

COMMUNITY DEVELOPMENT DEPARTMENT

2016 Mid-Year Report

All figures through June 30, 2016

Significant 2016 Events:

1. Major riverfront renovation continues with RiverHeath's second residential and commercial building and a hotel, approval of the Foremost development on John Street called Eagle Point with the new developer, Alexander Company and IconiCare, the Fox River Navigational Systems Authority interpretive visitors center at Eagle Flats, and the Woolen Mills project at 218 E. South Island Street breaking ground in July to create 60 new apartment units along the Fox River.
2. Industrial development saw a continued increase in 2016 with the sale of two lots in the Northeast Business Park. Land sales totaling 3.61 acres in the Northeast Business Park resulted in a total sale price of \$133,550. There was increased interest and activity in the Southpoint Commerce Park with two letters of intent received and an option on multiple acres.
3. Continued efforts towards construction of the Fox Cities Exhibition Center with a focus on communication with 9 other municipalities, representatives from Inner Circle, act as primary contact to the ARA Exhibition Center Advisory Committee, and serve on the Hotel Room Tax Commission creating by-laws and policies as well as provide representation to the Fox Cities Convention & Visitors Bureau. Interviews for architectural and engineering services and for construction management services were held with a panel consisting of representatives from various City departments. Both Miron Construction and Zimmerman Architectural Studios were selected unanimously by the selection committee.
4. Continued working with the Appleton Redevelopment Authority to identify and prioritize property to negotiate potential opportune acquisitions.
5. Secured business and industry future growth area in Appleton by purchasing 110 W. Edgewood Drive. This has been shown on the Future Land Use Map for approximately 20 years.
6. The Department continues to work and communicate with the business community in Appleton and throughout the region with efforts including social media, regular business retention visits and partnerships with community organizations that help build relationships that benefit the City.
7. Staff is working with a consultant team to update the Comprehensive Plan (previously adopted in 2010) and complete an in-depth rewrite of its Downtown Plan Chapter with an intensive public engagement process that included online and in-person activities. March

2016 included several public workshops and a community survey was available online. The community survey received 1,098 responses. May 2016 also included an in-depth design workshop for Downtown that will be used in the final plan preparation.

8. The City's Economic Development Strategic Plan (EDSP) was completed in 2015 and identified primary goals and key 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. Staff works daily implementing identified goals and strategies.
9. The City of Appleton, in cooperation with Appleton Downtown Inc., designed and placed an ad in the WisconsinBiz Magazine. This is a statewide publication showcasing businesses and new developments and trends throughout Wisconsin.
10. The City approved entering into a three-year extension of the Memorandum of Understanding for the Market Garden in Southpoint Commerce Park with the Community Garden Partnership, a program of Goodwill Industries of North Central Wisconsin. The City has previously approved this agreement annually since 2011, and the program continues to be a success.
11. To date in 2016, approved site plan review projects include 60 multi-family dwelling units, approximately 25,000 square feet of office space, 22,000 square feet of industrial space, and 2,000 square feet of commercial space.
12. Staff collaborated with Engineering and Inspections to review, revise and streamline where possible the technical data required for a site plan submitted regarding reconstructing, rehabilitation and expanding existing and constructing new off-street parking lots and loading areas. As a result, Community Development staff created a new application form and procedure sheet describing the data that will be needed with such application.
13. Final Plat and/or Certified Survey Map approvals resulted in the creation of 15 residential lots and 4 mixed use lots.
14. A new Assessor software system was selected to replace the I-series Assessor property system. This followed a six month RFP process and the clean-up preparation of many data fields within the City's 26,000 property records. This large installation/conversion project began in June upon the signing of the software contract. It will take one year to complete.
15. As part of our continued work as identified in the City of Appleton's Strategic Plan, we embrace diversity and inclusion as an organization to support a welcoming and inclusive community. Appleton is now seen as a leader for its work with Refugee Resettlement. In 2015 and 2016, we had visits from the State of Wisconsin Office of Refugees along with the Chief of Domestic Resettlement, Refugee Admissions Bureau of Population, Refugees, and Migration with the federal Department of State. Our refugee resettlement taskforce continues to help identify gaps and barriers for refugee facilities seeking service.

16. As identified on our City's Strategic Plan, embrace diversity and inclusion within our organization. In 2016, we sought to improve communications with non-English speaking community members within our services for City employees. We now contract with a local woman and minority owned agency who provides interpreting services for 17 different languages, including new refugee population languages. We also contract with an individual for sign-language services. We hosted listening sessions with minority community members to seek input on improving services for City employees.
17. Staff organized and delivered the Neighborhood Academy, a 4-session learning series for neighborhood leaders, in May 2016.
18. In late 2015 and early 2016, the Lawrence-City Park Neighborhood and Peabody Park Neighborhood were each awarded funding through the Neighborhood Grant Program (TNGP). Also, the Huntley Houses Neighborhood's community fitness playground project, approved for TNGP funding by Common Council, is expected to be complete by August 2016.
19. In May, to promote historic preservation efforts, the City of Appleton Historic Preservation Commission hosted a public workshop at the Appleton Public Library on home and building genealogy. The home genealogy workshop taught citizens how to best use the Appleton Library and History Museum's collections of published and unpublished materials, including maps, city directories, photographs, newspapers, books, and databases for researching home and building histories and its former residents as well as the newest online products for historical and genealogical research.
20. In the first half of 2016, to promote historic preservation efforts, the City of Appleton Historic Preservation Commission created bookmarks of five existing memorial monuments in Appleton. They wrote a historic narrative for each memorial explaining its historic significance and photographs were taken of the memorials. The Department contracted with a professional printer to produce the bookmarks for distribution to the public.
21. On May 5, 2016, the Appleton Woolen Mill building located at 218 East South Island Street was listed on the State of Wisconsin and National Register of Historic Places. This property is entitled to the benefits and protection of the National Historic Preservation Act of 1966, as amended and under Chapter 44, Wisconsin State Statutes. The Appleton Woolen Mill building is the 13th individual building in Appleton listed on the State of Wisconsin and National Register of Historic Places.
22. The City of Appleton Homeowner Rehabilitation Loan Program rehabilitated 12 owner-occupied homes, and spent \$176,311 on home improvement loans. In addition, 13 new applications were submitted. Of those, five were eligible for the program. Additional applications will be accepted in the fall.

23. The City was notified by HUD in February that the 2016 CDBG allocation for the City of Appleton is \$535,325. Common Council approved the following funding amounts:

- City of Appleton Rehabilitation Program - \$158,651
- City of Appleton Neighborhood Program - \$40,000
- CDBG Program Administration - \$20,375
- Fair Housing Center of Northeast Wisconsin - \$25,000
- Appleton Housing Authority - \$60,000
- Greater Fox Cities Habitat for Humanity - \$96,000
- Housing Partnership of the Fox Cities - \$55,000
- Harbor House - \$21,085
- Homeless Connections - \$15,460
- LEAVEN - \$15,460
- NAMI - \$15,460
- STEP Industries - \$12,834

24. The GIS Team launched its first iPad application for the Water Department. This tool lets the users in the field directly enter maintenance information as they perform it on hydrants and water valves. This was greatly needed as there are several crews out maintaining the water system on any given day, and sometimes it would take weeks for the other crews to see the updated maintenance data. Now, the crews simply have to sync their iPads with the City network when they return to the shop, and an automated process compiles all the edits and shares them back with each device and office staff. This greatly enhances communication and timeliness of data being entered into GIS.

25. A second iPad application was also created for the Forestry staff. This is an updated and more user friendly version of the previous inventory. This works very much the same way as the water maintenance application and allows multiple crews to edit data simultaneously and then sync and share that data on a nightly basis.

26. Two internal websites were created to utilize GeoEvent Processor data to see “live” vehicle locations. One website shows the locations of all of our vehicles in our snow operations. This allows DPW management staff to look at the website during a snow event and see how the fleet moves around. This also can be used to view the recent history of any particular vehicle in the event someone wants to know if a truck made it to a particular street or not. The second website is very similar but is set up for the garbage operations. This allows DPW management staff to view the site and see where the garbage trucks are at any given time. It also lets them view their route and see a daily history of where that vehicle has been.

27. A more external project that GIS has been active in is the development of the Fox Trot Trail. Working with members of several different departments, data was gathered, mapped, and then narrowed down to create a 2.8 mile loop around the downtown and river. Points of interest are shown on a map, along with narratives about each point. A web app has been developed to guide trail users around the tour as well as a more traditional paper brochure.

28. The Road Report App was also published externally and internally and the 2016 construction season. This app allows live updates from the engineering staff about road closures and construction for viewing by the public. It also alerts our internal staff to projects and estimated deadlines and staff contacts.
29. The annual update to the community map program that enables us to quickly display our basemap in our online applications as well as share Appleton's mapping information with the world in a cartographically pleasing way.
30. A major project that was accomplished was the GIS architecture review and system automation. A consultant helped the GIS team with a full system review to verify that our architecture was set up correctly and can support future growth. This review was a great confirmation that our system is set up in a recommended way and is functioning at a high level. Once that was confirmed, a series of tools were put in place to help automate some daily or weekly maintenance tasks. These tools are set on a schedule to run nightly which now allows all data being updated on a daily basis to be reconciled and migrated from our production environment to our publication environment.
31. An additional major project was working with the Fire Department on their PrePlan FireZone drawings. A model and website was developed for the Fire Department drawers to select current building(s) or future building(s), based on a site plan drawing, export that data to a CAD format then bring it into FireZone to finish the PrePlan drawing. This method is saving the Fire Department "countless hours of tedious drawing...It took him over 20 hours, over several days, to draw the entire complex one line at a time. With the ability to use the GIS Viewer, a CAD copy of the entire complex could have been transferred into our pre-plan system in a matter of minutes," according to Battalion Chief Joe Strauss.
32. Several smaller projects were worked on during the first half of 2016 as well. Some of these include: updates and additions to the DPW CSR process to include water related CSRs, mapping updates to several parks, a redesign of parks information signs, and incorporating "live" GIS reports onto the intranet.

2016 Mid-Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison
for the period ending June 30, 2016

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$253,300	\$525,807	48.2%
Marketing, Business Services & Diversity	\$87,171	\$241,192	36.1%
New & Redevelopment Projects & Business Parks	\$83,573	\$197,042	42.4%
Assessor	\$268,187	\$529,079	50.7%
Planning	\$129,076	\$263,887	48.9%
Total:	\$821,307	\$1,757,007	46.7%

Performance Data Community Development:

The following Table lists Community Development program areas and the performance measures for each, including both the target and end measure.

2016
Community Development - Administration & GIS

B.U. 10550

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Employee retention - % Staff turnover	0%	5%	0%	0%			0%	0%	
Accurate and useful information - # of layers edited (GIS)	600	1380	387	388			775	700	
Improve business and work flow - # of users supported on GIS software	120	136	136	136			136	130	
Quality training to support staff performance - % of training courses completed	100%	100%	5%	68%			73%	100%	
- % of depts. using GIS	50%	50%	50%	50%			50%	50%	
Annual performance evaluations completed - % complete	100%	100%	0%	0%			0%	100%	
Increase efficiency & effectiveness of City by using GIS - # of projects	250	358	96	79			175	250	
Compliance with policies - # Violations	0	0					0	Deleted	
Annual goals & objectives mutually developed - % Complete	100%	100%					100%	Deleted	

2016
Community Development - Marketing & Business Services & Diversity

B.U. 10551

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Connection to source of issue resolution or resource									
- # Existing businesses assisted	40	23	14	9			23	40	
- # Start-up businesses assisted	35	15	6	3			9	35	
Information specific to development in Appleton									
- # of prospects information deliveries*	70	34	12	11			23	70	
Facilitate diversity issue resolution									
- # businesses and individuals assisted	100	154	43	60			103	115	
Appleton's economy grows and tax base enhanced									
- % increase in total equalized value	2.6%	2.6%	N/A	N/A			0	2.6%	
Retention visit clients served									
- # Business retention visits/follow-ups	40	30	3	7			10	40	
Web pages revised or added									
- # pages	30	19	2	12			14	30	
Marketing and diversity initiatives completed									
- # of plans and pieces developed	114	119	22	40			62	114	
- # of participants/fans/friends	375	600					0	Deleted	

*Note: Prospects include businesses from outside of Appleton, contacts by real estate agents, developers, State of Wisconsin, Fox Cities Chamber of Commerce.

2016
Community Development - New & Redevelopment Projects

B.U. 10553

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Guidance rec'd to success in dev. in Appleton - # projects consulted	15	16	4	9			13	15	
Assist in land assembly, development incentives or project management - # developments generated via direct mgt. - # of improved business park acres	5 100	1 100	0 100	0 100			0 100	5 100	
Tax base enhanced									
* - \$ Increase industrial/commercial	\$8m	\$17,489,346	\$2,569,737	\$1,150,000			\$3,719,737	\$8m	
** - \$ Increase in target districts	\$4m	\$40,221,393	\$2,569,737	\$0			\$2,569,737	\$4m	
- \$ business park permits	\$2m	\$36,803,195	\$2,569,737	\$0			\$2,569,737	\$2m	
- # of real estate transactions completed	4	2					0	Deleted	
- # of development agreements completed	1	0	0	0			0	1	
- # of acres sold in business park	2	7.33	-0.11	1.44			1.33	2	2.17 acres sold, 2.28 repurchased = -.11 acre

* All commercial/industrial permits at or above \$100,000 less tax exempt or non-profit permits.

** TIF Districts and target districts (ARP's, Business Parks)

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Variety of parcel options available - # of improved acres – Size of parcels									
	MOVED TO NEW & REDEVELOPMENT PROJECTS								
	1-15 acres	1-15 acres					1-15 acres	Deleted	
Industrial portion of Appleton's tax base growth - \$ Business park permits									
	MOVED TO NEW & REDEVELOPMENT PROJECTS								
Industrial/Business park land plan developed – # Illustrative/Narrative Plan	1	0					0	Deleted	
Land Development – # Acres acquired - # Acres sold	0	0					0	Deleted	
	MOVED TO NEW & REDEVELOPMENT PROJECTS								

2016
Community Development - Planning

B.U. 15020

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Timely, accurate processing of applications									
- % of admin apps processed within the time	100%	100%	100%	100%			100%	100%	
- % of comm apps processed within the time	100%	100%	100%	100%			100%	100%	
- % of cust inquiries served within the timefra	100%	100%	100%	100%			100%	100%	
- % of complaints recvd on admin apps proce	2%	0	0	0			0	2%	
- % of complaints recvd on comm apps proce	2%	0	0	0			0	2%	
- # of development projects guided thru the review process, resulting in approval	New measure	New measure	4	4			New measure	20	
- # of comp plan goals&objectives implmnt	6	9	3	1			4	6	
Development is compatible w/city plans & policies									
- # of admin apps to be processed, resubm	425	449					0	Deleted	
- # of comm apps to be processed inc refe	25	53					0	Deleted	
- # of comp plan & ord amends to be proce	10	6					0	Deleted	
- # of hist design of sites,bldgs&dist.proce	2	2					0	Deleted	
Work process outputs									
- # of admin apps approved	425	449	66	148			214	425	
- # of commission apps approved	25	53	10	8			18	25	
- # of customer inquiries served	800	1374	272	372			644	800	
- # of comp plan & ordinance amend adpt	10	6	2	1			3	2	
- # of historic sites,bldgs&dist.recognized	2	2	0	5			5	2	
- # of special projects	2	5	1	1			2	2	

2016

B.U. 2100

Community Development - Block Grant

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$500,000	\$523,813	\$535,325	N/A			#VALUE!	\$520,000	
Carryover from previous years	\$0	\$0	\$0	N/A			#VALUE!	\$0	
Reprogrammed CDBG Funds	\$0	\$0	\$0	N/A			#VALUE!	\$0	
CDBG Recovery Funds	\$0	\$0					\$0	Deleted	
% of award spent on projects	88%	92%	92%	N/A			#VALUE!	88%	
Average award (not incld program income)	\$40,000	\$48,181	\$48,995	N/A			#VALUE!	\$40,000	
<u>Strategic Outcome</u>									
# of single audit findings	0	3	0	N/A			#VALUE!	0	
# of HUD exceptions to annual act.plan	0	0	N/A		0		#VALUE!	0	
# of HUD CAPER findings	0	0	N/A	N/A			#VALUE!	0	
Official HUD Timeliness ratio (max 1.5:1)	1.1:1	1.42:1	1.42:1	N/A			1.42:1	1.5:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	10	10	10	N/A			#VALUE!	10	

Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2016 TARGET	Comments
Housing Rehabilitation Programs (city-wide)									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$175,000	\$175,000	\$158,651	\$0			\$158,651	\$100,000	
- Lead Hazard Control grant	\$0	\$0	\$0	\$0			\$0	\$0	
- Program income received (all grants)	\$272,552	\$301,281	\$54,721	\$64,155			\$118,876	\$348,100	
Unspent grant funds									
- Committed	\$75,000	\$80,761	\$171,725	\$92,578			\$92,578	\$75,000	
- Uncommitted	\$160,000	\$294,922	\$262,008	\$250,936			\$250,936	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	23	10	2			12	24	
- # units rehabilitated	24	24	10	2			12	24	
- # residents benefited	60	58	29	6			35	60	
- Average loan amount	\$15,000	\$13,130	\$16,107	\$7,620			\$14,693	\$15,000	
- Amount committed to rehab activity	\$360,000	\$301,993	\$161,072	\$15,239			\$176,311	\$360,000	
Timely expenditure of funds									
- Timeliness ratio (max 1.5:1)	Deleted								
- # applications processed	33	52	0	13			13	33	
- # applications approved	27	27	0	5			5	27	

2016

B.U. 2180

Community Development - Neighborhoods Program (NP)

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
<u>Client Benefits/Impacts</u>									
# of new partnerships generated	1	0	0	0			0	1	
# of registered neighborhoods	14	15	15	15				14	
# of Neighborhood Academy Participants	N/A	0	N/A	12			12	20	
<u>Strategic Outcomes</u>									
# of projects awarded grant funding	New measure	2	1	0			1	2	
<u>Work Process Outputs</u>									
Grant Funds (CDBG)									
Committed	\$0	\$70,000	\$70,000	\$47,552				\$0	
Uncommitted	\$0	\$50,075	\$90,075	\$90,075				\$0	
Spent	New measure	New measure	\$0	\$22,448				New measure	
General Funds									
Committed	New measure	New measure	\$1,200	\$0				New measure	
Uncommitted	New measure	New measure	\$1,800	\$2,039.14				New measure	
Spent	New measure	New measure	\$0	\$960.86				New measure	

Community Development – Geographic Information Systems

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Accurate and useful information # of layers edited	MOVED TO ADMINISTRATION PAGE								
Improve business and work flow # of users supported on new GIS software	MOVED TO ADMINISTRATION PAGE								
Integration of new GIS desktop software in City % Departments utilizing software									
Increase efficiency & effectiveness of City by using GIS # of projects									
# of supported users	600	981					0	Deleted	

Community Development – Diversity

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Client Benefits/Impacts Facilitate diversity issue resolution # businesses, organizations and individuals assisted			MOVED TO MARKETING & BUSINESS SERVICES						
Strategic Outcomes Improve & support community diversity # of collaborative organizations	40	52					0	Deleted	
Work Process Outputs Marketing initiatives completed to support diversity # of plans and pieces developed # of participants/fans/friends			MOVED TO MARKETING & BUSINESS SERVICES						Combined Deleted
	500	754					0		

Community Development - Assessing

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Client Benefits/Impacts									
<u>Equitable asmts & distribution of tax levy:</u>									
Res districts within 10% of market value	100%	95%	98%	98%				100%	
Coefficient of dispersion of asmt/sale ratios	8%	8%	9%	9%				9%	
# of asmt errors result inaccurate tax bills	0	3	0	0			0	0	
Strategic Outcomes									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	100%	98%	98%				100%	
Commercial class level of assessment	100%	99%	96%	96%				100%	
Overall level of assessment	100%	100%	98%	98%				100%	
Work Process Outputs									
<u>% of bldgs inspected to update records</u>									
Commercial new construction	100%	100%	100%	100%				100%	
Residential new construction	100%	95%	95%	95%				100%	
Recent sales	60%	48%	51%	51%				50%	
Total # of interior inspections	3,500	2,667	511	61			572	800	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,200	2,439	474	709			1,183	2,300	
Lot splits, CSM's & new platted parcels	75	97	53	44			97	100	
Annexed parcels	2	1	1	1			2	-	
Assessments updated	1,200	700	540	355			895	700	