

# COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

## 2022 Mid-Year Report

All figures through June 30, 2022

### **Significant 2022 Events:**

1. Supporting the business and not-for-profit community during the recovery from the COVID-19 pandemic has continued with efforts including social media, regular business retention visits, and partnerships with community organizations that help build relationships that benefit the City and support recovery. Staff has written application letters for the WI Tomorrow Main Street Bounceback Grant to qualifying businesses.
2. Staff was directly involved in the application/allocation process for the American Rescue Plan Act (ARPA) Special Revenue funds. The City of Appleton Common Council, on November 3, 2021, approved Phase One of ARPA funds which included \$250,000 in grants to local non-profit organizations that bolster the local economy, community wellness, and pandemic recovery. On January 6, 2022, the City of Appleton released grant applications to non-profit organizers of community events supporting others, as well as organizations that provide mental health services. Applications were due by noon on February 3, 2022. On February 24, 2022, the ARPA Grant Team reviewed all eligible applications and made their recommendations. The CEDC recommended approval of these recommendations on March 9, and the Common Council subsequently approved them on March 16, 2022. Organizations awarded grants have until November 30, 2022 to spend the allocated money.
3. Industrial development saw a continued increase in 2022. F Street Development will begin construction of a new 240,000 square foot building in the Southpoint Commerce Park (Phase II) and has an additional 30 acres of land under contract for future phases. In the Northeast Business Park, Valley Tool exercised their option to purchase a 1.44 acre parcel adjacent to their new building.
4. Downtown Appleton continues to see construction of new residential and mixed-use residential developments, furthering the City's goal of creating over 465 new residential units in the downtown per the City's Comprehensive Plan 2010-2030. Projects under construction in 2022 include 320 E. College, the Zuelke Building and 318 W. College. Merge Urban Development will begin construction later this year on Phase I, and they have signed a development agreement for Phase II. A development agreement for Rise Apartments was signed in 2022. These projects will result in 318 new residential units in the downtown, 36 of which will be for low income residents. Finally, staff continued collaboration with US Venture to potentially construct their headquarters on the Bluff Site.
5. A development agreement was completed with Merge Urban Development for a mixed-use development on the former Blue Ramp site.

6. The process to create a College Avenue North Neighborhood Plan has been an interactive and highly collaborative approach since the consultant, RDG, was awarded the contract in 2021. City staff has worked closely with RDG, along with seeking input from the Steering Committee (various public members) and Technical Review Committee (various City staff). Numerous meetings were held, as well as focus groups, 1:1 meetings, design studios for the public, and a public open house. This plan provides a framework for future development for the area north of College Avenue that facilitates greater connectivity between the City, adjacent neighborhoods, existing businesses, and not-for-profits while recognizing the influences between buildings, social settings, and the surrounding environment.
7. Business enhancement grants from TIF District #11 and TIF District #12 continue to leverage significant investment in downtown Appleton for property improvements. As of July, 2022, half the TIF #11 grant funding has been committed to projects to support property improvement. TIF District #12 has also seen interest with half the funding pending with applications waiting on final bids for construction contracts as of July 1, 2022.
8. The Appleton Redevelopment Authority Business Enhancement Grant Program has awarded \$109,097 in grants to leverage \$270,355 in private investment to improve 21 commercial properties throughout the City. The ARA grants are available to properties outside of the TIF #11 and TIF #12 program boundaries.
9. Staff has begun the statutory process required to close TIF #6 by February 2023.
10. Implementation of the Comprehensive Plan continued in 2022, with highlights that include redevelopment and reuse projects in/near downtown, new residential subdivisions on the north side, increased development along Evergreen Drive, upgrades in existing parks, and continued progress on the Appleton Public Library project.
11. During the second half of 2021 and the first half of 2022, the site plan review team has approved approximately 39 multi-family dwelling units, 275,100 square feet of industrial space, 40,700 square feet of office/commercial space, and 27,700 square feet of institutional space.
12. Staff facilitated and approved the Lightning Drive, Ziegler, and Spartan Drive annexations, resulting in roughly 18 acres of land being annexed.
13. Final plat approval resulted in the recording of 209 residential lots, including the First Addition to Broadway Hills Estates, Apple Ridge 2, North Edgewood Estates 3, Apple Fields, and Trail View Estates South 2. Staff anticipates approximately 10 additional lots will be approved in 2022.

14. The Assessor team made significant progress on a 2023 Citywide revaluation by updating all commercial properties to 100% of market value. This work included: performing sales studies, collecting and analyzing rental income, surveying brokers and lenders, inspecting buildings not inspected for the last revaluation, creating valuation models to maintain equity, and accurately applying the three approaches to value.
15. Appleton GIS provided technical support for the 2021-2022 redistricting project for the City. GIS worked closely with the Clerk's Office, Redistricting Committee, 3 counties, and the State to create new wards and districts. The project extended from 2021 into 2022, wrapping up in May. Work also entailed recreating maps for polling places and internet sites and insured all locations where the City posts maps that voting information was updated.
16. The ArcGIS Enterprise system security was upgraded to align with Information Technology security policy.
17. GIS released the 2022 City of Appleton Map for use by City and local agencies.
18. In May 2022, staff organized and delivered the Neighborhood Program spring meeting, an informal "roundtable" discussion for neighborhood leaders, at Wilson Middle School. In total, there were 14 participants representing 4 different neighborhoods. The fall Neighborhood Program meeting is anticipated in October. The Lawrence-City Park Neighborhood was awarded funding through the Neighborhood Grant Program to support a neighborhood block party event.
19. The Appleton Public Arts Committee replaced the photos in the Houdini Welcome Tower with images from the Rhythms of the World event. Staff will continue to work with the Art Committee to replace the photos annually.
20. The City of Appleton Homeowner Rehabilitation Loan Program committed \$278,262 in new loan funds to 9 owner-occupied homes in the first half of 2022. New applications have been accepted and processed during the first half of 2022 with 23 new applications being submitted. Additional applications will be accepted in the fall. The program is on track to meet the goal of assisting 20 housing units this year.
21. The City was notified by HUD in May that the 2022 CDBG allocation for the City of Appleton is \$565,880.00. Common Council approved the following funding amounts:

City of Appleton Rehabilitation Loan Program - \$120,000  
Appleton Housing Authority - \$41,170  
Fair Housing Services - \$25,000  
CDBG Administration - \$58,479  
Greater Fox Cities Habitat for Humanity - \$120,000  
Rebuilding Together Fox Cities - \$80,000  
The Mooring Programs - \$66,231  
LEAVEN - \$30,000  
Harbor House - \$25,000

22. The City was notified by DEHCR in June that the 2022 EHH allocation for the Fox Cities is \$312,672.00. The following agencies were funded for programming that includes rapid re-housing, street outreach, prevention, and emergency shelter efforts:

ADVOCAP, Inc. - \$60,100  
City of Appleton - \$30,080  
Harbor House - \$40,000  
Pillars, Inc. - \$182,492

23. The City was notified by HUD in May that the 2022 COC allocations for the Fox Cities totals \$367,576.00. The following agencies were funded for programming that includes rapid re-housing and coordinated entry efforts:

COC CE- SSO

City of Appleton - \$32,177.00

COC RRH

ADVOCAP, Inc. - \$47,421.33  
City of Appleton - \$16,000.00  
Pillars, Inc. - \$21,973.33  
Salvation Army of the Fox Cities - \$105,757.34

COC RRH EXP

ADVOCAP, Inc. - \$15,488.00  
City of Appleton - \$3,543.00  
Pillars, Inc. - \$25,320.00  
Salvation Army of the Fox Cities - \$40,836.00

COC HP RRH

Pillars, Inc. - \$59,060.00

**2022 Mid-Year Budget/Actual Comparison:**

**Community Development Budget/Actual Comparison**  
*for the period ending June 30, 2022*

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$277,920	\$602,510	46.1%
Marketing & Business Services	\$100,540	\$178,213	56.4%
New & Redevelopment Projects & Business Parks	\$135,686	\$267,759	50.7%
Assessor	\$300,249	\$619,422	48.5%
Planning	\$133,860	\$272,057	49.2%
Total:	\$948,255	\$1,939,961	48.9%

**Performance Data Community Development:**

The following tables list Community & Economic Development program areas and the performance measures for each, including both the target and end measure. Following the tables is the newly created dashboard for the department's metrics.

**Community Development - Administration & GIS**

**B.U. 15010**

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
Accurate and useful information - # of layers edited (GIS)	900	1,046	187	272			459	900	
Quality training to support staff performance - % of training courses completed	100%	N/A	100%	N/A				100%	
- # of technical support calls/emails by GIS	600	759	131	196			327	600	
Annual performance evaluations completed - % complete	100%	100%	N/A	N/A				100%	
Increase efficiency & effectiveness of City by using GIS - # of GIS projects	250	258	66	75			141	250	

2022  
**Community Development - Marketing & Business Services**

**B.U. 15030**

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
Attract Appleton's rate of net new construction									
- City's % of Fox Cities equalized value	28%	28%	N/A	N/A				28%	Annual
- City's % of Fox Cities net new construction	25%	21%	N/A	N/A				25%	Annual
Appleton's economy grows and tax base enhanced									
- % increase in net new construction	1.60%	1.25%	N/A	N/A				1.60%	Annual
Retention visit clients served									
- # Business retention visits/follow-ups	40	46	9	5			14	40	

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

Community Development - New & Redevelopment Projects

B.U. 15040

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
Assist in land assembly, development incentives or project management									
- # developments generated via direct mgt.	12	57	18	9			27	14	
- # of improved business park acres*	117	95	95	89				96	
Tax base enhanced									
- % change in equalized value	4%	8%	N/A	N/A				4.0%	Annual
- # of acres sold in business park	4	35	0	5.41			5.41	4	

\*Improved and available for sale (Includes under contract parcels)



2022

Community Development - Planning

B.U. 15020

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
Timely, accurate processing of applications									
- % of apps processed within the timeframe p	100%	100%	100%	100%				100%	
- # of development projects guided thru the review process, resulting in approval	30	32	9	14			23	30	
- # of comp plan goals&objectives implmnt	40	67	20	11			31	50	
Work process outputs									
- # of admin apps approved	425	466	45	384			429	425	
- # of commission apps approved	30	69	14	17			31	30	
- # of customer inquiries served	900	1,633	508	441			949	900	
- # of comp plan & ordinance amend adpt	2	11	1	2			3	2	
- # of historic sites,bldgs&dist.recognized	2	0	0	0			0	2	
- # of public art projects approved	3	10	1	0			1	3	

2022

B.U. 2100

Community Development - Block Grant

(including CDBG-CV1)

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
<b>Client Benefits/Impacts</b>									
Annual Entitlement Amount	\$591,226	\$953,837	\$0	\$565,880			\$565,880	\$628,363	
% of award spent on projects	79.12%	94%	0%	85%				90.69%	
Average award (not incld program income)	\$51,976	\$74,700	\$0	\$68,914			\$68,914	\$51,808	
<b>Strategic Outcome</b>									
# 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	1.14:1	1.17:1	N/A				1.5:1	
<b>Work Process Outputs</b>									
# of Block Grant awards made	9	12	0	8			8	11	

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

(including ESG-CV1)

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
<b><u>Client Benefits/Impacts</u></b>									
\$ Grant Award ESG	\$214,021	\$189,311	\$0	\$312,672			\$312,672	\$305,583	
\$ Grant Award HAP	\$45,489	\$0	\$0	\$0			\$0	\$36,770	
<b><u>Strategic Outcomes</u></b>									
Expand the # of homeless persons served									
- # assisted in emergency shelter	1,000	1,343	348	327			675	1,000	**doesn't include Harbor House DV Shelter
- # assisted in rapid rehousing	50	107	19	19			38	50	
- # assisted with prevention services	100	340	161	209			370	100	**91 served through ESG-CV funding
<b><u>Work Process Outputs</u></b>									
# grant applications prepared	4	2	0	4			4	4	
# of contract period extensions requested	0	0	1	0			1	0	

**Community Development - Continuum of Care Program (COC)**

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
<b><u>Client Benefits/Impacts</u></b>									
\$ Annual Award (COC 1- RRH) (1)	\$183,920	\$184,524	\$0	\$0			\$0	\$184,524	
\$ Annual Award (COC 2- HP RRH) (2)	\$58,184	\$116,248	\$0	\$0			\$0	\$89,060	
\$ Annual Award (COC 3- RRH EXP) (3)	\$80,957	\$79,379	\$0	\$0			\$0	\$79,379	
\$ Annual Award (COC 4- CE SSO) (4)	\$32,177	\$32,177	\$0	\$0			\$0	\$32,177	
<b><u>Strategic Outcomes</u></b>									
Help clients improve self-sufficiency									
- % moved from transitional to permanent	70%	70%	54%	40%				70%	
- % in permanent maintain/increase income	77%	34%	31%	47%				77%	
Average length days on prioritization lists	90 (singles) 60 (families)	116.55 (singles) 59.5 (families)	84.54 (singles) 76.77 (families)	97.04 (singles) 94.22 (families)				100 (singles) 75 (families)	**Due to conversion to new HMIS platform, th
<b><u>Work Process Outputs</u></b>									
# grant applications prepared	4	3	0	0			0	4	
# of contract period extensions requested	0	0	0	0			0	0	

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2022 TARGET	Comments
<b>Housing Rehabilitation Programs (city-wide)</b>									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$29,892	\$29,892	\$0	\$120,000			\$120,000	\$120,000	
- Program income received (all grants)	\$424,180	\$453,248	\$118,100	\$116,243			\$234,343	\$334,861	
Unspent grant funds									
- Committed	\$75,000	\$198,983	\$276,048	\$307,930			\$307,930	\$75,000	
- Uncommitted	\$160,000	\$369,335	\$313,488	\$321,386			\$321,386	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	17	6	3			9	20	
- # units rehabilitated	24	19	7	3			10	20	
- # residents benefited	60	41	10	16			26	60	
- Average loan amount	\$15,000	\$18,298	\$25,786	\$41,181			\$30,418	\$18,000	
- Amount committed to rehab activity	\$360,000	\$311,066	\$154,717	\$123,545			\$278,262	\$360,000	
- # applications processed	33	55	2	21			23	33	
- # applications approved	27	29	1	8			9	27	

**Community Development - Neighborhoods Program (NP)**

	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
<b><u>Client Benefits/Impacts</u></b>									
# of new partnerships generated	1	2	0	1			1	1	
# of registered neighborhoods	21	20	20	20			20	22	
# of neighborhood program participants	25	17	N/A	14			14	30	
<b><u>Strategic Outcomes</u></b>									
# of projects awarded grant funding	2	2	0	0			0	3	
<b><u>Work Process Outputs</u></b>									
<b><u>Grant Funds (CDBG)</u></b>									
Committed	\$108,653	\$0	\$0	\$0			\$0	\$80,000	
Uncommitted	\$0	\$80,000	\$80,000	\$80,000			\$80,000	-	
Spent	\$108,653	\$0	\$0	\$0			\$0	\$80,000	
<b><u>General Funds</u></b>									
Committed	\$4,734	\$3,500	\$0	\$0			\$0	\$6,484	
Uncommitted	\$0	\$2,811	\$5,811	\$5,811			\$5,811	-	
Spent	\$4,734	\$3,423	\$0	\$0			\$0	\$6,484	

\*Note: \$28,653 was re-allocated from Neighborhoods in Q32021

Community Development - Assessing

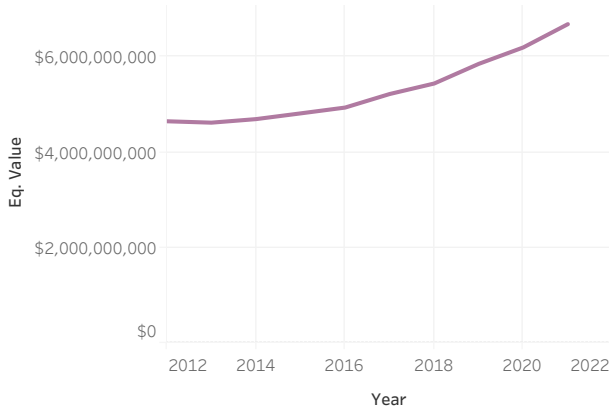
	2021 Target	2021 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2022 TARGET	Comments
<b>Client Benefits/Impacts</b>									
<u>Equitable asmts &amp; distribution of tax levy:</u>									
Res districts within 10% of market value	100%	48%	0%	0%				100%	
Coefficient of dispersion of asmt/sale ratios	10%	9%							
# of asmt errors result inaccurate tax bills	0	3	2	1			3	0	
<b>Strategic Outcomes</b>									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	87%	80%	80%				100%	
Commercial class level of assessment	100%	91%	86%	86%				100%	
Overall level of assessment	100%	88%	82%	82%				100%	
<b>Work Process Outputs</b>									
<u>Building Information updated:</u>									
% Commercial new bldgs inspected	100%	78%	83%	83%				100%	
% Residential new bldgs inspected	85%	60%	85%	85%				100%	
% Sold buildings updated	50%	30%	67%	67%				50%	
Total # of interior inspections citywide	2,500	513	285	107			392	400	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,000	2,713					0		
Lot splits, CSM's & new platted parcels	250	422					0		
Annexed parcels	10	20					0		
Assessments updated	900	1,060	1,026	300			1,326	1,000	

# Community and Economic Development

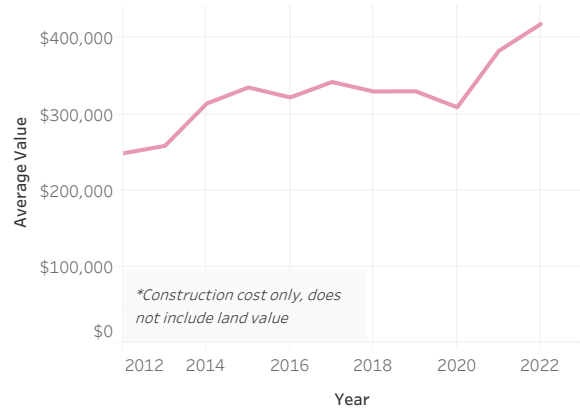
The Community and Economic Development Department proactively fosters a healthy economy and a strong, welcoming community. In 2022, we will continue creation, execution and implementation of the City's Economic Development Strategic Plan, primary goals and key strategies that will result in development within targeted districts of the City and enhance the business climate and vibrancy of the community.

All 2022 numbers are reflective through June 30, 2022. Graphs without 2022 numbers do not have midyear values, as they are reported annually.

## Equalized Value Growth

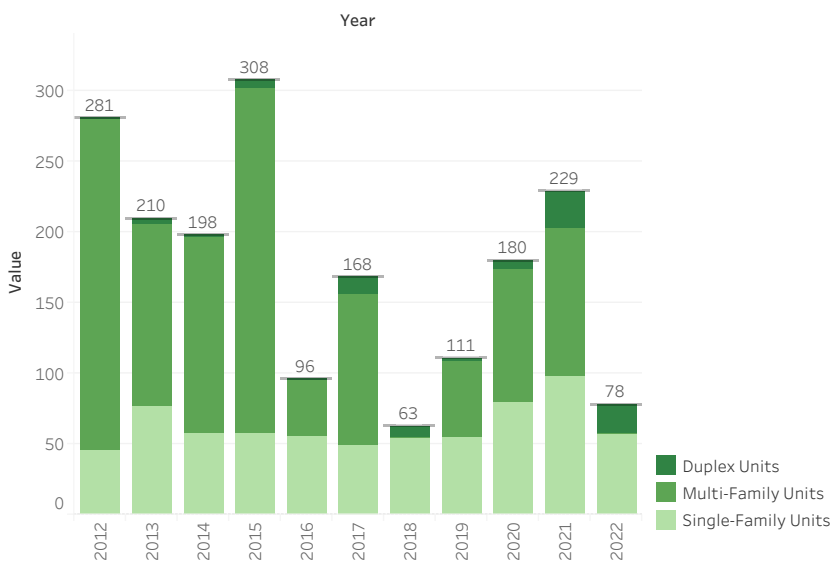


## Average Value of New Homes\*

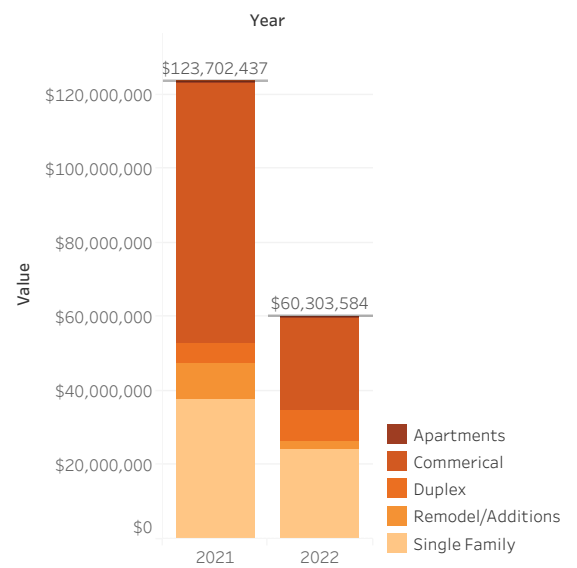


Year  
2012 to 2022

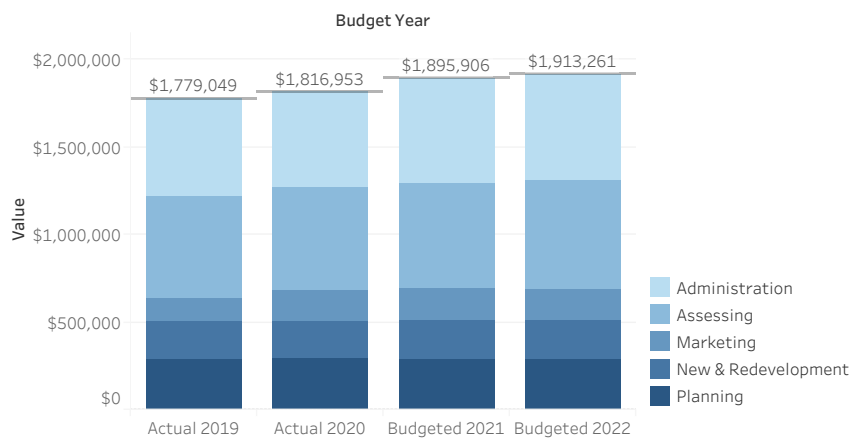
## City of Appleton New Housing Units



## City Permit Value



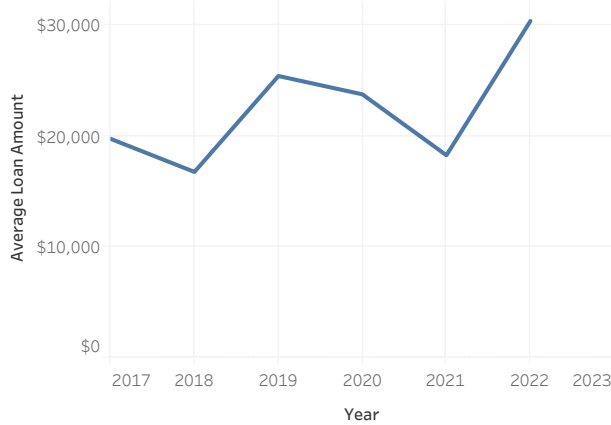
## Department Budget Summary





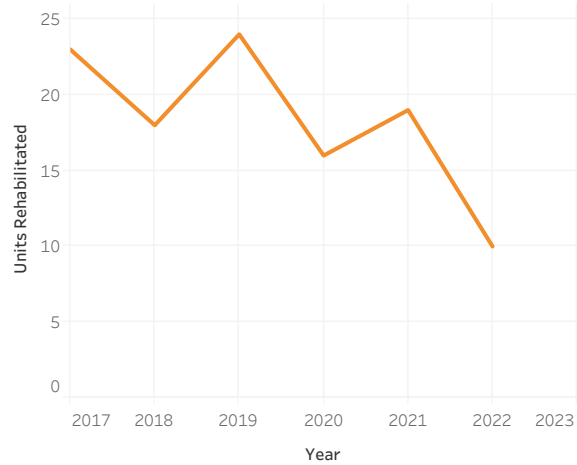
# Community and Economic Development Cont.

Homeowner Rehabilitation Loan Program - Average Loan Amount

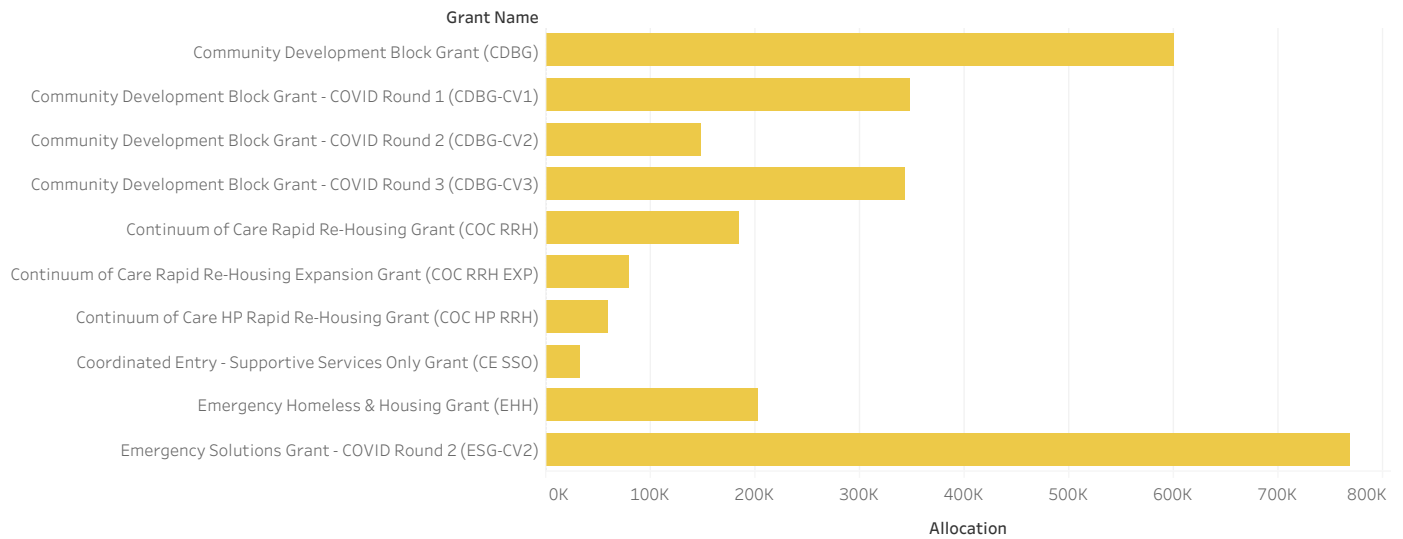


Housing Units Rehabilitated

Year  
2012 to 2022



## Community and Economic Development Grants



## Grant Terms

- Community Development Block Grant (CDBG): 4/1/22 - 3/31/23
- Community Development Block Grant - COVID Round 1 (CDBG-CV1): 11/1/21 - 10/31/22
- Community Development Block Grant - COVID Round 2 (CDBG-CV2): 2/1/21 - 1/31/23
- Community Development Block Grant - COVID Round 3 (CDBG-CV3): 2/1/21 - 1/31/23
- Emergency Homeless & Housing Grant (EHH): 7/1/21 - 9/30/22
- Emergency Solutions Grant - COVID Round 2 (ESG-CV2): 7/1/20 - 6/30/22
- Coordinated Entry - Supportive Services Only Grant (CE SSO): 7/1/22 - 6/30/23
- Continuum of Care Rapid Re-Housing Grant (COC RRH): 10/1/21 - 9/30/22
- Continuum of Care Rapid Re-Housing Expansion Grant (COC RRH EXP): 10/1/21 - 9/30/22
- Continuum of Care HP Rapid Re-Housing Grant (COC HP RRH): 1/1/22 - 12/31/22