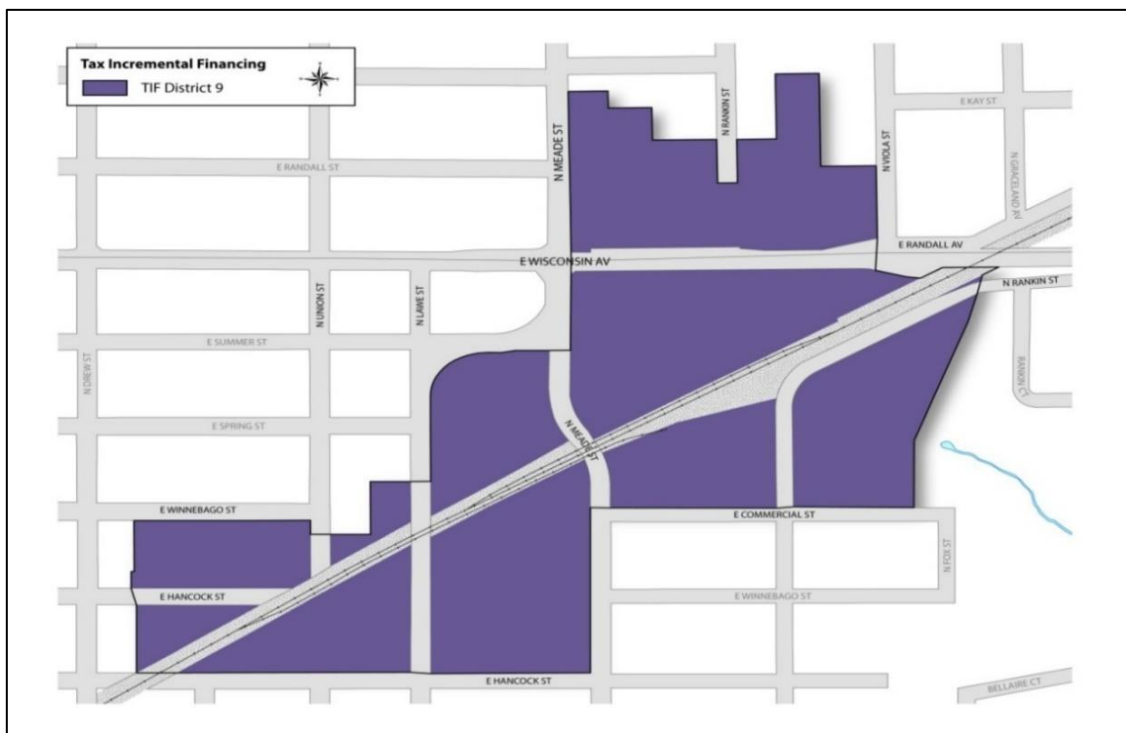
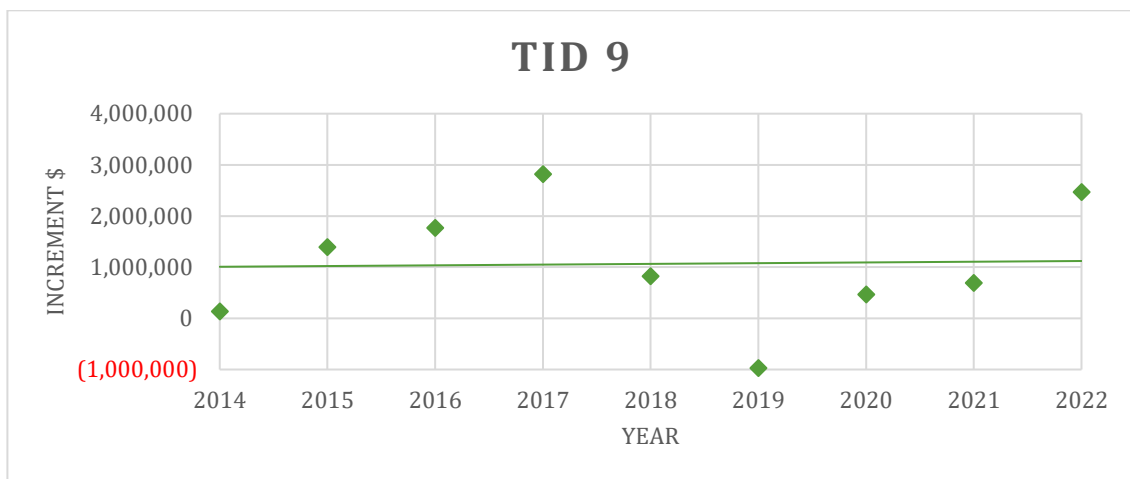
**TID #8** The majority of the increase in TID 8 was due to changes in equalized value. This TID is scheduled to close in 2036.

TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 8	2009	6,135,100	91,737,600	105,125,500	98,990,400	13,387,900	14.59%	179.28%	1613.51%



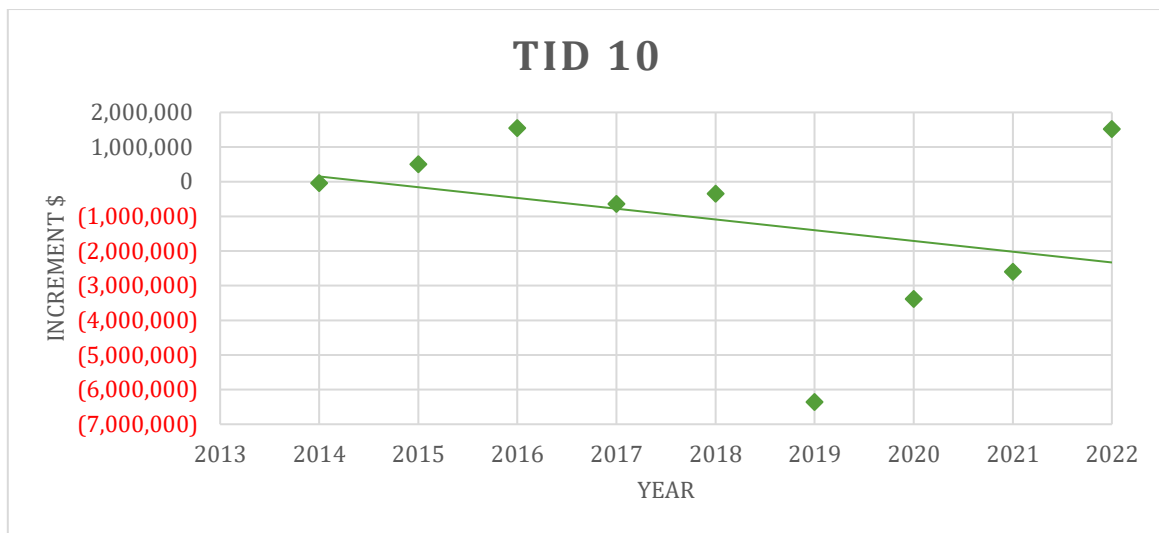
**TID #9** TID #9 saw minimal changes in increment in 2022. A decrease in the value of two properties sold by Appvion and the demolition of an Appvion property caused TID 9 to increase at a lesser rate than equalized value. This TID is scheduled to close in 2040.

TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 9	2013	21,512,900	22,202,700	23,981,000	2,468,100	1,778,300	8.01%	2.29%	11.47%



**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 year's increase includes the Appleton Storage as well as increase in equalized values. This TID is scheduled to close in 2040.

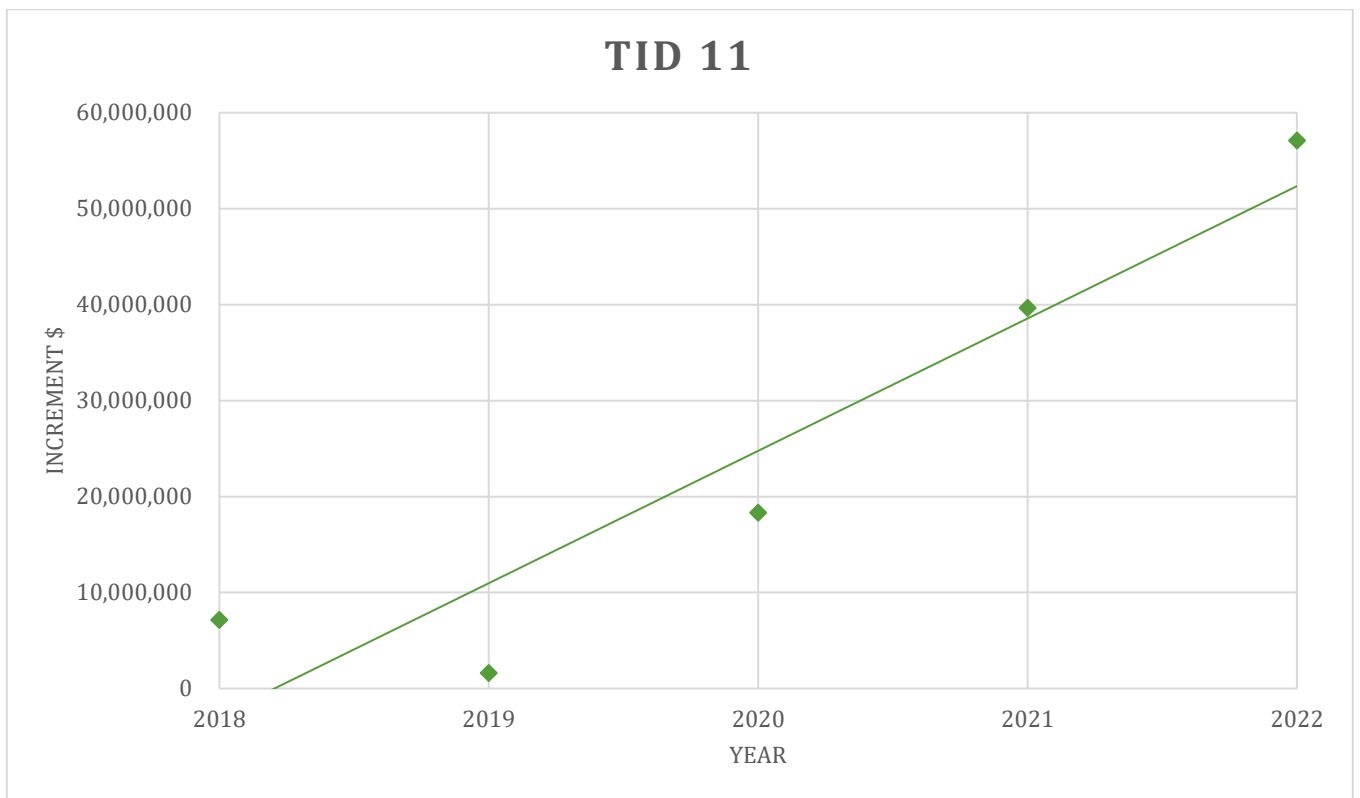
TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 10	2013	24,543,900	21,946,300	26,062,800	1,518,900	4,116,500	18.76%	1.24%	6.19%

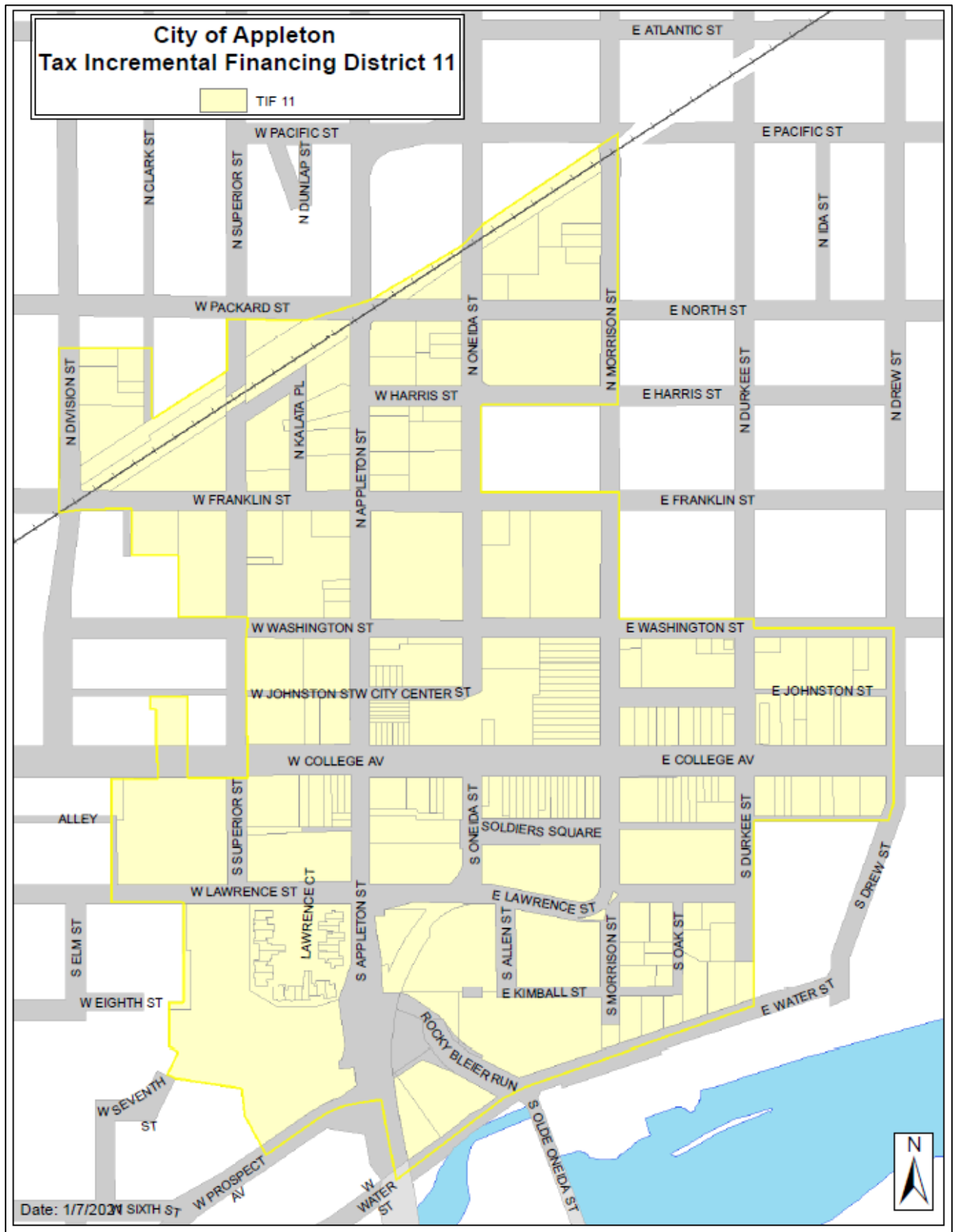




**TID #11** Most of the increment in TID #11 is attributable equalized value growth. This TID is scheduled to close in 2044.

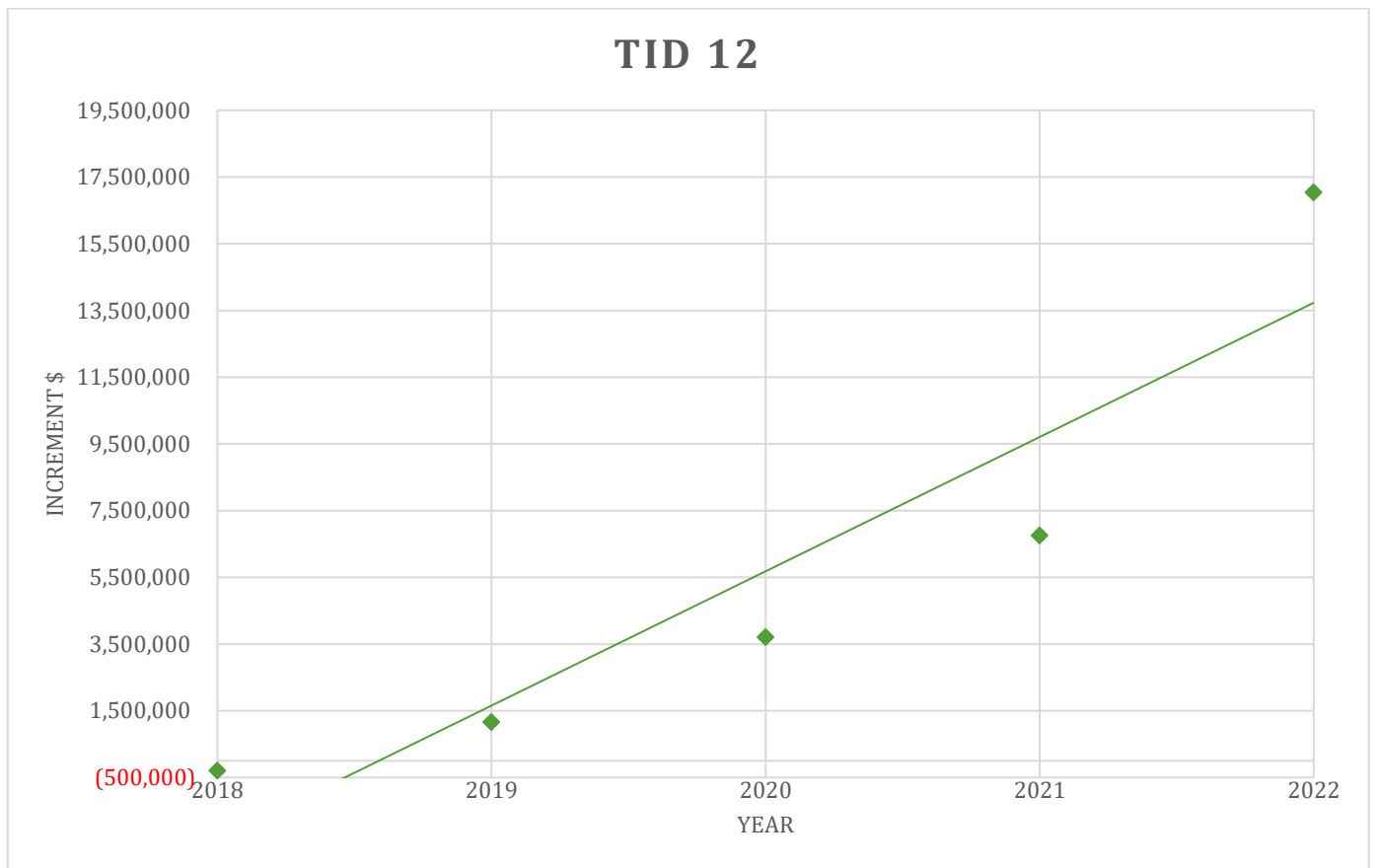
TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 11	2017	83,099,200	122,753,700	140,188,200	57,089,000	17,434,500	14.2%	68.7%	68.7%





**TID #12** Most of the increase in increment in TID #12 is due to full assessment of the Block 800 project. This TID is scheduled to close in 2044. The boundaries reflected on this map incorporate an amendment made to the District in 2021.

TID #	Start	Base Value	2021 Value	2022 Value	Total Increment	2021-2022 Increment	% Change in 2021-2022 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 12	2017	22,974,900	29,733,400	46,780,600	23,805,700	17,047,200	57.33%	103.62%	103.62%





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><b>Tax Incremental District Valuations</b></i>									
<b>TID #</b>	<b>Start</b>	<b>Base Value</b>	<b>2021 Value</b>	<b>2022 Value</b>	<b>Total Increment</b>	<b>2021-2022 Increment</b>	<b>% Change in 2021-2022 Value</b>	<b>Avg % Annual Change Since Start</b>	<b>% Change in Total Value Since Start</b>
TID 3	1993	18,940,800	68,263,300	76,226,200	57,285,400	7,962,900	11.66%	12.1%	302.44%
TID 6	2000	12,141,600	137,738,300	175,068,300	162,926,700	37,330,000	27.1%	74.55%	1341.89%
TID 7	2007	25,657,000	40,712,900	46,748,600	21,091,600	6,035,700	14.83%	7.47%	82.21%
TID 8	2009	6,135,100	91,737,600	105,125,500	98,990,400	13,387,900	14.59%	179.28%	1613.51%
TID 9	2013	21,512,900	22,202,700	23,981,000	2,468,100	1,778,300	8.01%	2.29%	11.47%
TID 10	2013	24,543,900	21,946,300	26,062,800	1,518,900	4,116,500	18.76%	1.24%	6.19%
TID 11	2017	83,099,200	122,753,700	140,188,200	57,089,000	17,434,500	14.2%	68.7%	68.7%
TID 12	2017	22,974,900	29,733,400	46,780,600	23,805,700	17,047,200	57.33%	103.62%	103.62%
<b>Total</b>		\$215,005,400	\$535,088,200	\$640,181,200	\$425,175,800	\$105,093,000	19.64%		197.75%

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

## BUSINESS DEVELOPMENT

The City experienced a net loss in new businesses. During 2022, 109 businesses opened or relocated in the City, while 117 closed or relocated, for a net loss of 8. The following pages highlight the businesses that opened in Appleton and the businesses that closed or moved out of the City in 2022.

## Businesses That Opened or Relocated in the City of Appleton:

EBDN PRINT GROUP LLC	ACCU-CLEAN PROFESSIONAL SERVICES LLC	ADV DENTAL SPECIALISTS APPL : AMER DENTAL PARTNERS OF WI LLC
BLACK KNIGHT SERVICING TECHNOLOGIES LLC	BULKLEY DUNTON PUBLISHING GROUP	CARE PATROL OF THE FOX CITIES : OPTIGRAF SOLUTIONS LLC
CINTAS (LOC #80P) : CINTAS CORPORATION NO 2	COLLEGE CONNECTORS C/O CHUCK ERICKSON	COMPLETE OFFICE OF WISCONSIN INC (APPLETON)
DAVIS & KUELTHAU SC	FLOORS BY ROBERTS INC	JAMES LEASING LLC
KETAMINE WELLNESS CENTER LLC	KLEENMARK SERVICES CORP	LEE NAILS SPA C/O VALENIE THOJ COOB LIS
LIVING SPINAL LLC	MAGIC TAP LLC	MAID MY DAY LLC
MARSH USA INC (SHARED SERVICES)	MJI BUILDING SERVICES LLC	ONE BOLDT PROPERTIES LLC
PEAK PERFORMANCE PHYSICAL THERAPY & SPORTS MEDICINE INC	POWERS PAPER LLC	SNAPTASTIC PHOTOGRAPHY C/O ERIKA PARKER
SUBURBAN ENTERPRISES INC	URBAN MODERN KITCHEN LLC	VILLAGE TRACTOR AND REPAIR LLC
PAUSE MEDICAL CENTER LLC : WI INSTITUTE OF FUNCTIONAL MEDICINE	APPLETON COWORKING INC	BRIAN HODGKISS INJURY LAWYERS LLC
DAILY CARE LLC	DREYER WEALTH MANAGEMENT LLC	LA BELLE MAISON LLC
OUTSIDE THE BOX FAMILY LLC	SUNNY SIDE UP YOGA LLC	VOYAGEURS BAKEHOUSE : VOYAGEURS SOURDOUGH LLC
ACCEL AUTO AND TRUCK REPAIR LLC	BLACK SPADE SOCIETY THE : TATTOOS BY MERCEDES LLC	CAPITAL DATA INC : CAPITAL DATA ANALYTICS INC
CHECKER LOGISTICS INC	COALESCE MARKETING & DESIGN : COALESCE INC	FOX VALLEY CLEAN AIR C/O DANIEL BECK
MOVING PARTS THERAPY LLC	NEW LEAF PAPER INC	PAVE BLACK ASPHALT INC/SPENCER CONC INC/MAIN EXC INC/ASR PRO
STATEMENT PIECE LLC THE	ABBOTT HOLDINGS LLC	AZALEA SPA LLC
B7 MUSIC STUDIO LLC	BY YOUR SIDE MIDWIFERY LLC	COMMONWEALTH MORTGAGE GROUP LLC
DANA MICHELE MAKEUP & AESTHETICS LLC	DISPENSARY THE : D8D BY H4H LLP	HAWK POINT TECHNOLOGIES LLC
JASMINE LEAF C/O KHIEM NGUYEN	KAOLY'S C/O KAOLY LEE	M.NATURALS SPA & GIFTS : M.NATURALS LLC
MARCO'S PIZZA #3686 : HOOGLAND FOODS LLC	MAY'S KITCHEN C/O MAY VANG	PAHOUA'S SUPER MARKET LLC
PHO FEVER C/O MAI XIONG & PHONG XIONG	POPLAR HALL : RH EVENTS LLC	RESIDENT CAPTURE LLC : RESIDENT CAPTURE MARKETING LLC
RICHARDS BUILDING SUPPLY CO	RUBRUM BARBERSHOP C/O JORDAN LEMERANDE	SCHREIBER ELECTRIC LLC

SHE TATTOOS LLC	STANGLER COUNSELING SERVICES LLC	SOUL ASCENSION MASSAGE AND SHAMANICS C/O LINDSAY MILLER
TROPICAL SMOOTHIE CAFE : TROPICAL APPLETON LLC	APPLETON AUTO STYLING : AUTO STYLING LLC	BOB'S TOWING : DIV OF MAC'S TOWING LLC
DESIGN LIFE'S JOURNEY LLC	ATLAS STRENGTH & WELLNESS LLC	EXPERT REAL ESTATE PARTNERS C/O DUANE MURPHY
HANDS TO HEART LLC	HEALTHY CONNECTIONS LLC	HYPNOSIS INSTITUTE OF WISCONSIN C/O RONALD L LINDBERG
INTEGRITY MORTGAGE GROUP : WOLFE FINANCIAL INC	ORIGIN SKIN STUDIO LLC	PRACTICAL SAFETY AND HEALTH SOLUTIONS LLC
RENEE MILLARD MUSIC C/O RENEE MILLARD	STREAMLINE FRAMING LLC	TREAT YOUR BODY MASSAGE : LI SONG PROPERTY LLC
APPLETON BUSINESS CONSULTING LLC	APPLETON LIQUOR LLC	FIRST LIGHT COUNSELING SERVICES LLC
GREASY FINGERS LLC	HUSSEY, BRENNAN PT LLC	JAELEI BEAUTY C/O JAELEI YANG
JOINTS NERVES SPINE : PAIN RELIEF 1 LLC	LORI DIBBS & ASSOCIATES LLC	NOVA SALON C/O LEAH MILLER
BERGSTROM CHEVROLET INC	FISH CAVE LLC	MR TIRE AUTO REPAIR
SHE HAIR BOUTIQUE C/O ADDEY CRONKRITE	TITLEMAX OF WISCONSIN INC (#11136)	AFTER EFFECT LLC THE
CELESTIAL PIERCING LLC	FADE ENVY HAIR STUDIO LLC	FALLEN GRAFIX LLC
FRESH FIX BARBER STUDIO THE C/O KASANDRA JOEL	HAVEN REAL ESTATE CO	LANDLORD LINE THE : A DIV OF RENTAL FINDERS INC
SLASH BEAUTY & BARBERING LLC	SOLE 2 SOUL LLC	STUDIO TLC C/O ASHLEY ZHRINGER
SUGAR RUSHLOW LLC	360U LLC	

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

FLEET FARM : FLEET WHOLESALE SUPPLY CO LLC	A-S-K ASSOCIATES INC	GOLD SEAL GRAPHICS C/O KEN BASTAR
NENAHLO, ROBERT J CPA C/O ROBERT J NENAHLO	RICO'S FAMILY RESTAURANT LLC	BLACK BEAR FAMILY REST C/O NICHOLAS BOURANTANIS (LESSOR)
MARLENE'S WEDDING ACCESSORIES : MARLENE'S SHOPPE INC	BEST GROUP INC	NELESSEN'S CUSTOM FINISHING LLC
2828 NORTH LLC (BAR - FFE)	ARISTIGUETA, MARIA T MD SC	THEDACARE PHYSICIANS INTERNAL MED : THEDACARE INC
VAN HOOFF DENTAL C/O DR LOGAN VAN HOOFF DDS	SUBWAY SUBS & SALADS : MOR-SUBS INC	THEDACARE PHYSICIANS FAM MED : THEDACARE INC
ROBERTSON AGENCY LTD	COMMUNICATION SUPPORT INC	INTEGRITY INSURANCE COMPANY

CLASSIC CLEANING SERVICE OF FOX RVR VALLEY C/O JO ANN FIDIKA	CHILD'S CHOICE LEARNING CENTER : TSS INC	COMPETITIVE STRATEGIES INC
GREASY FINGERS LLC	FAMILY VIDEO MOVIE CLUB INC #170	PAPA MURPHY'S : SIGNATURE PIZZA LLC
CHRISTOPHER & BANKS INC #171	PARADISE ISLAND ICE CREAM : ICE CREAM UNLIMITED OF APPLETON INC	APPRAISAL COMPANY OF APPLETON LLC THE
ARBY'S #7270 : DRM INC	GRISHABER MAIN STREET LLP	NORTHERN COMPUTER SERVICE LLC
POWER SCHOOL GROUP LLC	MOBILEX USA : SYMPHONY DIAGNOSTIC SERVICES NO 1 LLC	JEFFRY A ROSTAS DDS : JEFF ROSTAS DENTISTRY LLC
WYCOFF, LAW OFFICE OF BRYAN C/O BRYAN WYCOFF	SCANLAN JEWELERS INC	CHAMPIONS MARTIAL ARTS LLC
EPIPHANY LAW LLC	NEW YORK LIFE INSURANCE CO	WILLIS TOWERS WATSON MIDWEST INC
MUNCHEEZ PIZZERIA : VANDER LINDEN BUS VENTURES LLC	SALON FRENZEE C/O STACY SCHOMMER	VICKY'S HAIR STATION C/O VIRGINIA AGUILAR
ACE FOODS INC	THRIVENT FINANCIAL FOR LUTHERANS - CHILD LEARNING CTR	COUNTRY FINANCIAL : CC SERVICES INC
GAME STOP INC #3349	MARATHON PETROLEUM COMPANY LP	TROPICAL SMOOTHIE : SMOOTHIE ISLAND CAFE LLC
WG&R SLEEP SHOP : W G & R FURNITURE CO	BODY WORKS MASSAGE & MORE C/O CYNTHIA GRAHAM	MID AMERICA CYCLES : RAMSEY HOLDINGS LLC
CRAFTSMAN VILLAGE HARMONY HOUSING LLC	THEDACARE PHYS ORTHO PLUS : THEDACARE INC	RISK MANAGEMENT CONCEPTS LLC
HEALTHY CONNECTIONS LLC	POST CRESCENT : GANNETT SATELLITE INFO NETWORK INC	THEDACARE PHYSICIANS CORP : THEDACARE INC
WIARA INVESTMENT MANAGEMENT LLC	MILLARD MUSIC STUDIO/BREATHING ROOM YOGA C/O RENEE MILLARD	PUSH PERSONAL FITNESS LLC
ALBA BIRTH CENTER LLC	REMUS, GERHARDT F PLASTERING C/O GERHARDT F REMUS	TMC NORTH AMERICA INC
ABES GARAGE C/O KEVIN ABEL	LANDLORD LINE THE : A DIV OF RENTAL FINDERS INC	STATE FARM INSURANCE : KIMBERLY LEE INS AGENCY INC
BOSMA CHIROPRACTIC LLC	H&S INVESTMENT GROUP LLC	GLOBAL DATA CONSULTANTS LLC MIDWEST REGION
FOX VALLEY RESTAURANT SUPPLY INC	COUNTRY FINANCIAL C/O MARIA H VEESER	ACCELEARNING C/O CINDY A WINKELMAN
NICOLET NATIONAL BANK	HAIRS AND HIS BY CASSIE LLC	AMERICAN TITLE LOANS : TOWNLEY CAPITAL LLC
SMART CHOICE MRI LLC	HEART FAILURE SURVIVAL CENTER OF AMERICA SC	LOU'S BREW CAFE & LOUNGE INC



WINGS OF CHANGE C/O ALIDA QUETZAL REES	HYPNOSIS INSTITUTE OF WISCONSIN C/O RONALD L LINDBERG	PRIVATE WEALTH MANAGEMENT GROUP LLC
HMONG CONNECTION SERVICES LLC	ACCOUNTING UNLIMITED LLC	EMPIRE INKS LLC
CURIOSITY CABIN DAYCARE C/O JILL PENGLASE	UNIVERSAL WIRELESS INC	RICHARDS BUILDING SUPPLY CO
SOULUMINESCE LLC	GOLDEN TREE BRANDS LLC	GENESIS CONSTRUCTION AND DESIGN LLC
PLAY LEARN INSPIRE C/O NICOLE GEIGER	SAN ROCCO'S : VSR ENTERTAINMENT LLC	BLUE DAHLIA VINTAGE SPA C/O JEN SCHNEIDEWEND
MOSQUITO SQUAD OF THE FOX CITIES : AK RATKA LLC	TOLL PROS INC	BADGER PAINTING LLC
BLUSH DE FLEUR LLC	HUSSEY, BRENNAN PT LLC	OSTEOPATHIC MEDICINE AND PHYSICAL THERAPY GROUP OF NE WI SC
WORLD HEADQUARTERS LLC	FOX VALLEY CLEAN AIR C/O DANIEL BECK	LEGACY INVESTMENTS SERVICES INC
BEHNKE PROPERTIES LLC	HEALTHY FIRST THERAPEUTIC MASSAGE	EMILY MEGAN PHOTOGRAPHY C/O EMILY MEGAN POLZIN
THE MANOR @ 1815 : WE LIVE MINDFULLY LLC	SEAN & SONS LLC	CULTIVAS BIO INC
DAVIS & KUELTHAU SC	DISH WIRELESS LLC	KING BROKERAGE LTD
TUNDRALAND HOME IMPROVEMENTS LLC	DISPENSARY THE : D8D BY H4H LLP	FOX VALLEY ELITE WRESTLING C/O ROB LEE
HARMONIA REIKI HEALING C/O ANN E WENDEL	WIGGLES AND GIGGLES DAYCARE LLC	CLEAN INSIDE & OUT DETAILING LLC
MINUTEMAN PRESS : FOX RIVER PRINTING INC		

### 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. 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 very successful in achieving these objectives. Since 1979, the Homeowner Rehabilitation Loan Program has rehabbed over 1200 homes in the City of Appleton and generated over \$6.3 million in outstanding loans. The City rehabilitated 21 housing units in 2022 and spent nearly \$500,000 on home improvement loans. The goal for 2023 is to spend at least \$360,000 rehabilitating 20 housing units.

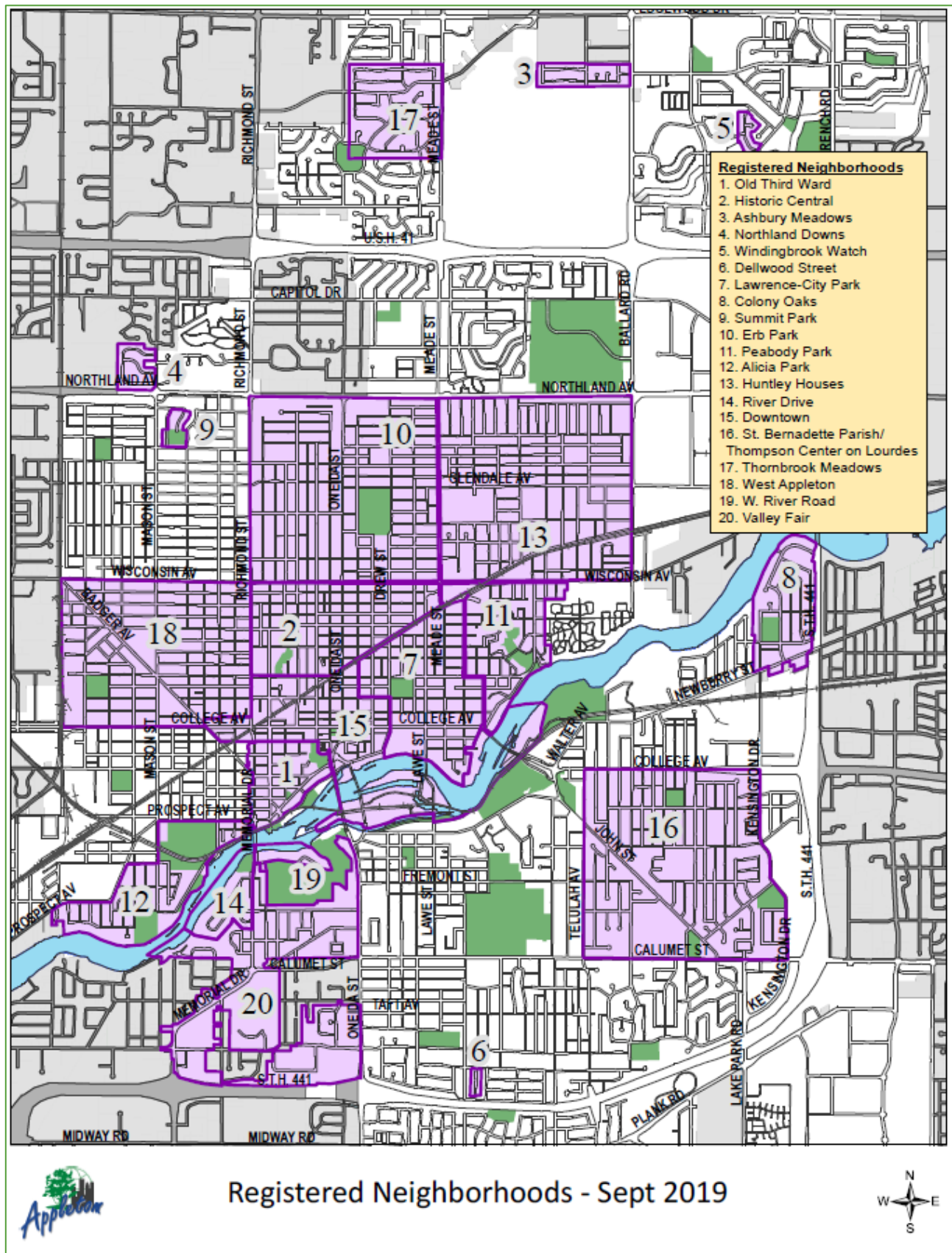
## NEIGHBORHOOD PROGRAM

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 three applications for The Neighborhood Grant Program (TNGP) in 2022. All were awarded grants through TNGP. Two were in the Historic Central Neighborhood, one for "Porchfest" and one for neighborhood block magnets. The other application 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 neighborhood program meetings were held in 2022, 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:



## RECENT CITY INVESTMENTS/ACTIVITIES PROMOTING GROWTH

- A. The Appleton Redevelopment Authority (ARA) awarded six (6) grants through the ARA Business Enhancement Grant program in 2022. Grants totaling \$42,000 helped leverage another \$178,257 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 seven (7) properties totaling over \$48,500 and leveraging another \$104,046 in private investment in these districts.
- C. A Sub Area Plan for the downtown neighborhood north of College Avenue was completed in 2022 (See Details in Strategy/Marketing Section of this report).
- D. Lightning Drive, which was extended to 600 feet north of CTH JJ in 2017, will be extended north to official mapped Providence Avenue in 2024. Extension of the remaining portion north to Broadway Drive is currently expected approximately 6 years out.
- E. 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.
- F. 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.
- G. Staff facilitated and approved the Lightning Drive, Ziegler, and Spartan Drive annexations, resulting in roughly 18 acres of land being annexed.
- H. Final plat approval resulted in the recording of 209 residential lots, including the First Addition to Broadway Hills Estates, Apple Ridge 2, North Edgewood Estates 3, Apple Fields, and Trail View Estates South 2. Staff anticipates approximately 10 additional lots will be approved in 2023.

## CHALLENGES TO GROWTH

- A. Net new construction is the limiting factor for a municipality to raise the tax levy. Given Appleton is largely developed with boundary agreements restricting physical growth to the east, west, and south, we will have to encourage redevelopment which is more costly and complicated. 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.
- B. 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.
- C. Regulatory floodplains and drainage corridors are known to exist on the northside, which will restrict the suitability of those areas for future growth.
- D. 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.
- E. 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. RISE Apartments: A Development Agreement was completed for 48 new apartments, 43 of which will be affordable for low to moderate income tenants. Construction is expected to begin in Spring 2023.
- B. FORMER CONWAY HOTEL SITE: Merge Urban Development acquired the former Conway Hotel site in 2021 and broke ground on Phase I comprised of commercial first floor and 56 residential units in Spring 2022.
- C. BLUE RAMP SITE: Merge Urban Development signed a Development Agreement for the former Blue Ramp Site in 2022 which calls for 75 residential units and commercial space on the first floor.

- D. F STREET DEVELOPMENT: F Street Development completed construction in the Southpoint Commerce Park on a 218,000 square foot speculative distribution warehouse/manufacturing building in Spring 2021 which is now 100% occupied. Phase II, a 250,000 square foot building, started construction in 2022.
- E. 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.
- F. YMCA: The YMCA demolished the old Soldier’s Square Ramp. A new ramp, owned by the YMCA, was completed in January 2023.
- G. Children’s Hospital of Wisconsin started construction of a new 50,000 square foot clinic in the Northeast Business Park in 2022. Estimated completion is 2023.
- H. 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 were completed in 2022. Additional opportunities for development in this area exist.

## OPPORTUNITIES

- A. The City currently has 81 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. The recently completed College Avenue North Plan will help guide development and inspiration 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 377 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.
- F. The real estate market analysis, completed as part of the College Avenue North Neighborhood Plan, identified a need for 3,000 new residential housing units throughout the City in the next 10 years. This will create opportunities for those interested in residential development across all housing types.

## STRATEGY/MARKETING

### A. College Avenue North - Sub Area Plan

The College North Sub Area Plan was completed in 2022. This plan builds upon the vision and goals of the City's Comprehensive Plan. It provides an analysis of redevelopment alternatives that deliberately shape and stimulate the design of development for the neighborhood. Serving as a hub that connects neighborhoods and downtown, the College North Neighborhood is well poised to invigorate private and public investment. Planning for the future has proven to result in dividends for Appleton, making the practice of planning even more important for the College North Neighborhood. To have a neighborhood by design, rather than by default, leverages the momentum of investments, including the renovation of the Appleton Public Library, street improvements for Appleton Street, and a series of proposed development projects that includes housing and mixed use development. The entire Plan is available on the City's website and can be accessed [here](#).

### B. 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 2022, 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.

### **C. 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 2022. 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 2022 with the sponsorship of Small Business Saturday, Appleton Northside Business Association's Annual Government Meeting, and Appleton Downtown Incorporated programming, among others.

Over 2022, the Community & Economic Development Department has put a great deal of effort into contacting businesses to ensure they are receiving the support they need. In addition to the 40+ business retention visits, we provided "municipal letters" required for the Main Street Bounceback Grants, a WEDC program. 139 Appleton businesses were supported with Bounceback Grants in 2022.

