



Business Improvement District 2016 Operating Plan

Downtown Appleton's future as a multi-dimensional Arts and Entertainment district embraces the creative economic energy of business, tourism, education and love of the Fox River through a culture of risk and reward that supports:

- Entrepreneurism driven by a supportive and vital business climate.
- Tourism through cleanliness, joyful customer service and a diverse retail business mix.
- Liveability featuring a walkable, family friendly environment with supportive amenities.
- Connectivity between downtown and the Fox River through complementary amenities, events and development.
- Engaging the Arts in everything we do!

The Business Improvement Districts shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals.



Downtown Appleton Business Improvement District Operating Plan 2016

I. Preface

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2016 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI).

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for

the calendar year of 2016 which shall be the Fourteenth “Plan Year”. However, it is anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2016.

A. Goals and Objectives

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan and to develop, redevelop, maintain, operate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the District in downtown Appleton can serve.

B. Plan of Action

The Plan of Action was developed by the ADI Board of Directors and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following Primary objectives, key performance indicators, goals and tasks, not listed in priority, are identified in the Plan of Action (**Appendix A**)

C. 2014 Annual Report

The 2014 annual report is attached. The total assessed value of properties for the District for 2014 was \$121,863,600 and experienced a 1% reduction over the previous year. The vacancy rate of 20% was calculated based on a total of 431 units within the district and reduced by a half percent over the previous year.

Also included as **Appendix B** is a current year 2015 Program of Work with a brief current status report and Downtown Vitality Index for year end 2013 and 2014.

D. Benefits

Money collected by the BID under this plan will be spent within the District or for the benefit of the District, and used to:

Help property owners get and keep tenants by:

1. Assisting property owners retain existing tenants by providing programs and services that help businesses to thrive in the District.
2. Assisting property owners recruit new businesses to downtown Appleton by using various marketing tools. A downtown space available list and for sale properties is found on the ADI website.

3. A business recruitment grant is available to BID properties. Recruitment Grants are equal to one month or rent or mortgage up to \$2000 each applicant with a total expenditure of \$10,000 for the plan year.
4. A Façade improvement and sign grant is also available to BID properties within the district as a 50/50 matching grant for a total investment of \$20,000 for the plan year.
5. We continue to meet property owners and agents to distribute and discuss recruitment information and strategies as well as explain our services and programs.
6. Conduct 30 recruitment contacts throughout the plan year.
7. Make 100 retention contacts annually by visit or phone.
8. Invest and participate in the Fox Cities Regional Partnership initiatives and committees.
9. Design a retail recruitment and retention program that will align with the updated downtown plan.

Help increase the value of property downtown by:

1. Improving the image of downtown through our amenities, events and maintenance efforts
2. Adopt and implement a plan for public art installations in downtown Appleton with Creative Downtown Appleton Inc.
3. Offering Façade Improvement grants that add value to the properties and encourage aesthetic improvements. A total of \$20,000 for the plan year.
4. Offering attractive amenities: The BID covers the expense for flowers for the planters, additional seating areas, bike racks, and banners and public space placemaking initiatives and activities.
5. Keeping downtown clean through maintenance, contracted power washing annually in partnership with the Department of Public Works. and clean up days throughout the year

Create a strong Brand and marketing campaign for downtown by:

1. Continue to build our One Great Place image marketing campaign.
2. Maintaining an updated user friendly website for the district that promotes business attraction as well as the markets the district as a destination
3. Conducting successful traffic building community events. A total of 102 events are hosted annually in the BID district.
4. Conducting successful retail and hospitality marketing campaigns like Ladies Day and Mini Golf on the Town.
5. Retention efforts by offering Marketing grant to our current BID members of up to a \$350 match to enhance an individual marketing campaign for their business. Total of \$10,000 for 2016 is available.
6. Maintain two active facebook pages and other social media outlets that promote downtown businesses, encourage conversation about downtown and promote events. Twitter, Instagram, a blog etc..
7. Communicating regularly with our members and public about happenings downtown through our Eblasts, facebook, website and local media
8. Educating our members on how to build greater awareness of their business and the district through marketing, social media, special events, coupon book, website, and cross promotion.



D. 2016 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated including but not limited to sponsorships and donations, ADI memberships, and by revenues of events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI but shall be applied to programs and services that further goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for this contract with ADI, and are expected to pay for about 30 percent of the costs projected by Appleton Downtown Inc. (ADI) to implement a full downtown management program. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

E. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.
6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.
10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

F. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton's Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

G. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

III. District Boundaries - – no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in pink and indicated by property in blue on **Appendix G**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of September 1, 2001. The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties zoned for commercial use by the City of Appleton Assessor on both sides of boundary streets are included in the District. The District includes 202 contributing parcels. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix G**.

IV. Organization – no change has been made to this section from the previous year.

A. Operating Board

The BID Board ("Board") as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1. Board size maximum of 9
2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.

4. Compensation – None.
5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
6. Record keeping – Files and records of the Board’s affairs shall be kept pursuant to public records requirements.
7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list **Appendix D**
9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City’s Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the BID Board for review and input.
3. ADI Staff and Board will edit the plan and submit it to the BID Board for approval based on comments by the BID Board.
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval.
5. The Common Council will act on the proposed BID Operational Plan for the following Plan Year.
6. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members’ terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

V. Finance Method - no change has been made to this section from the previous year.

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as Appendix C.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

VI. Method of Assessment - no change has been made to this section from the previous year.

A. Parcels Assessed – Appendix E

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and zoned for commercial use as shown on the City of Appleton Assessors records, as so indicated on **Appendix F** (“Commercial Condominiums”). Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building. Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

The Business Improvement District reassessment was completed by the City of Appleton Assessor’s Office. The current property assessment list was generated by the Assessor’s office and reviewed by the Finance Department and BID Board. As is stated below, the assessment rate of \$2.50 for each \$1000 of assessed value remains for the thirteenth year with no increase recommended. The minimum and maximum also remain with no increase recommended.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The 2016 assessment shown in Appendix E was calculated as \$2.50 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,000 and no parcel assessed less than \$250, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor’s Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel's owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ratio of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.

For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments

The final form of this 2016 Operating Plan has attached as **Appendix E and Appendix F** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula.

The 2016 BID assessment total is anticipated to be \$193,125

The following parcels experienced a decrease or increase in assessment over previous year.

- 31-2-0081: 205 W. College Ave.: increase of \$142.25
- 31-2-0083: 201 W. College Ave.: increase of \$204.25
- 31-2-0322: 224 E. College Ave.: increase of \$840.50
- 31-3-0985: 601 W. College Ave.: increase of \$30
- 31-3-1005: 513 W. College Ave.: decrease of \$475.75
- 31-3-1006: 516 W. College Ave.: decrease of \$8.50
- 31-3-1027: 423 W. College Ave.: decrease of \$539
- 31-5-1101: 400 North Richmond: increase of \$1069.50
- 31-5-1918: 500 W. Franklin St.: decrease of \$86.75

D. Assessment Collection and Dispersal

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15th day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2014 audit are available in the ADI office and a copy was submit to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2014 report is attached.

The 2014 report indicates the following:

- A decline in taxable property value of \$1,891,300. This raises concern as properties sold to non profit organizations continue to be removed from the tax base as well as reassessments resulting in lower values.
- A slight reduction in our vacancy rate by 1% is good news however Downtown continues to struggle with filling large vacant buildings. We have 88 available units for a 20% vacancy rate.
- The addition of new events like Mile of Music and other hands on activities in the district has positively impacted our placemaking efforts and attraction of new visitors to Downtown.
- Social media continues to be an increasingly important component to reach customers, visitors and our members. We expanded our reach with new tools like Instagram and a blog.
- An increase in APD reported calls for service by 29 over last year same report time. We are confident that a portion of this increase is attributed to our security guard in the Washington Square area being diligent with reporting suspicious and unlawful behavior.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit. **2014 BID Audit attached.**

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

VII. City Role

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.
5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before June 1 each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

VIII. Required Statements - no change has been made to this section from the previous year.

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec. 66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

IX. Appleton Downtown Incorporated - no change has been made to this section from the previous year.

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the

requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. Shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

X. Severability and Expansion - no change has been made to this section from the previous year.

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.

APPENDIX A

2016 Plan of Action

APPLETON DOWNTOWN INC., BUSINESS IMPROVEMENT DISTRICT and CREATIVE DOWNTOWN APPLETON INC.

2016 Program of Work

Our cooperative mission is to make Downtown Appleton a vibrant and accessible destination for business, learning, living and leisure

1. Proposed 2016 Goal:

Support entrepreneurship and promote a vital business climate.

2016 Key Performance Indicators:

- Employment Growth
- Increase number of businesses to the district
- Tax base for the Business Improvement District is sustained or experiences growth
- Property vacancy rate declines
- ADI Member satisfaction rates “above average”

Tasks: ADI and BID

- Continue work on the vision plan for Downtown and the Riverfront.
- Manage the business recruitment grant and building improvement façade /signage grant program (BID).
- Implement the business recruitment plan to expand our business mix (BID).
- Partner with the City of Appleton and the Fox Cities Regional Partnership on attraction, retention and workforce development efforts
- Form a Riverfront task force to further the work of developing a riverfront BID district.

Creative Downtown Appleton Inc.

- Support Pop-Up initiatives downtown & on the riverfront: galleries, (like Rabbit Gallery), theaters, music and shops.
- Provide support for development of arts related spaces: studios, interactive art classes and workshops. Live work studio.
- Support Arts Wisconsin and endorse the statewide creative economy development initiative.
- Partner with PULSE on creative class attraction initiatives and events.

2. Proposed 2016 Goal:

Enhance Downtown’s Urban Design, Accessibility, Inclusiveness and Walkability through Placemaking initiatives.

2016 Key Performance Indicators:

- Walkability score increases annually (base: 79/100)
- APD calls for service declines for the CBD
- Support for the Placemaker campaign grows to \$5000 annually

Tasks ADI & BID:

- Continue streetscape maintenance program.
- Work with City DPW to implement strategies presented in the Walker downtown parking report.
- Continue Washington Square improvement and security initiatives in conjunction with the neighbors and work with the city on a development plan for the corridor that includes adequate parking for the future.
- Encourage improved access to riverfront

Creative Downtown Appleton Inc.

- Continue the Walkability Task Force annual evaluation. Work together with the City & other partners to make improvements.
- Assist City departments to identify opportunities to infuse arts and culture in civic infrastructure projects.
- Support the Downtown Public Art Plan and engage our partners to make public art happen.
- Continue and grow the Placemaker campaign.
- Develop a Downtown wide effort to establish

through Jones Park and better signage. <ul style="list-style-type: none"> • Support access and mobility improvement efforts • Reinstate the secret shopper customer service program. • Continue to provide support for a new library building 	public charging stations
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**3. Proposed 2016 Goal:
Enhance Downtown tourism attraction and visitor experience through a strong unified brand.**

2016 Key Performance Indicators:

- Social media & website engagement numbers
- Exhibition Center begins construction
- Downtown hotel room nights increase
- Increase attendance at Downtown events
- Zip code survey indicates visitors from beyond the Fox Cities

Tasks ADI & BID:

- Continue to build brand awareness for Downtown Appleton One Great Place.
- 2016 marketing plan is focused on driving guests to our website and social media outlets (BID).
- Manage the marketing grant (BID).
- Expand our social media engagement plan (BID).
- Continue to host more than 100 annual events*
- Continue to provide support for new Exhibition Center project.
- Develop a technology plan to enhance visitor experience within the Downtown

Creative Downtown Appleton Inc.

- Attract and promote river activities: i.e. kayak rental, riverboat tours
- Continue to work with the downtown arts organizations through FAN to add more arts and cultural offerings to our existing events.
- Host Art on the Town May – September
- Host Downtown for the Holidays
- Co-host Mile of Music outdoor events in Houdini Plaza and Jones Park

**4. Proposed 2016 Goal:
Support the attraction and development of residential density and enhance downtown's livability.**

2016 Key Performance Indicators:

- More residential units are developed in Downtown and Riverfront

Tasks ADI & BID

- Form a Residential committee to plan future action and performance measurements

*Mini Golf on the Town, Death by Chocolate, Saturday Farm Market, Midweek Farm Market, LunchTime Live concerts, Summer Concert Series, Soup Walk, Octoberfest Arts & Crafts, all City parades, Ladies Day, co-host movies in the park, Art on the Town, Downtown for the Holidays, Ladies Fall Fashion night,

Appendix B

2015 Program of Work and Current Status Report

APPLETON DOWNTOWN INC. and BUSINESS IMPROVEMENT DISTRICT

2015 Program of Work – MID YEAR REVIEW

Our cooperative mission is to make Downtown Appleton a vibrant and accessible destination for business, learning, living and leisure

Proposed 2015 Goal

Be a resource to support entrepreneurship and a vital business climate

2015 Key Performance Indicators:

Partner with the City of Appleton for a new Downtown Vision Plan to be completed within 2015	Downtown Plan RFP draft by the City ready soon – draft comments
Employment Growth	Employment numbers are tracked in the fall. Fall of 2014 indicated a slight increase to 7493.
Increase number of businesses to the district	In 2014 23 new businesses opened. 16 closed or moved out of the district.
Tax base for the Business Improvement District is sustained or experiences growth	2014 BID assessment sustained within 1% over 2013. Total assessed value of taxable properties: \$121,863,600.
Property vacancy rate declines	20% (88 units) Vacancy rate calculated on the 431 total units in the BID. Vacancy rate reduced by 1% over previous year.
Member satisfaction rates “above average”	Very low number of completed member surveys. Of the 36 respondents: 88.8% responded somewhat or very satisfied with Downtown. 52.7% indicated an increase in their business over last year.
Riverfront BID adoption for a 2016 plan year.	Riverfront BID white paper first draft – this fall we will set up property visits. We are establishing a task force to help with edits to the proposal and with the visits this fall.

2015 Proposed Tasks

Advocate and support for a new vision plan for Downtown and the Riverfront:	Working with Community Development to produce the RFP.
Manage the business recruitment grant and property improvement façade /signage grant program (BID)	2014 Recruitment Grant: supported 7 new businesses 2015 Recruitment Grant to date has supported 6 new businesses – list attached. 2014 Façade/sign grants assisted 19 properties in the district. 2015 Façade/sign grants to date have supported improvements for 14 properties – list attached
Engage the Economic Development committee to draft a business recruitment plan and work with development partners to identify opportunities to expand our retail mix (BID)	The committee has started the outline for the recruitment plan that will incorporate into the downtown vision plan update. Draft attached. Plan will be completed by end of the year.
Participate actively in a community-wide economic development strategy (1/2 BID)	Our participation continues in the Regional Partnership. Downtown has engaged in site selector visits, website reviews and leadership discussions.
Riverfront task force is established and a riverfront BID district is proposed and adopted by property owners and City	The Riverfront BID white paper has a first draft and will be edited and ready for property owner visits this fall. It is not realistic that the new BID will be ready to propose until next

Proposed 2015 Goal:**Enhance Downtown's Urban Design, Public Spaces, Accessibility and Walkability****2015 Key Performance Indicators:**

Walkability score increases annually (base established in 2014)	First baseline established by the task force as 79/100 We think this was a generous number but we have identified a number of possible improvements to present to the City and property owners. Another audit will happen in the fall.
APD calls for service declines for the CBD	The calls for service have not declined and we have new areas of concern like Jones Park. We continue to work side by side with APD to improve awareness and communication to help them address issues.
New Public Art piece is unveiled	Several new murals will be unveiled in Downtown this year: one of the side of the Copper Rock building as part of the parklet renovation and one on the side of the History Museum as part of Back Alley Bash project. A mural will also appear on Water street depicting the history of the paper industry in Appleton. A bronze bust of Houdini will be unveiled August 27 th in Houdini Plaza. Valley Transit will also unveil a mural inside the public building. We are also working with the city to cover the electrical boxes downtown with artful vinyl wraps.
New riverfront wayfinding signage is introduced	This project has not been worked on but will be included in the potential riverfront BID program of work.

2015 Tasks:

Continue the Walkability Task Force and annual evaluation. Work together with the City & other partners to make improvements	First audit comments and survey summary available. Cleanliness concerns, lighting, and beautification. Other concerns: some cracked concrete, condition of the garbage cans, storefront windows.
Continue streetscape maintenance program: sidewalks, planters, tree lights Parklet renovation project	Partnered with the City on one powerwashing so far this year. We continue to struggle with cigarette butts on the sidewalk. The Creative Downtown committee took on the Parklet Place renovation project between the 222 Building and the Copper Rock. Together with the City and funding support from Octoberfest and Principal Financial this space will be renovated with new seating, a mural, a mini stage, better lighting and vegetation
Continue to support the proposed Public Art Plan	Creative Downtown committee is working on the plan and has identified a number of locations that will be ideal for murals and art installations. The plan now needs to explore a mural program as well as funding sources. The parklet project sidetracked this progress. We will pick it back up in

	the fall.
Work with City staff to implement strategies presented in the newly proposed downtown parking report	Supported at committee the proposed change to 6pm on the meters and meters north of Washington to change to long term 12 hour meters at .20 an hour. Next steps will be support of the 2016 City budget to improve equipment in the ramps and meter heads that take credit cards.
Continue Washington Square improvement and security initiatives in conjunction with the neighbors and work with the city on a development plan for the corridor	Daniel continues to provide improved security to the Washington Square. Daniel has stopped fights, car break ins and public drinking. He remains in communication with APD on serious issues and patrols the area continuously. The neighbors would like to see the service continue next year.
Encourage improved access to riverfront through Jones Park and better signage	No work has been done on this task. Wayfinding signage to the riverfront is included in the white paper for the Riverfront BID.

Proposed 2015 Goals:

Enhance Downtown tourism attraction through a strong unified brand

2015 Key Performance Indicators:

A new brand is introduced and new banners in place by event season	New brand was launched at the annual dinner One Great Place has been well received. Street banners are up, the sidewalk kiosks have the new logo, the office windows, the website, all of our promotional material.
Social media & website engagement numbers	Social media number continue to increase – numbers are attached in the quarterly marketing report.
Exhibition Center begins construction	Good progress. Land purchase is contingent on the management agreement with Inner Circle and the room tax increase in all supporting municipalities.
Downtown hotel room nights increase	Radisson indicates occupancy rates at 60% indicating the highest occupancy in the last 10 years.
Downtown calendar is full with a variety of events	ADI will host 101 events in 2015. We are also adding restaurant week to the lineup.
Increase attendance at Downtown events	Downtown event attendance is up on most events. However midweek Farm Market continues to struggle with attendance.
Zip code survey indicates visitors from beyond the Fox Cities	We have not conducted a zip code survey yet this year.

Tasks:

Rebranding process is completed and includes updated website graphics, banners and promotional material by June 2105	Rebranding we have learned is an ongoing process. There is always one more piece to the process. Many of our promotional materials have been updated. We are looking at a website update to make our site responsive.
Marketing budget includes a region marketing plan (BID)	The marketing committee remains focused on local advertising and relies heavily on the website to provide information to travelers. An image marketing summary is attached.
Manage the marketing grant (BID)	The 2014 marketing grant supported 28 businesses with marketing ads. The 2015 marketing grant to date has supported 6

	businesses with ads that include the One Great Place brand as well.
Expand our social media engagement plan (BID)	Social media number continue to increase – numbers are attached in the quarterly marketing report.
Continue to host: Golf on the Town, Farm Market, lunch & evening concerts, Death by Chocolate, Soup Walk, Octoberfest Arts & Crafts, parades, Ladies Day, co-host Mile of Music outdoor events, co-host movies in the park	All events are being hosted. Additionally we are working on a restaurant week for October.
Community event recruitment piece is redesigned & distributed	Intern working on redesign – no draft to show yet.
Continue to provide support for the new Exhibition Center	Continue to support but have little opportunity right now to engage. Work continues with the City and Inner Circle on the management agreement and soon conversations on room tax increase will allow for participation from our Boards.

<u>Proposed 2015 Goals:</u> Engage the Arts and Culture in all aspects of Creative Placemaking	
<u>2015 Key Performance Indicators:</u>	
Creative Downtown Appleton is supported by the 501c3 and their recommendations are adopted by the ADI Board	501c3 has been approved. The Creative Downtown Appleton committee works.
A minimum of three Pop-up initiatives are supported	Assisted the following pop up galleries: YoungSpace Gallery, Rabbit Gallery, Mile of Music pop up, and will organize the holiday elf shop pop up store in November.
3 rd Friday Events grow attendance to over 1000	Retained the name Art on the Town and expanded to include May. Attendance has been seen an increase. Chalk on the Town night has been the highest so far.
Opportunities are identified for developments that support economic growth and the attraction of a creative class	We continue to partner and support Pulse activities geared toward young professionals. We also believe our events and placemaking activities largely attract the creative class.

2015 Tasks:

Support Pop-Up initiatives in vacant storefronts, downtown & on the riverfront: galleries, theater performances, music and retail	Assisted the following pop up galleries: YoungSpace Gallery, Rabbit Gallery, Mile of Music pop up, and will organize the holiday elf shop pop up store in November.
Art on the Town is enhanced and rebranded as 3 rd Friday Events	Retained the name Art on the Town and expanded to include May. Attendance has been seen an increase. Chalk on the Town night has been the highest so far.
Attract and promote river activities: i.e. kayak rental, paddle boat tours	Jennifer continues to be involved in the riverboat research team.
Attract artist, “makers” and innovation spaces	ADI shared support for the innovation/entrepreneur space project that continues to work toward a physical location but has not been able to purchase a property.
Connect with City departments to identify opportunities to infuse arts and culture in projects in civil infrastructure.	Working with the city on wrapping electrical boxes on College Ave. with artful vinyl wraps – like a bus. Applied to the Community Foundation for partial funding. Also managed the photo contest to create new images for the

	Houdini Tower – will be up in two weeks.
Support Arts Wisconsin and endorse the statewide creative economy development initiative	Jennifer maintains her seat on the Arts Wisconsin Board of Directors as well as the Wisconsin Downtown Action Council to work on statewide issues.

<u>Proposed 2015 Goals:</u> Create a Downtown that is more Liveable, Diverse and Inclusive	
<u>2015 Key Performance Indicators:</u>	
The 501c3 launches a “Downtown Placemaker” campaign and attracts the first 100 “Placemakers”	Placemaker campaign launched and now needs a stronger online campaign and promotional push. To date the campaign has raised \$2100.
6 Mini \$500 Placemaking grants are distributed annually	The grant effort was replaced with the parklet project this year and support for other projects. We are also the fiscal agent for ArtiCulture community supported art program
A mesh WIFI network is pilot tested downtown	Discussion continues on how to accomplish this... really need the city’s help on this.

2015 Tasks:

Establish a quarterly social event to engage downtown residents	Have yet to get one of these organized. July agenda included an ask to the Creative committee to host. We will host the community dinner as part of Art on the Town and a party in the parklet during the September Art on the Town.
A friends campaign is launched to fund mini placemaking grants submitted to the Creative Downtown committee	Placemaker campaign launched and now needs a stronger online campaign and promotional push. To date the campaign has raised \$2100.
Build support to make Downtown wide WIFI a reality	We continue to have discussion on this but unclear how to proceed. Working with Skyline Technologies on beacon technology to collect data and push promotions.
Incorporate creative class attraction strategies in the new downtown vision plan.	This will be part of the downtown plan work.
Continue to offer Dementia Friendly training and look for new ways to enhance customer service in Downtown	We have partnered with Inclusion Solutions to offer a discount to BID properties on the BIGBELL product. A wireless doorbell that lets a business know someone needs assistance at the front door. ADI has installed one on the office. Works Great! Discount offer is only \$79 and it qualifies for our grant program.

2015 Grant program updates:

Recruitment Grants total Budget /Balance	\$11,000 / \$7170
<u>Business name</u>	<u>Amount Approved</u>
Inspire Spa	1,500
Atlas Group	2,000
Goebel Group Benefits	1,850
Boardlandia	400
Conrad	608
Crafty Cat	812
TOTAL	\$7,170

<u>Façade Grants 2015</u>		
<u>\$21,000</u>		
		Amount
Green Gecko II		700.00
The Appleton Group		1000.00
Joseph Shoes		600.00
Moonshell Salon		605.00
Antojitos		700.00
D2		1000.00
GD Holdings 500 W. Franklin		1000.00
Stellpflug Law		274.30
118 N. Durkee		1000.00
Heid Music		1000.00
Boarlandia		64.84
Anderson Pen		1000.00
Atlas Group		1000.00
Conrad Studios		812.50
TOTAL	\$10,756.34	

2015 Marketing Grant		
Boardlandia		350.00
Expert Jewelry Repair*		200.00
Spats Bar & Restaurant		200.00
Sonnet Garden Blooms LLC		350.00
Tina Maries Unique Boutique LLC		350.00
Hunan		300.00
Total	1,750.00	

Downtown BID Vitality Index (dashboard)

Measurement		2013	2014	Source
Downtown Employment		7425	7493	ADI
Student count			1519	LU/Valley New School
BID District property value		\$121,992,200	\$121,863,600	City of Appleton
Traffic count on College Ave.		13,100 – 19,600	13,100-19,600	2010 City Traffic Counts
New Businesses		27	23	ADI
Business Closing or Move		13	16	ADI
Overall vacancy rate based on total number of available units		21%	20%	ADI: 431 total units
Business Mix By Property				
Office		25%	33%	ADI
Attractions		3%	3%	ADI
Hospitality		17%	21%	ADI
Retail		21%	20%	ADI
Service		18%	23%	ADI
Trolley riders		5756	6904	Lamers
Event Attendance				
Death by Chocolate		400	450	tickets sold
Farm Market Summer		Up to 10,000	Up to 10,000	
Farm Market Winter		Up to 1000	Up to 1500	
Concerts in the Park		1500-2000	1750 - 2500	
Art on the Town		Up to 1000	Up to 1000	
Soup Walk		400	450	tickets sold
BYGD		180	195	tickets sold
Walkability Score out of 100		N/A	79	Creative Downtown
APD Calls for Service in BID		197	226	APD reported
Social Media:				
Facebook likes total		13,187	18,163	Goggle Analytics
Twitter followers		3411	5079	Goggle Analytics
Website Unique visitors		114,886	220,974	Goggle Analytics
Visitors on Mobile devices		64962	92,809 (42%)	Goggle Analytics

APPENDIX C

2016

Budget

BUSINESS IMPROVEMENT DISTRICT BUDGET

REVENUE		Proposed 2016 Budget
	2016 BID Assessments	193,125
	Carry Over from Prior Year	
	Interest Income	
EXPENSES		
Contracted Services		
	ADI Staff Support	37,500
	Security Washington Square	2,700
Administrative		7,000
	Telephone	
	Food/Provisions	
	Office Supplies	
	Postage	
	Conferences/Workshops	
	Dues, Fees, Subscriptions	
	Space Lease/Rental Fees	
	Office equipment	
BID Audit/Accounting Services		2,500
Marketing & Printing		
	Website and Social Media	15,000
	Image Advertising	37,000
	Business to Business	5,000
	Retail and Hospitality promotions	15,000
	Printing	15,000
Economic Development		
	Façade Grants	20,000
	Marketing Grant	10,000
	Recruitment Grant	10,000
	Sidewalk, flowers	9,125
	Business Recruitment	7,300
TOTAL		193,125

APPENDIX D

2015 BID Board List

Board Member	Business	Category
Monica Klaeser – Treasurer	City of Appleton	City Government
Pam Ulness	Ulness Health and Downtown Resident	Property owner / service & Residential
Brad Schweb	Newmark Grubb Pfefferle	Property owner representative
Gary Schmitz – President	Universal Insurance	Business office / service
Steve Winter	Real Estate developer	Property Owner / retail
Mark Behnke – Secretary	Behnke Enterprises	Property Owner / hospitality & Retail
Paul Heid	Heid Music	Property Owner / retail
John Reader	Good Company	Property Owner / hospitality
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / retail

Appendix E

Schedule of Assessments

Schedule of Assessments Downtown Appleton BID 2016 Operational Plan

FULLTAXKEY	Owner Last name	Owner first name	Business Name	type	Property Address	Unit #	Improvements \$	Land \$	Total Value \$	%of condo	Assess	Total Assess
31-0-0044-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	119 E COLLEGE AVE		269000	0	269000		\$ 672.50	\$ 672.50
31-0-0069-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	109 W COLLEGE AVE		259300	0	259300		\$ 648.25	\$ 648.25
31-0-0337-00	BGO LLC		BGO LLC	PRIVATE	304 E COLLEGE AVE		73500	0	73500		\$ 183.75	\$ 250.00
31-0-0976-02	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	104 S MEMORIAL DR		37300	0	37300		\$ 93.25	\$ 250.00
31-2-0002-00	WP & R INC		WP & R INC	PRIVATE	303 E COLLEGE AVE		161200	128600	289800		\$ 724.50	\$ 724.50
31-2-0003-00	NOYCE MANAGEMENT LLC		NOYCE MANAGEMENT LLC	PRIVATE	305 E COLLEGE AVE		84300	54900	139200		\$ 348.00	\$ 348.00
31-2-0004-00	CLARK	HARLAN	HARLAN CLARK	PRIVATE	311 E COLLEGE AVE		82700	43000	125700		\$ 314.25	\$ 314.25
31-2-0007-00	PHIMMASENE	JIMMY	JIMMY PHIMMASENE	PRIVATE	321 E COLLEGE AVE		237800	68300	306100		\$ 765.25	\$ 765.25
31-2-0020-00	ISAKSON	PETER	PETER ISAKSON	PRIVATE	227 E COLLEGE AVE	#9	81100	30700	111800		\$ 279.50	\$ 279.50
31-2-0021-00	GREENE ET AL	THOMAS	THOMAS GREENE ET AL	PRIVATE	225 E COLLEGE AVE		82600	32100	114700		\$ 286.75	\$ 286.75
31-2-0022-00	PLAMANN	JAY	JAY PLAMANN	PRIVATE	223 E COLLEGE AVE		111700	59400	171100		\$ 427.75	\$ 427.75
31-2-0023-00	SJSOCZKA LLC		SJSOCZKA LLC	PRIVATE	219 E COLLEGE AVE		40400	59400	99800		\$ 249.50	\$ 250.00
31-2-0025-00	MUELLER	ANTHONY	ANTHONY MUELLER	PRIVATE	217 E COLLEGE AVE		85900	59400	145300		\$ 363.25	\$ 363.25
31-2-0026-00	KORN ACQUISITIONS	R.E. LLC	KORN ACQUISITIONS R.E. LLC	PRIVATE	215 E COLLEGE AVE		268900	59700	328600		\$ 821.50	\$ 821.50
31-2-0027-00	STUDIO 213 LLC		STUDIO 213 LLC	PRIVATE	213 E COLLEGE AVE		129400	59700	189100		\$ 472.75	\$ 472.75
31-2-0029-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	209 E COLLEGE AVE		84700	118900	203600		\$ 509.00	\$ 509.00
31-2-0030-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	207 E COLLEGE AVE		51700	59400	111100		\$ 277.75	\$ 277.75
31-2-0031-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	201 E COLLEGE AVE		203600	125500	329100		\$ 822.75	\$ 822.75
31-2-0038-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	101 E COLLEGE AVE		188400	37900	226300		\$ 565.75	\$ 565.75
31-2-0039-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	103 E COLLEGE AVE	#1045	437300	122300	559600		\$ 1,399.00	\$ 1,399.00
31-2-0040-00	ASPLUND	RAYMON	RAYMON ASPLUND	PRIVATE	107 E COLLEGE AVE		124000	49400	173400		\$ 433.50	\$ 433.50
31-2-0041-00	DKS REALTY WISCONSIN IV LLC	IV LLC	DKS REALTY WISCONSIN IV LLC	PRIVATE	109 E COLLEGE AVE		93700	53000	146700		\$ 366.75	\$ 366.75
31-2-0042-00	DKS REALTY WISCONSIN IV LLC	IV LLC	DKS REALTY WISCONSIN IV LLC	PRIVATE	111 E COLLEGE AVE		82100	53000	135100		\$ 337.75	\$ 337.75
31-2-0043-00	ISAKSON	PETER	PETER ISAKSON	PRIVATE	113 E COLLEGE AVE	#9	92000	55100	147100		\$ 367.75	\$ 367.75
31-2-0044-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	115 E COLLEGE AVE		104600	152900	257500		\$ 643.75	\$ 643.75
31-2-0046-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	121 E COLLEGE AVE		113200	46400	159600		\$ 399.00	\$ 399.00
31-2-0047-00	ECO PROPERTIES LLC		ECO PROPERTIES LLC	PRIVATE	123 E COLLEGE AVE		98700	44900	143600		\$ 359.00	\$ 359.00
31-2-0048-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	125 E COLLEGE AVE	#1045	165500	47500	213000		\$ 532.50	\$ 532.50
31-2-0049-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	127 E COLLEGE AVE		126100	58700	184800		\$ 462.00	\$ 462.00
31-2-0050-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	129 E COLLEGE AVE		171200	58700	229900		\$ 574.75	\$ 574.75
31-2-0051-00	TAYLOR-CHANCE LLC		TAYLOR-CHANCE LLC	PRIVATE	133 E COLLEGE AVE		247600	58700	306300		\$ 765.75	\$ 765.75
31-2-0051-01	GREENSIDE PROPERTIES	LLC	GREENSIDE PROPERTIES LLC	PRIVATE	135 E COLLEGE AVE		135600	61900	197500		\$ 493.75	\$ 493.75
31-2-0069-00	BEHNKE PROPERTIES		BEHNKE PROPERTIES LLC	PRIVATE	107 W COLLEGE		120000	90100	210100		\$ 525.25	\$ 525.25

31-2-0273-02	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	191500	16500	208000	3.70%	\$ 520.00	\$ 520.00	\$ 185.00
31-2-0273-03	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	5800	5900	1.30%	\$ 14.75	\$ 250.00	\$ 65.00
31-2-0273-04	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	3600	3700	0.80%	\$ 9.25	\$ 250.00	\$ 40.00
31-2-0273-05	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	3600	3700	0.80%	\$ 9.25	\$ 250.00	\$ 40.00
31-2-0273-06	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	2200	2300	0.50%	\$ 5.75	\$ 250.00	\$ 25.00
31-2-0273-08	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	20100	20200	4.50%	\$ 50.50	\$ 250.00	\$ 225.00
31-2-0273-10	THE BUILDING FOR KIDS	INC	THE BUILDING FOR KIDS INC	PRIVATE	100 W COLLEGE AVE		42600	0	42600	0.00%	\$ 106.50	\$ 250.00	\$ -
31-2-0273-12	PFEFFERLE FAMILY LTD	PARTNERSHIP	PFEFFERLE FAMILY LTD PARTNERSHIP	PRIVATE	116 N APPLETON ST	#2-A	83100	5400	88500	1.20%	\$ 221.25	\$ 250.00	\$ 60.00
31-2-0273-30	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	890700	67000	957700	15.00%	\$ 2,394.25	\$ 2,394.25	\$ 750.00
31-2-0273-40	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	898500	67400	965900	15.10%	\$ 2,414.75	\$ 2,414.75	\$ 755.00
31-2-0273-41	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	500	600	0.10%	\$ 1.50	\$ 250.00	\$ 5.00
31-2-0273-42	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	#2A	100	500	600	0.10%	\$ 1.50	\$ 250.00	\$ 5.00
31-2-0282-00	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	2040600	335300	2375900	34.00%	\$ 5,939.75	\$ 5,000.00	\$ 1,700.00
31-2-0282-01	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	7300	2000	9300	0.17%	\$ 23.25	\$ 250.00	\$ 8.50
31-2-0282-02	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	#2A	1225600	92900	1318500	9.42%	\$ 3,296.25	\$ 3,296.25	\$ 471.00
31-2-0282-03	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	#2A	21700	4900	26600	0.54%	\$ 66.50	\$ 250.00	\$ 27.00
31-2-0282-04	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	#2A	74600	9200	83800	0.93%	\$ 209.50	\$ 250.00	\$ 46.50
31-2-0282-05	HOFFMAN HOLDINGS LLC	ET AL	HOFFMAN HOLDINGS LLC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	20700	5900	26600	0.58%	\$ 66.50	\$ 250.00	\$ 29.00
31-2-0282-07	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	1648400	125100	1773500	12.68%	\$ 4,433.75	\$ 4,433.75	\$ 634.00
31-2-0282-08	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	14900	3900	18800	0.38%	\$ 47.00	\$ 250.00	\$ 19.00
31-2-0282-10	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	2388300	182700	2571000	18.52%	\$ 6,427.50	\$ 5,000.00	\$ 926.00
31-2-0282-11	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	10800	2600	13400	0.26%	\$ 33.50	\$ 250.00	\$ 13.00
31-2-0282-12	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	10600	2700	13300	0.27%	\$ 33.25	\$ 250.00	\$ 13.50
31-2-0282-13	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	#2A	422100	34000	456100	3.45%	\$ 1,140.25	\$ 1,140.25	\$ 172.50
31-2-0282-14	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	#2A	569200	43100	612300	4.37%	\$ 1,530.75	\$ 1,530.75	\$ 218.50
31-2-0282-15	HOFFMAN HOLDINGS LLC	ET AL	HOFFMAN HOLDINGS LLC ET AL	PRIVATE	122 E COLLEGE AVE	#2A	893600	65500	959100	6.64%	\$ 2,397.75	\$ 2,397.75	\$ 332.00
31-2-0287-00	APPLETON HOTEL GROUP	LLC	APPLETON HOTEL GROUP LLC	PRIVATE	100 E COLLEGE AVE		227700	60300	288000		\$ 720.00	\$ 720.00	\$ 720.00
31-2-0290-01	TAM LLC		TAM LLC	PRIVATE	10 COLLEGE AVE		951700	1007800	1959500		\$ 4,898.75	\$ 4,898.75	\$ 4,898.75
31-2-0302-00	RUECKL	ROBERT	ROBERT RUECKL	PRIVATE	130 N MORRISON		97400	26000	123400		\$ 308.50	\$ 308.50	\$ 308.50

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31-2-0303-00	MORRISON BUILDING LLC		MORRISON BUILDING LLC	PRIVATE	120 N MORRISON ST	#200	293500	96500	390000	\$ 975.00	\$ 975.00	\$ 975.00
31-2-0311-00	BROUILLARD	ROBERT	ROBERT BROUILLARD	PRIVATE	129 N DURKEE ST		36200	37100	73300	\$ 183.25	\$ 250.00	\$ 250.00
31-2-0312-00	200 EAST LLC		200 EAST LLC	PRIVATE	200 E COLLEGE AVE	#A	502400	102600	605000	\$ 1,512.50	\$ 1,512.50	\$ 1,512.50
31-2-0313-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	204 E COLLEGE AVE	#1045	221500	97500	319000	\$ 797.50	\$ 797.50	\$ 797.50
31-2-0315-00	FRISCH	BRIAN	BRIAN FRISCH	PRIVATE	208 E COLLEGE AVE		92500	47500	140000	\$ 350.00	\$ 350.00	\$ 350.00
31-2-0316-00	VANDINTER	BRADLEY	BRADLEY VANDINTER	PRIVATE	212 E COLLEGE AVE		64800	49700	114500	\$ 286.25	\$ 286.25	\$ 286.25
31-2-0317-00	QUEEN BEE RESTAURANT	INC	QUEEN BEE RESTAURANT INC	PRIVATE	216 E COLLEGE AVE		242300	97200	339500	\$ 848.75	\$ 848.75	\$ 848.75
31-2-0319-00	SCOTT	HELEN	HELEN SCOTT	PRIVATE	218 E COLLEGE AVE		275600	94000	369600	\$ 924.00	\$ 924.00	\$ 924.00
31-2-0321-00	HALEY'S PROPERTIES ONE	LLC	HALEY'S PROPERTIES ONE LLC	PRIVATE	222 E COLLEGE AVE		115400	45900	161300	\$ 403.25	\$ 403.25	\$ 403.25
31-2-0322-00	THE WEIDERS LLC		THE WEIDERS LLC	PRIVATE	224 E COLLEGE AVE		337500	78500	416000	\$ 1,040.00	\$ 1,040.00	\$ 1,040.00
31-2-0323-00	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	228 E COLLEGE AVE	#A	102500	67300	169800	\$ 424.50	\$ 424.50	\$ 424.50
31-2-0324-00	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	232 E COLLEGE AVE	#A	125400	60500	185900	\$ 464.75	\$ 464.75	\$ 464.75
31-2-0325-00	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	109 N DURKEE ST	#A	45000	8400	53400	\$ 133.50	\$ 250.00	\$ 250.00
31-2-0326-00	GILL	GREGORY SR	GREGORY SR GILL	PRIVATE	128 N DURKEE ST		110800	34700	145500	\$ 363.75	\$ 363.75	\$ 363.75
31-2-0327-01	WAGNER ET AL	TIMOTHY	TIMOTHY WAGNER ET AL	PRIVATE	118 N DURKEE ST		109600	37400	147000	\$ 367.50	\$ 367.50	\$ 367.50
31-2-0328-00	RICKS	DREW	DREW RICKS	PRIVATE	309 E WASHINGTON ST		51600	107400	159000	\$ 397.50	\$ 397.50	\$ 397.50
31-2-0334-00	331 PROPERTIES LLP		331 PROPERTIES LLP	PRIVATE	331 E WASHINGTON ST		195500	42500	238000	\$ 595.00	\$ 595.00	\$ 595.00
31-2-0337-00	BGO LLC		BGO LLC	PRIVATE	300 E COLLEGE AVE		120700	193400	314100	\$ 785.25	\$ 785.25	\$ 785.25
31-2-0340-00	FREEMAN REAL ESTATE	PARTNERSHIP	FREEMAN REAL ESTATE PARTNERSHIP	PRIVATE	308 E COLLEGE AVE		152800	96300	249100	\$ 622.75	\$ 622.75	\$ 622.75
31-2-0342-00	TESKE	RONALD	RONALD TESKE	PRIVATE	314 E COLLEGE AVE		136500	45600	182100	\$ 455.25	\$ 455.25	\$ 455.25
31-2-0353-00	FIRSTAR BANK APPLETON		FIRSTAR BANK APPLETON	PRIVATE	200 N DURKEE ST		1072500	492500	1565000	\$ 3,912.50	\$ 3,912.50	\$ 3,912.50
31-2-0363-00	230 N MORRISON LLC		230 N MORRISON LLC	PRIVATE	230 N MORRISON ST		193400	115600	309000	\$ 772.50	\$ 772.50	\$ 772.50
31-2-0366-00	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST		359700	70300	430000	8.19% \$ 1,075.00	\$ 1,075.00	\$ 409.50
31-2-0366-01	PFEFFERLE ENTERPRISES		PFEFFERLE ENTERPRISES	PRIVATE	200 E WASHINGTON ST		954400	140600	1095000	20.73% \$ 2,737.50	\$ 2,737.50	\$ 1,036.50
31-2-0366-02	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST		947500	140600	1088100	20.73% \$ 2,720.25	\$ 2,720.25	\$ 1,036.50
31-2-0366-03	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST		947500	140600	1088100	20.73% \$ 2,720.25	\$ 2,720.25	\$ 1,036.50
31-2-0366-04	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST		947500	140600	1088100	20.73% \$ 2,720.25	\$ 2,720.25	\$ 1,036.50
31-2-0366-05	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST		435400	70300	505700	8.89% \$ 1,264.25	\$ 1,264.25	\$ 444.50
31-2-0371-00	CONNER LLC	ETHEL PROPERTY LLC	ETHEL CONNER LLC	PRIVATE	229 E FRANKLIN ST		120000	65000	185000	\$ 462.50	\$ 462.50	\$ 462.50
31-2-0384-00	VALLEY PREMIER		VALLEY PREMIER	PRIVATE	222 N ONEIDA ST		118900	92100	211000	\$ 527.50	\$ 527.50	\$ 527.50
31-2-0404-00	SEC PROPERTIES LLC		SEC PROPERTIES LLC	PRIVATE	231 W FRANKLIN ST		107800	132200	240000	\$ 600.00	\$ 600.00	\$ 600.00
31-2-0405-00	214 SUPERIOR LLC		214 SUPERIOR LLC	PRIVATE	214 N SUPERIOR ST		138500	21500	160000	\$ 400.00	\$ 400.00	\$ 400.00
31-2-0408-00	BERKEN	SCOTT	SCOTT BERKEN	PRIVATE	233 N APPLETON ST		120600	86500	207100	\$ 517.75	\$ 517.75	\$ 517.75
31-2-0417-00	MALZHAN ET AL	LISA	LISA MALZHAN ET AL	PRIVATE	211 N APPLETON ST		105000	30500	135500	\$ 338.75	\$ 338.75	\$ 338.75

31-2-0418-00	JK APOLLON LLC S & S	LLC PUBLISHING INC	JK APOLLON LLC S & S ENTREPRENEURS	PRIVATE	207 N APPLETON ST	159400	34600	194000	\$ 485.00	\$ 485.00	\$ 485.00
31-2-0419-00	ENTREPRENEURS		LLC	PRIVATE	201 N APPLETON ST	221700	58300	280000	\$ 700.00	\$ 700.00	\$ 700.00
31-2-0428-00	GANNETT MIDWEST		GANNETT MIDWEST PUBLISHING INC	PRIVATE	306 W WASHINGTON ST	1245800	455200	1701000	\$ 4,252.50	\$ 4,252.50	\$ 4,252.50
31-2-0430-06	HOERSCH AVRIL PROPERTIES LLC		ROBERT ROBERT HOERSCH	PRIVATE	218 N DIVISION ST	103400	71100	174500	\$ 436.25	\$ 436.25	\$ 436.25
31-2-0458-00			AVRIL PROPERTIES LLC	PRIVATE	130 E FRANKLIN ST	189800	42000	231800	\$ 579.50	\$ 579.50	\$ 579.50
31-3-0847-00	MCGUINNESS	JOHN	JOHN MCGUINNESS	PRIVATE	201 S WALNUT ST	307600	64800	372400	\$ 931.00	\$ 931.00	\$ 931.00
31-3-0849-00	DEXTERS PUB LLC		DEXTERS PUB LLC	PRIVATE	211 S WALNUT ST	111200	28800	140000	\$ 350.00	\$ 350.00	\$ 350.00
31-3-0855-00	NORWEST BANK WISC NA		NORWEST BANK WISC NA	PRIVATE	516 W EIGHTH ST	141900	375900	517800	\$ 1,294.50	\$ 1,294.50	\$ 1,294.50
31-3-0876-00	THAO PROPERTIES LLC		THAO PROPERTIES LLC	PRIVATE	206 S MEMORIAL DR	144800	61200	206000	\$ 515.00	\$ 515.00	\$ 515.00
31-3-0877-00	THAO REVOCABLE TRUST	CHUNGYIA	CHUNGYIA THAO REVOCABLE TRUST	PRIVATE	625 W LAWRENCE ST	15700	34800	50500	\$ 126.25	\$ 250.00	\$ 250.00
31-3-0879-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	617 W LAWRENCE ST	45600	42900	88500	\$ 221.25	\$ 250.00	\$ 250.00
31-3-0883-00	DECLEENE-ZELLNER LLC		DECLEENE-ZELLNER LLC	PRIVATE	215 S MEMORIAL DR	448300	145700	594000	\$ 1,485.00	\$ 1,485.00	\$ 1,485.00
31-3-0934-00	BOYLE	JAMES	JAMES BOYLE	PRIVATE	131 S BADGER AVE	47400	77600	125000	\$ 312.50	\$ 312.50	\$ 312.50
31-3-0937-00	S & K FOOD MART INC		S & K FOOD MART INC	PRIVATE	911 W COLLEGE AVE	289600	132800	422400	\$ 1,056.00	\$ 1,056.00	\$ 1,056.00
31-3-0938-00	NEVINS TRUST	LANCE	LANCE NEVINS TRUST	PRIVATE	843 W COLLEGE AVE	316200	109900	426100	\$ 1,065.25	\$ 1,065.25	\$ 1,065.25
31-3-0943-00	MARTINEZ	ROBERTO	ROBERTO MARTINEZ	PRIVATE	823 W COLLEGE AVE	19400	60600	80000	\$ 200.00	\$ 250.00	\$ 250.00
31-3-0943-02	MARTINEZ	ROBERTO	ROBERTO MARTINEZ	PRIVATE	827 W COLLEGE AVE	400	44600	45000	\$ 112.50	\$ 250.00	\$ 250.00
31-3-0944-00	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	819 W COLLEGE AVE	76100	21400	97500	\$ 243.75	\$ 250.00	\$ 250.00
31-3-0945-00	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	815 W COLLEGE AVE	132400	36400	168800	\$ 422.00	\$ 422.00	\$ 422.00
31-3-0945-01	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	813 W COLLEGE AVE	47900	17700	65600	\$ 164.00	\$ 250.00	\$ 250.00
31-3-0946-00	SCHILLING PROPERTIES	LLC	SCHILLING PROPERTIES LLC	PRIVATE	809 W COLLEGE AVE	45000	17100	62100	\$ 155.25	\$ 250.00	\$ 250.00
31-3-0947-00	BOARDWALK RENTALS LLP		BOARDWALK RENTALS LLP	PRIVATE	807 W COLLEGE AVE	70800	17100	87900	\$ 219.75	\$ 250.00	\$ 250.00
31-3-0948-00	WENZ RENTAL PROPERTIES	LLC	WENZ RENTAL PROPERTIES LLC	PRIVATE	801 W COLLEGE AVE	115200	40300	155500	\$ 388.75	\$ 388.75	\$ 388.75
31-3-0960-00	745 COLLEGE LLC		745 COLLEGE LLC	PRIVATE	745 W COLLEGE AVE	274500	29500	304000	\$ 760.00	\$ 760.00	\$ 760.00
31-3-0961-00	VANEGEREN PROPERTIES	LLC	VANEGEREN PROPERTIES LLC	PRIVATE	741 W COLLEGE AVE	51700	77100	128800	\$ 322.00	\$ 322.00	\$ 322.00
31-3-0963-01	THEADOCIA LLC		THEADOCIA LLC	PRIVATE	733 W COLLEGE AVE	142700	64400	207100	\$ 517.75	\$ 517.75	\$ 517.75
31-3-0964-00	CHI-LING KONG		CHI-LING KONG	PRIVATE	719 W COLLEGE AVE	185300	114500	299800	\$ 749.50	\$ 749.50	\$ 749.50
31-3-0972-00	ANCHOR BANK FSB		ANCHOR BANK FSB	PRIVATE	127 S MEMORIAL DR	445500	269500	715000	\$ 1,787.50	\$ 1,787.50	\$ 1,787.50
31-3-0976-00	MILLER	WILLIAM	WILLIAM MILLER	PRIVATE	623 W COLLEGE AVE	207000	69400	276400	\$ 691.00	\$ 691.00	\$ 691.00
31-3-0976-01	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	100 S MEMORIAL DR	48100	95100	143200	\$ 358.00	\$ 358.00	\$ 358.00

31-3-0979-00	APPLETON WEST END	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	609 W COLLEGE AVE	#300	198700	179900	378600	\$ 946.50	\$ 946.50	\$ 946.50
31-3-0983-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	603 W COLLEGE AVE		401800	112500	514300	\$ 1,285.75	\$ 1,285.75	\$ 1,285.75
31-3-0985-00	LISON	JAMES	JAMES LISON	PRIVATE	601 W COLLEGE AVE		158800	43200	202000	\$ 505.00	\$ 505.00	\$ 505.00
31-3-0986-00	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	115 S STATE ST		79400	29100	108500	\$ 271.25	\$ 271.25	\$ 271.25
31-3-0988-00	HINZMAN BOXER ENTERPRISES LLC	PAUL	PAUL HINZMAN BOXER ENTERPRISES LLC	PRIVATE	121 S STATE ST 620 W LAWRENCE ST		106300	83000	189300	\$ 473.25	\$ 473.25	\$ 473.25
31-3-0993-00	VANDEHEY FOUNDATION	ROBERT	ROBERT VANDEHEY FOUNDATION	PRIVATE	122 S MEMORIAL DR		207900	182000	389900	\$ 974.75	\$ 974.75	\$ 974.75
31-3-0998-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	613 W COLLEGE AVE		21000	24400	45400	\$ 113.50	\$ 250.00	\$ 250.00
31-3-0999-00	GREINER	JOHN	JOHN GREINER	PRIVATE	535 W COLLEGE AVE		151100	49000	200100	\$ 500.25	\$ 500.25	\$ 500.25
31-3-1003-00	EFS LLC		EFS LLC	PRIVATE	523 W COLLEGE AVE		724800	246400	971200	\$ 2,428.00	\$ 2,428.00	\$ 2,428.00
31-3-1004-00	KOROLL PROPERTIES LLC		KOROLL PROPERTIES LLC	PRIVATE	519 W COLLEGE AVE		364500	77600	442100	\$ 1,105.25	\$ 1,105.25	\$ 1,105.25
31-3-1005-00	EVERGREEN STORAGE LLC		EVERGREEN STORAGE LLC	PRIVATE	513 W COLLEGE AVE	#A	83200	128100	211300	\$ 528.25	\$ 528.25	\$ 528.25
31-3-1006-00	EVERGREEN STORAGE LLC		EVERGREEN STORAGE LLC	PRIVATE	516 W LAWRENCE ST	#A	7800	90900	98700	\$ 246.75	\$ 250.00	\$ 250.00
31-3-1008-00	NORWEST BANK WISC NA		NORWEST BANK WISC NA	PRIVATE	118 S STATE ST 510 W LAWRENCE ST		1009000	341000	1350000	\$ 3,375.00	\$ 3,375.00	\$ 3,375.00
31-3-1015-00	VICTORIA	CRESENCIO	CRESENCIO VICTORIA	PRIVATE			59500	24300	83800	\$ 209.50	\$ 250.00	\$ 250.00
31-3-1017-00	HAUSSERMAN ET AL	ROBERT	ROBERT HAUSSERMAN ET AL	PRIVATE	119 S WALNUT ST	#1093	78000	82000	160000	\$ 400.00	\$ 400.00	\$ 400.00
31-3-1020-00	NAKASHIMA	HIROYUKI	HIROYUKI NAKASHIMA	PRIVATE	509 W COLLEGE AVE		443600	109400	553000	\$ 1,382.50	\$ 1,382.50	\$ 1,382.50
31-3-1021-00	VICTORIAS		VICTORIAS	PRIVATE	507 W COLLEGE AVE		201800	57600	259400	\$ 648.50	\$ 648.50	\$ 648.50
31-3-1022-00	APPLETON INC VICTORIAS APPLETON INC		VICTORIAS APPLETON INC	PRIVATE	503 W COLLEGE AVE		238200	121400	359600	\$ 899.00	\$ 899.00	\$ 899.00
31-3-1023-00	THE BAR GROUP LLC		THE BAR GROUP LLC	PRIVATE	427 W COLLEGE AVE		837700	138200	975900	\$ 2,439.75	\$ 2,439.75	\$ 2,439.75
31-3-1025-00	OTTPERTIES LLC		OTTPERTIES LLC	PRIVATE	425 W COLLEGE AVE		183800	66200	250000	\$ 625.00	\$ 625.00	\$ 625.00
31-3-1027-00	MILL ROAD REAL ESTATE	CO LLC	MILL ROAD REAL ESTATE CO LLC	PRIVATE	423 W COLLEGE AVE		163000	132500	295500	\$ 738.75	\$ 738.75	\$ 738.75
31-3-1028-00	M & H PROPERTIES LLC		M & H PROPERTIES LLC	PRIVATE	417 W COLLEGE AVE		242700	69300	312000	\$ 780.00	\$ 780.00	\$ 780.00
31-3-1029-00	ZIMJET LLC		ZIMJET LLC	PRIVATE	415 W COLLEGE AVE		167800	63500	231300	\$ 578.25	\$ 578.25	\$ 578.25
31-3-1030-00	JTB APPLETON LLC		JTB APPLETON LLC	PRIVATE	413 W COLLEGE AVE		238600	66200	304800	\$ 762.00	\$ 762.00	\$ 762.00
31-3-1031-00	ELMAZI	MERIJE	MERIJE ELMAZI	PRIVATE	411 W COLLEGE AVE		206700	66200	272900	\$ 682.25	\$ 682.25	\$ 682.25
31-3-1032-00	GUYETTE	TIMOTHY	TIMOTHY GUYETTE	PRIVATE	409 W COLLEGE AVE		142500	66200	208700	\$ 521.75	\$ 521.75	\$ 521.75
31-3-1033-00	AH&M ENTERPRISES LLC		AH&M ENTERPRISES LLC	PRIVATE	403 W COLLEGE AVE		1184400	250900	1435300	\$ 3,588.25	\$ 3,588.25	\$ 3,588.25
31-5-0693-00	KRUEGER	LEWIS	LEWIS KRUEGER	PRIVATE	305 N RICHMOND ST		105200	71800	177000	\$ 442.50	\$ 442.50	\$ 442.50

31-5-0712-00	AK INVESTMENTS LLC		AK INVESTMENTS LLC	PRIVATE	225 N RICHMOND ST		376400	239200	615600	\$	1,539.00	\$ 1,539.00	\$	1,539.00
31-5-1058-00	LANG FAMILY ENTERPRISE	LLC	LANG FAMILY ENTERPRISE LLC	PRIVATE	532 W COLLEGE AVE		197600	49000	246600	\$	616.50	\$ 616.50	\$	616.50
31-5-1059-00	LANG FAMILY	ENTERPRISES	LANG FAMILY ENTERPRISES	PRIVATE	530 W COLLEGE AVE		70800	49000	119800	\$	299.50	\$ 299.50	\$	299.50
31-5-1060-00	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	524 W COLLEGE AVE		173200	97900	271100	\$	677.75	\$ 677.75	\$	677.75
31-5-1061-00	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	522 W COLLEGE AVE		57900	51800	109700	\$	274.25	\$ 274.25	\$	274.25
31-5-1062-00	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	518 W COLLEGE AVE		95000	51800	146800	\$	367.00	\$ 367.00	\$	367.00
31-5-1063-00	MULDOON ET AL	LINDA	LINDA MULDOON ET AL	PRIVATE	516 W COLLEGE AVE		56100	51800	107900	\$	269.75	\$ 269.75	\$	269.75
31-5-1064-00	MULDOON ET AL	LINDA	LINDA MULDOON ET AL	PRIVATE	514 W COLLEGE AVE		55400	103100	158500	\$	396.25	\$ 396.25	\$	396.25
31-5-1065-00	CHUDACOFF (TC) APPLETON WEST	BRUCE	BRUCE CHUDACOFF (TC) APPLETON WEST	PRIVATE	512 W COLLEGE AVE	#300	108000	52400	160400	\$	401.00	\$ 401.00	\$	401.00
31-5-1067-00	END	REALTY LTD	REALTY LTD	PRIVATE	508 W COLLEGE AVE	#300	129400	55700	185100	\$	462.75	\$ 462.75	\$	462.75
31-5-1068-00	APPLETON WEST	REALTY LTD	APPLETON WEST	PRIVATE	506 W COLLEGE AVE	#300	121400	54700	176100	\$	440.25	\$ 440.25	\$	440.25
31-5-1070-00	END	REALTY LTD	REALTY LTD	PRIVATE	500 W COLLEGE AVE	#300	105700	114000	219700	\$	549.25	\$ 549.25	\$	549.25
31-5-1075-00	COLLEGE AVENUE BELFEUIL RENTALS LLC	ASSOCIATES	ASSOCIATES	PRIVATE						\$				
31-5-1075-02	HAHNEMANN	TODD	BELFEUIL RENTALS LLC	PRIVATE	509 W FRANKLIN ST		83500	111500	195000	\$	487.50	\$ 487.50	\$	487.50
31-5-1076-00	CASTON	ROBERT	TODD HAHNEMANN	PRIVATE	437 W FRANKLIN ST		58500	55500	114000	\$	285.00	\$ 285.00	\$	285.00
			ROBERT CASTON	PRIVATE	136 N STATE ST		54800	43200	98000	\$	245.00	\$ 250.00	\$	250.00
31-5-1100-00	NORTHWEST INVESTMENTS	OF LACROSSE	NORTHWEST INVESTMENTS OF LACROSSE	PRIVATE	306 N RICHMOND ST		898300	401700	1300000	\$	3,250.00	\$ 3,250.00	\$	3,250.00
31-5-1101-00	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST		295400	67700	363100	\$	907.75	\$ 907.75	\$	907.75
31-5-1101-20	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST		117800	16800	134600	\$	336.50	\$ 336.50	\$	336.50
31-5-1101-21	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST		334000	85200	419200	\$	1,048.00	\$ 1,048.00	\$	1,048.00
31-5-1101-22	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST		141900	14100	156000	\$	390.00	\$ 390.00	\$	390.00
31-5-1139-00	PETROLEUM REALTY IV	LLC	PETROLEUM REALTY IV LLC	PRIVATE	226 N RICHMOND ST	#100	34400	104500	138900	\$	347.25	\$ 347.25	\$	347.25
31-5-1147-00	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	208 N RICHMOND ST		60300	34700	95000	\$	237.50	\$ 250.00	\$	250.00
31-5-1148-00	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	200 N RICHMOND ST		81500	50500	132000	\$	330.00	\$ 330.00	\$	330.00
31-5-1148-01	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	204 N RICHMOND ST		66300	14700	81000	\$	202.50	\$ 250.00	\$	250.00
31-5-1158-00	OLD BRICK PROPERTIES	LLC	OLD BRICK PROPERTIES LLC	PRIVATE	110 N RICHMOND ST		489100	630900	1120000	\$	2,800.00	\$ 2,800.00	\$	2,800.00
31-5-1159-00	HANSEN TRUST	JOHN	JOHN HANSEN TRUST	PRIVATE	638 W COLLEGE AVE		35900	41700	77600	\$	194.00	\$ 250.00	\$	250.00
31-5-1160-00	COLLEGE AVENUE	ASSOCIATES	COLLEGE AVENUE ASSOCIATES	PRIVATE	600 W COLLEGE AVE	#300	58800	53500	112300	\$	280.75	\$ 280.75	\$	280.75
31-5-1162-00	KRUEGER	SHANE	SHANE KRUEGER	PRIVATE	602 W COLLEGE AVE		73500	32600	106100	\$	265.25	\$ 265.25	\$	265.25

31-5-1163-00	DOUBLE G PROPERTIES	LLC	DOUBLE G PROPERTIES LLC	PRIVATE	604 W COLLEGE AVE	70500	28500	99000	\$	247.50	\$ 250.00	\$ 250.00
31-5-1164-00	VANHANDEL	FREDERICK	FREDERICK VANHANDEL	PRIVATE	606 W COLLEGE AVE	82500	24300	106800	\$	267.00	\$ 267.00	\$ 267.00
31-5-1165-00	VANHANDEL INVESTMENT CREATIONS	FREDERICK	FREDERICK VANHANDEL INVESTMENT CREATIONS LLC	PRIVATE	610 W COLLEGE AVE	88400	20200	108600	\$	271.50	\$ 271.50	\$ 271.50
31-5-1166-00		LLC		PRIVATE	612 W COLLEGE AVE	86700	16300	103000	\$	257.50	\$ 257.50	\$ 257.50
31-5-1167-00	ASCHENBRENER	JAMES	JAMES ASCHENBRENER	PRIVATE	614 W COLLEGE AVE	63900	15100	79000	\$	197.50	\$ 250.00	\$ 250.00
31-5-1168-00	YDE	JOHN	JOHN YDE	PRIVATE	616 W COLLEGE AVE	54500	11000	65500	\$	163.75	\$ 250.00	\$ 250.00
31-5-1169-00	BARQUET-LEYTE GNI OF APPLETON LLC	ANTAR	ANTAR BARQUET-LEYTE	PRIVATE	618 W COLLEGE AVE	30900	9700	40600	\$	101.50	\$ 250.00	\$ 250.00
31-5-1173-00	CHRISTENSEN LAND CO		GNI OF APPLETON LLC	PRIVATE	700 W COLLEGE AVE	1409300	790700	2200000	\$	5,500.00	\$ 5,000.00	\$ 5,000.00
31-5-1184-00	MAY REVOCABLE TRUST		CHRISTENSEN LAND CO JOHN MAY REVOCABLE TRUST	PRIVATE	137 N RICHMOND ST	410700	227200	637900	\$	1,594.75	\$ 1,594.75	\$ 1,594.75
31-5-1212-00	CAPITAL CREDIT UNION	JOHN		PRIVATE	900 W COLLEGE AVE	864000	231000	1095000	\$	2,737.50	\$ 2,737.50	\$ 2,737.50
31-5-1216-00	500 W FRANKLIN STREET		CAPITAL CREDIT UNION 500 W FRANKLIN STREET	PRIVATE	926 W COLLEGE AVE	455000	243300	698300	\$	1,745.75	\$ 1,745.75	\$ 1,745.75
31-5-1918-00		LLC	LLC	PRIVATE	500 W FRANKLIN ST	81600	69900	151500	\$	378.75	\$ 378.75	\$ 378.75
31-5-2226-01	GRISHABER	FRANK	FRANK GRISHABER	PRIVATE	407 W FRANKLIN ST	30800	39800	70600	\$	176.50	\$ 250.00	\$ 250.00
												\$ 193,125.00

Appendix G

Map of District

