



# MEMORANDUM

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

TO: Community and Economic Development Committee  
FROM: Matt Rehbein, Economic Development Specialist  
DATE: March 31, 2015  
RE: 2014 Growth Report Summary

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## **OVERALL GROWTH**

- Appleton’s total dollar value of construction in 2014 was \$69 million. This was down significantly from \$88 million in 2013 (Both numbers include razing and misc. permits). A significant portion of this decrease was from the expansion of St. Elizabeth’s Hospital (\$30.3M) in 2013.
- Appleton’s overall equalized value increased by \$74 Million to \$4.7 Billion which is a 1.61% increase as compared to the overall equalized value in the Fox Cities which saw an increase of .98%. Appleton comprises 28% of the equalized value of the Fox Cities.

## **PERMITS**

- In 2014, Appleton issued 478 permits, well below the ten-year average number of permits which is 596. Remodels and additions saw the largest drop from 289 in 2013 to 150 in 2014.
- The City of Appleton issued 58 residential permits and 137 commercial and industrial permits in 2014.

## **RESIDENTIAL GROWTH**

- The Town of Greenville led the way in single-family housing construction for the ninth year in a row with 82 units in 2014. Following Greenville was Harrison with 66, Grand Chute with 64 and Appleton with 58.

## **COMMERCIAL INDUSTRIAL GROWTH**

- Appleton’s share of commercial and industrial development in the Fox Cities was \$30 million of a total of \$160 million in Fox Cities construction in 2014. This is below the ten year average of \$49 Million in the City, due primarily to the lack on any large commercial projects being kicked off in 2014.

## **EMPLOYMENT & UNEMPLOYMENT**

- The Appleton Metropolitan Statistical Area (MSA) defined by the Office of Management and Budget (OMB) as Outagamie and Calumet Counties had an annual unemployment rate in 2014 of 5.0% a decrease of 1.1% from the annual unemployment rate of 6.1% for 2013.
- The City of Appleton employment sectors of manufacturing and healthcare and social assistance lead the Appleton MSA as the top two employment sectors. The monthly pay for these sectors are \$4,621 and \$3,871 per month respectively.

## **SUMMARY**

Appleton's saw net new construction of \$52 million (An increase of 1.11%) in 2014 accounting for 23% of the total net new construction in the Fox Cities. This is significant because municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the city.

Appleton's overall equalized value increased by \$74 Million to \$4.7 Billion which represents 28.4% of the equalized value of the Fox Cities.

With more than 100 acres of fully improved industrial sites in the Southpoint Commerce Park, and as redevelopment continues downtown, in the TIF Districts, on the riverfront with Riverheath, Eagle Flats and the Former Foremost Farms property, Appleton is well positioned to continue to grow and remain a leader in the Fox Cities

The City's Economic Development Strategic Plan (EDSP), anticipated to be completed in Early 2015, will assess existing conditions impacting the local economy and identify strategies that will contribute to the City's future economic health, enhance the business climate, ensure the vibrancy and viability of the City and support community growth consistent with the City's character and culture.