

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

2019 Mid-Year Report

All figures through June 30, 2019

Significant 2019 Events:

1. Industrial development saw a continued increase in 2019. New Morning Coffee Roasters purchased 4.21 acres in Southpoint and an additional three purchase contracts were approved by the Common Council totaling 39.41 acres. Becknell Industrial is completing construction of their 200,000 square foot warehouse building in 2019 that will be leased to Veritiv. The City repurchased 1.44 acres in the Northeast Business Park from Onstage Audio, giving the City additional inventory in that area. Another contract is pending for 2.92 acres in the Northeast Business Park.
2. Staff continued collaboration with US Venture to construct their headquarters on Bluff Site 1 as well as Commercial Horizons on the proposed mixed-use library and mixed use development for Soldiers Square Ramp area and Bluff Site 2. Staff also continued to work with Milwaukee View on their redevelopment of the historic Zuelke Building.
3. Downtown Appleton saw the announcement and commencement of several new residential and mixed-use residential developments, furthering the City's goal of creating over 465 new residential units in the Downtown per the Common Council adopted Comprehensive Plan 2010-2030. These projects included the historic renovation and new construction of Gabriel Lofts (21 units), new construction by Tadyach Investments on the former Northshore Bank Building property (28 units), and new construction for Avant Apartments LLC (36 units) just north of the Heid Music property along Durkee and Washington Streets. All three of these projects are anticipated at market rate rents. The proposal for a historic preservation and redevelopment at the Appleton Post- Crescent property at 306 W. Washington was also announced in July 2019 with the anticipation of another 60+ units at affordable rental rates per the WHEDA tax credit program.
4. 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.
5. Implementation of the Comprehensive Plan continued in 2019, with highlights that include increased mixed-use and residential development in downtown and along the Fox River, utilizing CBD zoning in other areas of the City, new growth and officially mapped roadways on the north side, and assigning names to alleys.

6. Staff partnered with East Central Wisconsin Regional Planning Commission (ECWRPC) in meeting a new statutory requirement for the preparation of a Housing Affordability Report and a Housing Fee Report. Both reports are expected by the end of 2019.
7. Staff continued to work intently with the developer, Appleton Storage I, LLC, to bring development to the former Kmart site at 2400 W. College Avenue which has been vacant for over a decade. The special use development agreement was approved by Council on June 20, 2018.
8. To promote historic preservation efforts, staff drafted and presented changes to the Historic Preservation Ordinance in response to Wisconsin State Statute Amendments pursuant to 2015 Wisconsin Act 176 and 2017 Wisconsin Act 317. Also, the Historic Preservation Commission recommended approval of the Appleton Post-Crescent Building located at 306 W. Washington Street to the National Register of Historic Places on June 18, 2019. When this building is officially listed on the National Register of Historic Places, this property would be entitled to the benefits and protection of the National Historic Preservation Act of 1966.
9. A Citywide Revaluation of all 23,000 residential properties (1 - 3 family homes) was successfully completed. We revalue all property to 100% of market value at least once every five years to re-establish equity. Since the 2014 revaluation, home sale prices had increased greatly, thereby requiring assessment increases in the range of 20% for many properties. Project steps included rental data collection, sales validation, statistical analysis, computerized modeling, public relations, and the individual review of all 23,000 values. This large project was completed in-house with little overtime.
10. The City's equalized value increased by 4.2% in 2018 from \$5,222,923,900 to \$5,443,435,200 just shy of the statewide gain of 4.48%.
11. Business enhancement grants from TIF District #12 were fully utilized in 2019 with \$42,000, while TIF District #11 is accepting final applications for the balance of the \$42,000 after committing \$28,000 by July 2019. These funds leveraged another \$206,388 in private investment.
12. During the first half of 2019, the site plan review team has approved approximately 21 multi-family dwelling units, 43,000 square feet of industrial space, 8,300 square feet of commercial space, and 13,800 square feet of institutional space.
13. Staff facilitated and approved the Spartan Drive/Meade Street, Lucht, and Cypress Homes annexations, resulting in roughly 8.6 acres of land being annexed.
14. The City had approximately 239 single family residential lots platted and available for sale starting in 2019. Final plat approval resulted in the recording of an additional 123 residential lots, including Apple Ridge and North Edgewood Estates. The City still has several acres of planned, unplatted land available for single family development.

15. Appleton GIS software provider (ESRI) is undergoing a major platform shift away from its long term core program ArcMap to its new product ArcPro. Migration to ArcPro by the core GIS staff has begun along with planning for the migration by other GIS users. The change will effect internal procedures, nightly run scripts as well as increase demands on hardware to run the larger more powerful ArcPro.
16. The GIS team continues to expand and implement the use of GIS tools for field use. All older applications have been upgraded to the latest mobile technology allowing users to access new tools and functionality while in the process of collecting data in the field. Additionally many new applications are being developed to streamline the workflow from the field to the office.
17. Staff organized two neighborhood sessions in spring and fall, providing informal "roundtable" discussions to share information about the neighborhood program and grants, and for peer sharing. The West Appleton Neighborhood was granted funding through the Neighborhood Grant Program to support a neighborhood survey, launch event, and back to school event.
18. The newly formed Appleton Public Arts Committee has begun meeting and is excited for the opportunity to review upcoming projects.
19. The City of Appleton Homeowner Rehabilitation Loan Program rehabilitated 9 owner-occupied homes and spent \$215,471 on home improvement loans. In addition, 28 new applications were submitted. Of those, 15 were eligible for the program. Additional applications will be accepted in the fall.
20. The City was notified by HUD in May that the 2019 CDBG allocation for the City of Appleton is \$587,652.00. Common Council approved the following funding amounts:

City of Appleton Rehabilitation Loan Program - \$75,851.00
 CDBG Program Administration - \$25,172.00
 Fair Housing Services - \$25,000.00
 Appleton Housing Authority - \$75,000.00
 Appleton Police Department - \$63,995.48
 City of Appleton Neighborhood Grant Program - \$40,000.00
 Pillars, Inc. - \$100,000.00
 Greater Fox Cities Habitat for Humanity - \$58,577.20
 Rebuilding Together Fox Valley - \$50,000.00
 St. Bernadette Parish/Thompson Center - \$49,904.00
 Harbor House - \$14,152.32
 LEAVEN - \$10,000.00

2019 Mid-Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison

for the period ending June 30, 2019

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$248,399	\$575,608	43.2%
Marketing & Business Services	\$73,787	\$158,183	46.6%
New & Redevelopment Projects & Business Parks	\$116,340	\$241,479	48.2%
Assessor	\$286,222	\$578,599	49.5%
Planning	\$130,247	\$264,978	49.2%
Total:	\$854,994	\$1,818,847	47.0%

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.

Community Development - Administration & GIS

B.U. 15010

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
Employee retention - % Staff turnover	0%	0%	0%	0%			0%	0%	
Accurate and useful information - # of layers edited (GIS)	700	975	267	278			545	800	
Improve business and work flow - # of users supported on GIS software	130	131	131	131				130	
Quality training to support staff performance - % of training courses completed	100%	100%	11%	67%				100%	
- % of depts. using GIS	50%	50%	50%	50%				50%	
Annual performance evaluations completed - % complete	100%	100%	N/A	N/A				100%	
Increase efficiency & effectiveness of City by using GIS - # of GIS projects	250	460	80	87			167	250	

2019
Community Development - Marketing & Business Services

B.U. 15030

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
Connection to source of issue resolution or resource									
- # Existing businesses assisted	40	55	7	8			15	40	
- # Start-up businesses assisted	35	10	7	2			9	35	
Information specific to development in Appleton									
- # of prospects information deliveries*	70	33	2	8			10	70	
Appleton's economy grows and tax base enhanced									
- % increase in total equalized value	2.6%	4.22%	N/A	N/A	N/A			2.60%	
Retention visit clients served									
- # Business retention visits/follow-ups	40	46	4	9			13	40	

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

2019
Community Development - New & Redevelopment Projects

B.U. 15040

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
Guidance rec'd to success in dev. in Appleton - # projects consulted	20	44	19	22			41	20	
Assist in land assembly, development incentives or project management - # developments generated via direct mgt. - # of improved business park acres	5 100	9 100	5 100	4 100			9 100	5 90	
Tax base enhanced									
* - \$ Increase industrial/commercial	\$14m	\$35,565,603	\$3,009,200	\$9,405,262			\$12,414,462	\$14,000,000	
** - \$ Increase in target districts	\$4m	\$20,103,231	\$1,792,000	\$8,589,662			\$10,381,662	\$4,000,000	
- \$ business park permits	\$2m	\$13,819,431	\$797,000	\$4,397,334			\$5,194,334	\$2,000,000	
- # of development agreements completed	3	5	1	2			3	2	
- # of acres sold in business park	4	14.6	0	0			0	4	

* 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)

2019
Community Development - Planning

B.U. 15020

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 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	0%	0	0	0			0	0%	
- % of complaints recvd on comm apps proce	0%	0	0	0			0	0%	
- # of development projects guided thru the review process, resulting in approval	20	48	5	13			18	20	
- # of comp plan goals&objectives implmnt	10	73	22	14			36	40	
Work process outputs									
- # of admin apps approved	425	353	28	314			342	425	
- # of commission apps approved	25	47	9	11			20	25	
- # of customer inquiries served	900	1,319	277	272			549	900	
- # of comp plan & ordinance amend adpt	2	4	0	0			0	2	
- # of historic sites,bldgs&dist.recognized	2	4	0	2			2	2	

Community Development - Block Grant

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$535,000	\$593,953	\$0	\$587,652			\$587,652	\$559,772	
Carryover from previous years	\$0	\$0	\$0	\$0			\$0		
Reprogrammed CDBG Funds	\$0	\$0	\$0	\$0			\$0		
% of award spent on projects	83%	85%	0%	96%			96%	80.00%	
Average award (not incld program income)	\$44,000	\$45,823	\$0	\$51,135			\$51,135	\$47,585	
<u>Strategic Outcome</u>									
# of single audit findings	0	0	0	0			0	0	
# of HUD exceptions to annual act.plan	0	0	0	0			0	0	
# of HUD CAPER findings	0	0	0	0			0	0	
Official HUD Timeliness ratio (max 1.5:1)	1.5:1	1.20:1	1.20:1	0			1.20:1	1.5:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	10	11	0	11			11	11	

2019

B.U. 2140

Community Development - Emergency Housing & Homeless Grant (EHH)/Housing Programs (HP)

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
Client Benefits/Impacts									
\$ Grant Award ESG EHH	\$216,670	\$216,473	\$202,100	\$15,100			\$217,200	\$216,572	
\$ Grant Award HP HAP	\$28,750	\$48,485	\$0	\$0			\$0	\$25,000	
Strategic Outcomes									
Expand the # of homeless persons served									
- # assisted in emergency shelter	950	1,386	422	472			894	1,000	
- # assisted in rapid rehousing	75	82	21	41			62	50	
- # assisted with prevention services	500	122	54	45			99	500	
Work Process Outputs									
# grant applications prepared	2	2	2	0			2	2	
# of contract period extensions requested	0	1	2	0			2	0	

Community Development - Continuum of Care Program (COC)

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
<u>Client Benefits/Impacts</u>									
\$ Annual Award (COC 1- RRH)	\$181,152	\$181,152	\$0	\$187,128			\$187,128	\$181,152	
\$ Annual Award (COC 2- RRH)	\$55,532	\$55,532	\$0	\$60,896			\$60,896	\$56,216	
\$ Annual Award (COC 3- RRH) ? Not in 2019 Budget book		\$56,216	\$0	\$83,447				\$56,216	
<u>Strategic Outcomes</u>									
Help clients improve self-sufficiency									
- % moved from transitional to permanent	70%	55%	50%	8%				70%	
- % in permanent maintain/increase income	77%	31%	67%	25%				77%	
<u>Work Process Outputs</u>									
# grant applications prepared	2-Renewal	3	0	0			0	2-Renewal	
# of contract period extensions requested	0	0	0	0			0	0	

2019
Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2019 TARGET	Comments
Housing Rehabilitation Programs (city-wide)									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$115,000	\$115,000	\$0	\$75,851			\$75,851	\$75,851	
- Program income received (all grants)	\$333,330	\$387,125	\$56,256	\$45,035			\$101,291	\$373,421	
Unspent grant funds									
- Committed	\$75,000	\$69,625	\$146,802	\$163,318			\$163,318	\$75,000	
- Uncommitted	\$160,000	\$271,761	\$243,822	\$264,369			\$264,369	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	18	4	5			9	24	
- # units rehabilitated	24	18	4	5			9	24	
- # residents benefited	60	49	7	22			29	60	
- Average loan amount	\$15,000	\$16,794	\$24,091	\$23,821			\$23,941	\$15,000	
- Amount committed to rehab activity	\$360,000	\$302,295	\$96,365	\$119,106			\$215,471	\$360,000	
- # applications processed	33	33	11	17			28	33	
- # applications approved	27	17	6	9			15	27	

Community Development - Neighborhoods Program (NP)

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
<u>Client Benefits/Impacts</u>									
# of new partnerships generated	1	1	1	0			1	1	
# of registered neighborhoods	17	17	17	19				18	
# of neighborhood program participants	15	37	N/A	15			15	15	
<u>Strategic Outcomes</u>									
# of projects awarded grant funding	2	2	0	1			1	2	
<u>Work Process Outputs</u>									
Grant Funds (CDBG)									
Committed	\$68,653	\$0	\$0	\$0			\$0	\$108,653	
Uncommitted	\$0	\$68,653	\$108,653	\$108,653				-	
Spent	\$68,653	\$0	\$0	\$0			\$0	\$108,653	
General Funds									
Committed	\$7,330	\$3,300	\$0	\$3,300				\$7,306	
Uncommitted	\$0	\$7,539	\$7,539	\$4,239				-	
Spent	\$7,330	\$3,091	\$0	\$0			\$0	\$7,306	

Community Development - Assessing

	2018 Target	2018 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2019 TARGET	Comments
Client Benefits/Impacts									
<u>Equitable asmts & distribution of tax levy:</u>									
Res districts within 10% of market value	94%	52%	5%	5%				100%	
Coefficient of dispersion of asmt/sale ratios	12%	13%	10%	10%				8%	
# of asmt errors result inaccurate tax bills	0	3	2	0			2	0	
Strategic Outcomes									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	90%	83%	83%				100%	
Commercial class level of assessment	100%	95%	94%	94%				100%	
Overall level of assessment	100%	90%	83%	83%				100%	
Work Process Outputs									
<u>% of bldgs inspected to update records</u>									
Commercial new construction	100%	100%	100%	100%				100%	
Residential new construction	95%	87%	90%	90%				85%	
Recent sales	40%	25%	10%	10%				25%	
Total # of interior inspections	800	604	220	0			220	650	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,600	2,617	490	646			1,136	2,500	
Lot splits, CSM's & new platted parcels	100	227	76	12			88	200	
Annexed parcels	2	11	2	0			2	4	
Assessments updated	1,600	1,613	7,600	9,426			17,026	20,000	