

# 2015

## Business Improvement District Operating Plan



### Proposed new Vision ...

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 2015**

### **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 2015 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 2015 which shall be the Thirteenth “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 2015.

### **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. 2013 Annual Report**

The 2013 annual report is attached. The total assessed value of properties for the District for 2013 was \$121,992,200 and experienced a 1.5% reduction over the previous year. The vacancy rate of 21% was calculated based on a total of 413 units within the district and reduced by almost one percent over the previous year.

Also included as **Appendix B** is a current year 2014 Program of Work with a brief current status report and comments.

### **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, web page, LinkedIn, downtown space available list and business recruitment grants. Grants are equal to one month or rent or mortgage up to \$2000 each with a total expenditure of \$10,000 for the plan year.
3. Offering façade improvement and sign grants to new and current businesses in the district as a 50/50 matching grant for a total investment of \$20,000 for the plan year.
4. Conduct one-on-one meetings in conjunction with the City Development Department with developers and property owners to distribute and discuss recruitment information and strategies as well as explain our services and programs.
5. Conduct 30 recruitment contacts throughout the plan year.
6. Make 100 retention contacts annually by visit or phone.
7. Invest and participate in the Fox Cities Regional Partnership initiatives and committees.
8. Design a retail recruitment and retention program that will align with the a new downtown vision 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.
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 like flowers for the planters, additional seating areas, bike racks, and banners.
5. Keeping downtown clean through maintenance, contracted power washing annually and clean up days throughout the year

***Create a strong Brand and marketing campaign for downtown by:***

1. Conduct a rebranding exercise and build an image marketing campaign.
2. Conducting successful traffic building community events.
3. Conducting successful retail and hospitality marketing campaigns
4. 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 2015
5. Maintaining an updated user friendly website for the district that promotes business attraction as well as the markets the district as a destination
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. 2015 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 on behalf of the BID with Appleton Downtown Incorporated 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 228 contributing parcels, including the condominium separation. 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 following Plan Year will be drafted by Appleton downtown Incorporated and submitted to the BID Board for review and input.
3. ADI will re-draft 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 make a recommendation 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 2015 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 2015 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 2015 BID assessment total is anticipated to be \$191,878**

**The following parcels were removed from assessment due to sale to a nonprofit entity in 2014:**

**Tax Number: 31-2034300: 320 E. College Ave**

**Tax Number: 31-2033300: 323 E. Washington St.**

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 15<sup>th</sup> 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 2012 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 regular 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 2013 report is attached.

The 2013 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 86 available properties for a 21% 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.
- A decrease in APD reported calls for service by 58 over last year same report time. Total for june 2013-to June 2014 is 225.

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. **2013 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**

## **2015 Plan of Action**

# APPLETON DOWNTOWN INC. and BUSINESS IMPROVEMENT DISTRICT

## 2015 Program of Work

ADI's mission is to make Downtown Appleton a vibrant and accessible destination for business, learning, living and leisure

### **Proposed Top Priorities:**

- Establish a comprehensive action plan for Downtown's growth and vitality
- Evaluate and bend the organization to strengthen our leadership role in downtown's development
- Effectively manage the Downtown district for the benefit of our members

### **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
- Employment Growth
- Increase number of new businesses to the district
- Tax base for the Business Improvement District is sustained or experiences growth
- Property vacancy rate declines
- Member satisfaction rates "above average"
- Riverfront BID adoption for a 2016 plan year.

### **2015 Proposed Tasks**

- Advocate and support for a new vision plan for Downtown and the Riverfront
- Manage the business recruitment grant and property improvement façade /signage grant program (BID)
- 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)
- Participate actively in a community-wide economic development strategy (1/2 BID)
- Riverfront task force is established and a riverfront BID district is proposed and adopted by property owners and City Council

### **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)
- APD calls for service declines for the CBD
- New Public Art piece is unveiled
- New riverfront wayfinding signage is introduced

**Tasks:**

- Continue the Walkability Task Force and annual evaluation. Work together with the City & other partners to make improvements
- Continue streetscape maintenance program: sidewalks, planters, tree lights
- Continue to support the newly proposed (in 2014) Public Art Plan
- Work with City staff to implement strategies presented in the newly proposed 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
- Encourage improved access to riverfront through Jones Park and better signage

**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
- Social media & website engagement numbers
- Exhibition Center begins construction
- Downtown hotel room nights increase
- Downtown calendar is full with a variety of events
- Increase attendance at Downtown events
- Zip code survey indicates visitors from beyond the Fox Cities

**Tasks:**

- Rebranding process is completed and includes updated website graphics, banners and promotional material by June 2105
- Market budget including a region marketing plan (BID)
- Manage the marketing grant (BID)
- Expand our social media engagement plan (BID)
- 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
- Community event recruitment piece is redesigned & distributed
- Continue to provide support for the new Exhibition Center

**Proposed 2015 Goals:****Engage the Arts and Culture in all aspects of Creative Placemaking**



**2015 Key Performance Indicators:**

- Creative Downtown Appleton is supported by the 501c3 and their recommendations are adopted by the ADI Board
- A minimum of three Pop-up initiatives are supported
- 3<sup>rd</sup> Friday Events grow attendance to over 1000
- Opportunities are identified for developments that support economic growth and the attraction of a creative class

**Tasks:**

- Support Pop-Up initiatives in vacant storefronts, downtown & on the riverfront: galleries, theater performances, music and retail
- Art on the Town is enhanced and rebranded as **3<sup>rd</sup> Friday Events**
- Attract and promote river activities: i.e. kayak rental, paddle boat tours
- Attract artist, “makers” and innovation spaces
- Connect with City departments to identify opportunities to infuse arts and culture in projects in civil infrastructure.
- Support Arts Wisconsin and endorse the statewide creative economy development initiative

**Proposed 2015 Goals:**

**Create a Downtown that is more Liveable, Diverse and Inclusive**

**2015 Key Performance Indicators:**

- The 501c3 launches a “Downtown Placemaker” campaign and attracts the first 100 “Placemakers”
- 6 Mini \$500 Placemaking grants are distributed annually
- A mesh WIFI network is pilot tested downtown

**Tasks:**

- Establish a quarterly social event to engage downtown residents
- A friends campaign is launched to fund mini placemaking grants submitted to the Creative Downtown committee
- Build support to make Downtown wide WIFI a reality
- Incorporate creative class attraction strategies in the new downtown vision plan.
- Continue to offer Dementia Friendly training and look for new ways to enhance customer service in Downtown

# **Appendix B**

## **2014 Program of Work and Current Status Report**

# APPLETON DOWNTOWN INC. and BUSINESS IMPROVEMENT DISTRICT

## 2014 Program of Work and Current Status Report

<b>Proposed Top Priorities:</b>	
<ul style="list-style-type: none"> <li>• Establish a comprehensive action plan for Downtown’s growth and vitality</li> <li>• Evaluate and bend the organization to strengthen our leadership role in downtown’s development</li> <li>• Effectively manage the Downtown district for the benefit of our members</li> </ul>	
<b>2014 Goal:</b> Be a resource to enhance business vitality in the Downtown	<b><u>Current Status</u></b>
<b><u>2014 Key Performance Indicators:</u></b> <ul style="list-style-type: none"> <li>• Vision Plan is introduced</li> <li>• Employment growth</li> <li>• Tax base for the Business Improvement District is sustained or experiences growth</li> <li>• Property vacancy rate declines</li> <li>• Member satisfaction rates “above average”</li> <li>• Riverfront BID adoption</li> </ul>	<ul style="list-style-type: none"> <li>• While the vision process was beneficial and resulted in the formation of Creative Downtown work plan drafted – attached and support for the 501c3 it also indicated a need for a more formal process with a consultant for a new Downtown vision plan. ADI has approached the City about partnering on a new vision plan for Downtown to be conducted in 2015</li> <li>• October: employee count</li> <li>• 2015 BID assessments experienced a \$1252 reduction in comparison to 2014 on account of two properties being removed.</li> <li>• Vacancy rate consistent with 2013 number at this time at 21% a total of 89 vacant spaces identified</li> <li>• Member survey – this fall</li> <li>• No progress on the Riverfront BID – unable to complete for 2014 but a task force and the work will start before year end</li> </ul>

<b><u>Tasks:</u></b> <ul style="list-style-type: none"> <li>• ADI Advisory Council comprehensive downtown and riverfront vision plan is introduced</li> <li>• Manage the business recruitment grant and property improvement façade/signage grant</li> <li>• Market available properties as well as business and entrepreneurial opportunities</li> <li>• Continue business recruitment efforts and member retention visits</li> <li>• Participate actively in a community-wide economic development strategy</li> <li>• Riverfront task force is established and a riverfront BID district is proposed and adopted by property owners and City Council</li> </ul>
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<b>2014 Goal:</b> Establish a strong unified brand for Downtown and the Riverfront	<b><u>Current Status</u></b>
<b><u>2014 Key Performance Indicators:</u></b> <ul style="list-style-type: none"> <li>• A new brand is introduced and new</li> </ul>	<ul style="list-style-type: none"> <li>• New brand message currently being explored. Brand development will continue with a more likely launch of 2015</li> </ul>

<ul style="list-style-type: none"> <li>banners in place by event season</li> <li>Social media &amp; website engagement numbers</li> <li>Marketing impressions increase</li> </ul>	<p>Annual Dinner</p> <ul style="list-style-type: none"> <li>Social media numbers in BID second quarter report</li> <li>Marketing Impressions increased with recent Time Warner Cable ads we are currently running</li> <li>We did discontinued the CEO campaign to support the commercial campaign – producing a business recruitment TV ad.</li> </ul>
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<p><b>Tasks:</b></p> <ul style="list-style-type: none"> <li>Rebranding process is completed</li> <li>Manage the marketing grant</li> <li>Implement a measureable social media engagement plan</li> <li>Annual brand marketing plan is established and implemented</li> <li>Continue CEO Ad program – featuring downtown business owners and testimonials for WHY they chose downtown to locate their business.</li> </ul>
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<p><b>2014 Goal:</b>  <b>Improve access for all people experiencing Downtown</b></p>	<p><b>Current Status</b></p>
<p><b>2014 Key Performance Indicators:</b></p> <ul style="list-style-type: none"> <li>Walkability score card – conduct annual appraisal</li> <li>Parking ticket revenue declines and user revenue increases</li> <li>APD calls for service declines for the CBD</li> <li>Public art plan is adopted</li> </ul>	<ul style="list-style-type: none"> <li>Walkability score card is ready to go! First audits this August – looking for more volunteer to complete the walk and the form</li> <li>Ramp credit card use still not in place – requested a meeting with the Mayor for an explanation</li> <li>Calls for service report by APD for CBD 226 compared to a reported 283 previous year</li> <li>Public Art Plan process being reviewed by the Creative Downtown Committee – sample toolkit to assist – should be included in a full vision planning process in 2015</li> </ul>

<p><b>Tasks:</b></p> <ul style="list-style-type: none"> <li>Continue streetscape maintenance program: sidewalks, planters, tree lights</li> <li>Continue Washington Square improvement and security initiatives</li> <li>Work with City staff to improve parking system education of LUKE, ramps, prepaid cards etc..</li> <li>Continue the Walkability Task Force and annual evaluation</li> <li>Together with the City of Appleton to establish a public art plan to identify funding sources and an annual public art installation to complete.</li> </ul>
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<b>Goal:</b> <b>Establish Downtown as a regional and statewide destination</b>	<b>Current Status</b>
<b>Key Performance Indicators:</b> <ul style="list-style-type: none"> <li>• Downtown hotel room nights increase</li> <li>• Downtown calendar is full with a variety of events</li> <li>• Increase attendance at Downtown events</li> <li>• Zip code survey indicates visitors from beyond the Fox Cities</li> <li>• 501c3 status is acquired</li> </ul>	<ul style="list-style-type: none"> <li>• Hotels reported an increase in room nights. Numbers are asked to be confidential</li> <li>• Calendar comparison indicates an increase in activity on Wednesday nights, Library programming, and many new live music events!</li> <li>• Event attendance is on pace with 2014, slight increase in concert attendance and the addition of the Wednesday Farm Market</li> <li>• Zip Code Survey late July at Farm Markets – also need for grant reporting</li> <li>• 501c3 application was submitted August 8<sup>th</sup> 2014.</li> <li>• As the exhibition center and library project come closer to a reality a way finding signage plan would be helpful for improving access to both as well as the connection to the riverfront.</li> </ul>

**Tasks:**

- Continue to host: Golf on the Town, Farm Market, lunch & evening concerts, Death by Chocolate, Soup Walk, Octoberfest Arts & Crafts, parades, BYGD and Art on the Town. Introduce a mid-week Farm Market in Houdini Plaza
- Community event recruitment piece is distributed and a volunteer committee established to assist with new events to downtown
- Incorporate the Downtown Vision Council action plan for marketing the downtown and riverfront as one destination
- Apply for 501c3 status
- Participate in improved way-finding signage for the district including the riverfront

# **APPENDIX C**

**2015**

**Budget**

# BUSINESS IMPROVEMENT DISTRICT BUDGET

REVENUE	2014 Budget		2015 Proposed Budget
	BID Assessments	193,131	191,878
	Carry Over from Prior Year		
	Cancelled Special Assessment		
	Interest Income		
<b>EXPENSES</b>			
<b>Contracted Services</b>		37,000	37,000
	ADI Staff		
	Security Washington Sq	2,500	2,500
<b>Administrative</b>		7,000	7,000
	Telephone		
	Food/Provisions		
	Office Supplies		
	Postage		
	Conferences/Workshops		
	Dues, Fees, Subscriptions		
	Space Lease/Rental Fees		
	General Insurance		
	Parking Permits		
	Internet Fees		
	Office Equipment Repairs & Maint.		
<b>BID Audit/Accounting Services</b>		2,500	2,500
<b>Marketing</b>		85,000	85,000
	Website		
	Advertising		
<b>Economic Development</b>			
	Façade Grants	20,000	20,000
	Marketing Grant	10,000	10,000
	Recruitment Grant	10,000	10,000
	Sidewalk, trees, flowers	12,131	12,000
	Business Recruitment	7,000	5,878
		193,131	<b>\$191,878</b>

# APPENDIX D

## 2015 BID Board List

Board Member	Business	Category
Monica Klaeser – Treasurer	City of Appleton	Government
Pam Ulness	Ulness Health and Downtown Resident	Property owner/ service
Brad Schweb	Newmark Grubb Pfefferle	Property owner rep
Gary Schmitz – President	Universal Insurance	Business office / service
Steve Winter	Real Estate developer	Property Owner / retail
Mark Behnke – Secretary	Behnke Enterprises	Property Owner / hospitality
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 2015 Operational Plan**

CITY OF APPLETON BID DISTRICT  
Assessments for 2015 tax bills

Full Taxkey	Owner Last name	Owner first name	Business Name	type	Property Address	Unit Number	Prop Zip	Land Value	Improvement	Total Value	Assess	Full Assessment
31-0-0044-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	119 E COLLEGE AVE		54911	0	269000	269000	\$ 672.50	\$ 672.50
31-0-0069-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	109 W COLLEGE AVE		54911	0	259300	259300	\$ 648.25	\$ 648.25
31-0-0337-00	HEID ET AL	PAUL	PAUL HEID ET AL	PRIVATE	304 E COLLEGE AVE		54911	0	73500	73500	\$ 183.75	\$ 250.00
31-0-0976-02	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	104 S MEMORIAL DR		54911	0	37300	37300	\$ 93.25	\$ 250.00
31-0-1000-00	EFS LLC		EFS LLC	PRIVATE	527 W COLLEGE AVE		54911	0	245800	245800	\$ 614.50	\$ 614.50
31-2-0002-00	WP & R INC		WP & R INC	PRIVATE	303 E COLLEGE AVE		54911	128600	161200	289800	\$ 724.50	\$ 724.50
31-2-0003-00	NOYCE MANAGEMENT LLC		NOYCE MANAGEMENT LLC	PRIVATE	305 E COLLEGE AVE		54911	54900	84300	139200	\$ 348.00	\$ 348.00
31-2-0004-00	CLARK	HARLAN	HARLAN CLARK	PRIVATE	311 E COLLEGE AVE		54911	43000	82700	125700	\$ 314.25	\$ 314.25
31-2-0007-00	PHIMMASENE	JIMMY	JIMMY PHIMMASENE	PRIVATE	321 E COLLEGE AVE		54911	68300	237800	306100	\$ 765.25	\$ 765.25
31-2-0020-00	ISAKSON	PETER	PETER ISAKSON	PRIVATE	227 E COLLEGE AVE		54911	30700	81100	111800	\$ 279.50	\$ 279.50
31-2-0021-00	GREENE ET AL	THOMAS	THOMAS GREENE ET AL	PRIVATE	225 E COLLEGE AVE		54911	32100	82600	114700	\$ 286.75	\$ 286.75
31-2-0022-00	PLAMANN	JAY	JAY PLAMANN	PRIVATE	223 E COLLEGE AVE		54911	59400	111700	171100	\$ 427.75	\$ 427.75
31-2-0023-00	SCHMIDT ENTERPRISE LLC	JANET	JANET SCHMIDT ENTERPRISE LLC	PRIVATE	219 E COLLEGE AVE		54911	59400	40400	99800	\$ 249.50	\$ 250.00
31-2-0025-00	MUELLER	ANTHONY	ANTHONY MUELLER	PRIVATE	217 E COLLEGE AVE		54911	59400	85900	145300	\$ 363.25	\$ 363.25
31-2-0026-00	KORN ACQUISITIONS	R.E. LLC	R.E. LLC	PRIVATE	215 E COLLEGE AVE		54911	59700	268900	328600	\$ 821.50	\$ 821.50
31-2-0027-00	STUDIO 213 LLC		STUDIO 213 LLC	PRIVATE	213 E COLLEGE AVE		54911	59700	129400	189100	\$ 472.75	\$ 472.75
31-2-0029-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	209 E COLLEGE AVE		54911	118900	84700	203600	\$ 509.00	\$ 509.00
31-2-0030-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	207 E COLLEGE AVE		54911	59400	51700	111100	\$ 277.75	\$ 277.75
31-2-0031-00	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	201 E COLLEGE AVE		54911	125500	203600	329100	\$ 822.75	\$ 822.75
31-2-0038-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	101 E COLLEGE AVE		54911	37900	229400	267300	\$ 668.25	\$ 668.25
31-2-0039-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	103 E COLLEGE AVE		54911	122300	437300	559600	\$ 1,399.00	\$ 1,399.00
31-2-0040-00	ASPLUND	RAYMON	RAYMON ASPLUND	PRIVATE	107 E COLLEGE AVE		54911	49400	124000	173400	\$ 433.50	\$ 433.50
31-2-0041-00	COLLEGE AVENUE	ASSOCIATES	ASSOCIATES	PRIVATE	109 E COLLEGE AVE		54911	53000	93700	146700	\$ 366.75	\$ 366.75
31-2-0042-00	COLLEGE AVENUE	ASSOCIATES	ASSOCIATES	PRIVATE	111 E COLLEGE AVE		54911	53000	82100	135100	\$ 337.75	\$ 337.75

31-2-0043-00	ISAKSON	PETER	PETER ISAKSON	PRIVATE	113 E COLLEGE AVE	54911	55100	92000	147100	\$	367.75	\$	367.75	\$	367.75
31-2-0044-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	115 E COLLEGE AVE	54911	152900	104600	257500	\$	643.75	\$	643.75	\$	643.75
31-2-0046-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	121 E COLLEGE AVE	54911	46400	113200	159600	\$	399.00	\$	399.00	\$	399.00
31-2-0047-00	ECO PROPERTIES LLC		ECO PROPERTIES LLC	PRIVATE	123 E COLLEGE AVE	54911	44900	98700	143600	\$	359.00	\$	359.00	\$	359.00
31-2-0048-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	125 E COLLEGE AVE	54911	47500	165500	213000	\$	532.50	\$	532.50	\$	532.50
31-2-0049-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	127 E COLLEGE AVE	54911	58700	126100	184800	\$	462.00	\$	462.00	\$	462.00
31-2-0050-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	129 E COLLEGE AVE	54911	58700	171200	229900	\$	574.75	\$	574.75	\$	574.75
31-2-0051-00	TAYLOR-CHANCE LLC		TAYLOR-CHANCE LLC	PRIVATE	133 E COLLEGE AVE	54911	58700	247600	306300	\$	765.75	\$	765.75	\$	765.75
31-2-0051-01	GREENSIDE PROPERTIES	LLC	GREENSIDE PROPERTIES LLC	PRIVATE	135 E COLLEGE AVE	54911	61900	135600	197500	\$	493.75	\$	493.75	\$	493.75
31-2-0069-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	107 W COLLEGE AVE	54911	90100	120000	210100	\$	525.25	\$	525.25	\$	525.25
31-2-0070-00	SAFFORD BUILDING LLC		SAFFORD BUILDING LLC	PRIVATE	101 W COLLEGE AVE	54911	133100	1789000	1922100	\$	4,805.25	\$	4,805.25	\$	4,805.25
31-2-0072-00	APPLETON CENTER	ASSOCIATES	APPLETON CENTER ASSOCIATES	PRIVATE	100 W LAWRENCE ST	54911	519100	5845400	6364500	\$	15,911.25	\$	5,000.00	\$	5,000.00
31-2-0074-00	BMO HARRIS BANK NA		BMO HARRIS BANK NA	PRIVATE	221 W COLLEGE AVE	54911	480300	2794700	3275000	\$	8,187.50	\$	5,000.00	\$	5,000.00
31-2-0078-00	BAD BADGER INVESTMENTS	LLC	BAD BADGER INVESTMENTS LLC	PRIVATE	215 W COLLEGE AVE	54911	98400	207500	305900	\$	764.75	\$	764.75	\$	764.75
31-2-0079-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	211 W COLLEGE AVE	54911	146200	308100	454300	\$	1,135.75	\$	1,135.75	\$	1,135.75
31-2-0080-00	LUCHT ET AL	KEVIN	LUCHT ET AL	PRIVATE	207 W COLLEGE AVE	54911	73000	142000	215000	\$	537.50	\$	537.50	\$	537.50
31-2-0081-00	HECKENLAIBLE	STEVEN	HECKENLAIBLE	PRIVATE	205 W COLLEGE AVE	54911	43200	153700	196900	\$	492.25	\$	492.25	\$	492.25
31-2-0082-00	CLEO'S REAL ESTATE	PARTNERSHIP	CLEO'S REAL ESTATE PARTNERSHIP	PRIVATE	203 W COLLEGE AVE	54911	44200	260100	304300	\$	760.75	\$	760.75	\$	760.75
31-2-0083-00	PARILLA PROPERTIES LLC		PARILLA PROPERTIES LLC	PRIVATE	201 W COLLEGE AVE	54911	53100	145200	198300	\$	495.75	\$	495.75	\$	495.75
31-2-0084-00	THEOBALD-APPLETON	RENTAL	THEOBALD-APPLETON RENTAL	PRIVATE	117 S APPLETON ST	54911	24200	83800	108000	\$	270.00	\$	270.00	\$	270.00
31-2-0092-00	MCGREGORS LLC		MCGREGORS LLC	PRIVATE	343 W COLLEGE AVE	54911	56200	93800	150000	\$	375.00	\$	375.00	\$	375.00
31-2-0092-01	FALCO INVESTMENTS LLC		FALCO INVESTMENTS LLC	PRIVATE	345 W COLLEGE AVE	54911	44000	120900	164900	\$	412.25	\$	412.25	\$	412.25
31-2-0233-00	FOX CITIES CHAMBER OF	COMMERCE	FOX CITIES CHAMBER OF COMMERCE	PRIVATE	125 N SUPERIOR ST	54911	179600	475400	655000	\$	1,637.50	\$	1,637.50	\$	1,637.50
31-2-0235-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	342 W COLLEGE AVE	54911	188200	257600	445800	\$	1,114.50	\$	1,114.50	\$	1,114.50

			CORPORATION										
31-2-0236-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	338 W COLLEGE AVE	54911	198700	345500	544200	\$ 1,360.50	\$ 1,360.50	\$ 1,360.50	\$ 1,360.50
31-2-0238-00	EVANS	STEPHEN	STEPHEN EVANS	PRIVATE	330 W COLLEGE AVE	54911	314100	1677600	1991700	\$ 4,979.25	\$ 4,979.25	\$ 4,979.25	\$ 4,979.25
31-2-0242-00	STREUR TRUST ET AL	THOMAS	THOMAS STREUR TRUST	PRIVATE	322 W COLLEGE AVE	54911	110500	161700	272200	\$ 680.50	\$ 680.50	\$ 680.50	\$ 680.50
31-2-0243-00	AUTUMN INVESTMNTS LLC		AUTUMN INVESTMNTS LLC	PRIVATE	318 W COLLEGE AVE	54911	310400	774600	1085000	\$ 2,712.50	\$ 2,712.50	\$ 2,712.50	\$ 2,712.50
31-2-0248-00	WEYENBERG	NATHAN	NATHAN WEYENBERG	PRIVATE	310 W COLLEGE AVE	54911	57000	94200	151200	\$ 378.00	\$ 378.00	\$ 378.00	\$ 378.00
31-2-0250-00	FOX CITIES HOTEL	INVESTORS LLC	FOX CITIES HOTEL INVESTORS LLC	PRIVATE	300 W COLLEGE AVE	54911	317000	6201500	6518500	\$ 16,296.25	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
31-2-0253-00	BANK ONE		BANK ONE	PRIVATE	131 N APPLETON ST	54911	378300	158300	536600	\$ 1,341.50	\$ 1,341.50	\$ 1,341.50	\$ 1,341.50
31-2-0257-00	222 BUILDING LLC		222 BUILDING LLC	PRIVATE	222 W COLLEGE AVE	54911	511000	8431400	8942400	\$ 22,356.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
31-2-0260-00	PATTEN PROPERTIES LLC		PATTEN PROPERTIES LLC	PRIVATE	210 W COLLEGE AVE	54911	144200	875600	1019800	\$ 2,549.50	\$ 2,549.50	\$ 2,549.50	\$ 2,549.50
31-2-0263-00	BANK ONE		BANK ONE	PRIVATE	200 W COLLEGE AVE	54911	240400	1833600	2074000	\$ 5,185.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
31-2-0272-01	COUTU LLC		COUTU LLC	PRIVATE	124 N APPLETON ST	54911	57700	239100	296800	\$ 742.00	\$ 742.00	\$ 742.00	\$ 742.00
31-2-0272-02	HIETPAS	DAVID	DAVID HIETPAS	PRIVATE	115 W WASHINGTON ST	54911	49800	161900	211700	\$ 529.25	\$ 529.25	\$ 529.25	\$ 529.25
31-2-0287-00	APPLETON HOTEL GROUP	LLC	APPLETON HOTEL GROUP LLC	PRIVATE	100 E COLLEGE AVE	54911	60300	227700	288000	\$ 720.00	\$ 720.00	\$ 720.00	\$ 720.00
31-2-0290-01	TAM LLC		TAM LLC	PRIVATE	10 COLLEGE AVE	54911	1007800	951700	1959500	\$ 4,898.75	\$ 4,898.75	\$ 4,898.75	\$ 4,898.75
31-2-0302-00	RUECKL	ROBERT	ROBERT RUECKL	PRIVATE	130 N MORRISON ST	54911	26000	97400	123400	\$ 308.50	\$ 308.50	\$ 308.50	\$ 308.50
31-2-0303-00	MORRISON BUILDING LLC		MORRISON BUILDING LLC	PRIVATE	120 N MORRISON ST	54911	96500	293500	390000	\$ 975.00	\$ 975.00	\$ 975.00	\$ 975.00
31-2-0311-00	BROUILLARD	ROBERT	ROBERT BROUILLARD	PRIVATE	129 N DURKEE ST	54911	37100	36200	73300	\$ 183.25	\$ 250.00	\$ 250.00	\$ 250.00
31-2-0312-00	200 EAST LLC		200 EAST LLC	PRIVATE	200 E COLLEGE AVE	54911	102600	502400	605000	\$ 1,512.50	\$ 1,512.50	\$ 1,512.50	\$ 1,512.50
31-2-0313-00	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	204 E COLLEGE AVE	54911	97500	221500	319000	\$ 797.50	\$ 797.50	\$ 797.50	\$ 797.50
31-2-0315-00	FRISCH	BRIAN	BRIAN FRISCH	PRIVATE	208 E COLLEGE AVE	54911	47500	92500	140000	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00
31-2-0316-00	VANDINTER	BRADLEY	BRADLEY VANDINTER	PRIVATE	212 E COLLEGE AVE	54911	49700	64800	114500	\$ 286.25	\$ 286.25	\$ 286.25	\$ 286.25
31-2-0317-00	QUEEN BEE RESTAURANT	INC	QUEEN BEE RESTAURANT INC	PRIVATE	216 E COLLEGE AVE	54911	97200	242300	339500	\$ 848.75	\$ 848.75	\$ 848.75	\$ 848.75
31-2-0319-00	SCOTT	HELEN	HELEN SCOTT	PRIVATE	218 E COLLEGE AVE	54911	94000	275600	369600	\$ 924.00	\$ 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	54911	45900	115400	161300	\$ 403.25	\$ 403.25	\$ 403.25	\$ 403.25
31-2-0322-00	THE WEIDERS LLC		THE WEIDERS LLC	PRIVATE	224 E COLLEGE AVE	54911	78500	145300	223800	\$ 559.50	\$ 559.50	\$ 559.50	\$ 559.50
31-2-0323-00	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	228 E COLLEGE AVE	54911	67300	102500	169800	\$ 424.50	\$ 424.50	\$ 424.50	\$ 424.50
31-2-0324-00	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	232 E COLLEGE AVE	54911	60500	125400	185900	\$ 464.75	\$ 464.75	\$ 464.75	\$ 464.75

31-2-0325-00	CJW PROPERTIES LLC		LLC CJW PROPERTIES LLC	PRIVATE	109 N DURKEE ST	54911	8400	45000	53400	\$ 133.50	\$ 250.00	\$ 250.00
31-2-0326-00	GILL	GREGORY SR	GREGORY SR GILL	PRIVATE	128 N DURKEE ST	54911	34700	110800	145500	\$ 363.75	\$ 363.75	\$ 363.75
31-2-0327-01	WAGNER ET AL	TIMOTHY	TIMOTHY WAGNER ET AL	PRIVATE	118 N DURKEE ST	54911	37400	109600	147000	\$ 367.50	\$ 367.50	\$ 367.50
31-2-0328-00	RICKS	DREW	DREW RICKS	PRIVATE	309 E WASHINGTON ST	54911	107400	33600	141000	\$ 352.50	\$ 352.50	\$ 352.50
31-2-0334-00	331 PROPERTIES LLP		331 PROPERTIES LLP	PRIVATE	331 E WASHINGTON ST	54911	42500	195500	238000	\$ 595.00	\$ 595.00	\$ 595.00
31-2-0337-00	HEID	TODD	TODD HEID	PRIVATE	300 E COLLEGE AVE	54911	193400	120700	314100	\$ 785.25	\$ 785.25	\$ 785.25
31-2-0340-00	FREEMAN REAL ESTATE	PARTNERSHIP	FREEMAN REAL ESTATE PARTNERSHIP	PRIVATE	308 E COLLEGE AVE	54911	96300	152800	249100	\$ 622.75	\$ 622.75	\$ 622.75
31-2-0342-00	TESKE	RONALD	RONALD TESKE	PRIVATE	314 E COLLEGE AVE	54911	45600	136500	182100	\$ 455.25	\$ 455.25	\$ 455.25
31-2-0353-00	FIRSTAR BANK APPLETON		FIRSTAR BANK APPLETON	PRIVATE	200 N DURKEE ST	54911	492500	1072500	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	54911	115600	193400	309000	\$ 772.50	\$ 772.50	\$ 772.50
31-2-0371-00	CONNER LLC	ETHEL	ETHEL CONNER LLC	PRIVATE	229 E FRANKLIN ST	54911	65000	120000	185000	\$ 462.50	\$ 462.50	\$ 462.50
31-2-0384-00	VALLEY PREMIER	PROPERTY LLC	VALLEY PREMIER PROPERTY LLC	PRIVATE	222 N ONEIDA ST	54911	92100	118900	211000	\$ 527.50	\$ 527.50	\$ 527.50
31-2-0404-00	SEC PROPERTIES LLC		SEC PROPERTIES LLC	PRIVATE	231 W FRANKLIN ST	54911	132200	107800	240000	\$ 600.00	\$ 600.00	\$ 600.00
31-2-0405-00	ULNESS	JOHN	JOHN ULNESS	PRIVATE	214 N SUPERIOR ST	54911	21500	138500	160000	\$ 400.00	\$ 400.00	\$ 400.00
31-2-0408-00	BERKEN	SCOTT	SCOTT BERKEN	PRIVATE	233 N APPLETON ST	54911	86500	92100	178600	\$ 446.50	\$ 446.50	\$ 446.50
31-2-0417-00	MALZHAN ET AL	LISA	LISA MALZHAN ET AL	PRIVATE	211 N APPLETON ST	54911	30500	105000	135500	\$ 338.75	\$ 338.75	\$ 338.75
31-2-0418-00	JK APOLLON LLC		JK APOLLON LLC	PRIVATE	207 N APPLETON ST	54911	34600	159400	194000	\$ 485.00	\$ 485.00	\$ 485.00
31-2-0419-00	S & S ENTREPRENEURS	LLC	S & S ENTREPRENEURS LLC	PRIVATE	201 N APPLETON ST	54911	58300	221700	280000	\$ 700.00	\$ 700.00	\$ 700.00
31-2-0428-00	GANNETT MIDWEST	PUBLISHING INC	GANNETT MIDWEST PUBLISHING INC	PRIVATE	306 W WASHINGTON ST	54911	455200	1245800	1701000	\$ 4,252.50	\$ 4,252.50	\$ 4,252.50
31-2-0430-02	222-WASHINGTON/ PROPS	DIVISION			0 N DIVISION ST		0	85000	85000	\$ 212.50	\$ 250.00	\$ 250.00
31-2-0430-06	HOERSCH	ROBERT	ROBERT HOERSCH	PRIVATE	218 N DIVISION ST	54911	71100	103400	174500	\$ 436.25	\$ 436.25	\$ 436.25
31-2-0458-00	AVRIL PROPERTIES LLC		AVRIL PROPERTIES LLC	PRIVATE	130 E FRANKLIN ST	54911	42000	189800	231800	\$ 579.50	\$ 579.50	\$ 579.50
31-3-0847-00	MCGUINNESS	JOHN	JOHN MCGUINNESS	PRIVATE	201 S WALNUT ST	54911	64800	307600	372400	\$ 931.00	\$ 931.00	\$ 931.00
31-3-0849-00	DEXTERS PUB LLC		DEXTERS PUB LLC	PRIVATE	211 S WALNUT ST	54911	28800	111200	140000	\$ 350.00	\$ 350.00	\$ 350.00
31-3-0855-00	NORWEST BANK WISC NA		NORWEST BANK WISC NA	PRIVATE	516 W EIGHTH ST	54911	375900	141900	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	54911	61200	144800	206000	\$ 515.00	\$ 515.00	\$ 515.00

31-3-0877-00	THAO	CHUNGYIA	CHUNGYIA THAO	PRIVATE	625 W LAWRENCE ST	54911	34800	15700	50500	\$ 126.25	\$ 250.00	\$ 250.00
31-3-0878-00	FOX CITIES COMMUNITY	HEALTH CENTER	FOX CITIES COMMUNITY HEALTH CENTER	PRIVATE	621 W LAWRENCE ST	54911	46300	77700	124000	\$ 310.00	\$ 310.00	\$ 310.00
31-3-0879-00	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	617 W LAWRENCE ST	54911	42900	45600	88500	\$ 221.25	\$ 250.00	\$ 250.00
31-3-0883-00	DECLLEENE-ZELLNER LLC		ZELLNER LLC	PRIVATE	215 S MEMORIAL DR	54914	145700	448300	594000	\$ 1,485.00	\$ 1,485.00	\$ 1,485.00
31-3-0934-00	BOYLE	JAMES	JAMES BOYLE	PRIVATE	131 S BADGER AVE	54914	77600	47400	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	54914	132800	289600	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	54914	109900	316200	426100	\$ 1,065.25	\$ 1,065.25	\$ 1,065.25
31-3-0943-00	MARTINEZ	ROBERTO	ROBERTO MARTINEZ	PRIVATE	823 W COLLEGE AVE	54914	60600	19400	80000	\$ 200.00	\$ 250.00	\$ 250.00
31-3-0943-02	MARTINEZ	ROBERTO	ROBERTO MARTINEZ	PRIVATE	827 W COLLEGE AVE	54914	44600	400	45000	\$ 112.50	\$ 250.00	\$ 250.00
31-3-0944-00	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	819 W COLLEGE AVE	54914	21400	76100	97500	\$ 243.75	\$ 250.00	\$ 250.00
31-3-0945-00	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	815 W COLLEGE AVE	54914	36400	132400	168800	\$ 422.00	\$ 422.00	\$ 422.00
31-3-0945-01	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	813 W COLLEGE AVE	54914	17700	47900	65600	\$ 164.00	\$ 250.00	\$ 250.00
31-3-0946-00	SCHILLING PROPERTIES BOARDWALK RENTALS LLC	LLC	SCHILLING PROPERTIES BOARDWALK RENTALS LLC	PRIVATE	809 W COLLEGE AVE	54914	17100	98500	115600	\$ 289.00	\$ 289.00	\$ 289.00
31-3-0947-00	LLP		BOARDWALK RENTALS LLP	PRIVATE	807 W COLLEGE AVE	54914	17100	70800	87900	\$ 219.75	\$ 250.00	\$ 250.00
31-3-0948-00	WENZ RENTAL PROPERTIES	LLC	WENZ RENTAL PROPERTIES LLC	PRIVATE	801 W COLLEGE AVE	54914	40300	115200	155500	\$ 388.75	\$ 388.75	\$ 388.75
31-3-0960-00	745 COLLEGE LLC		745 COLLEGE LLC	PRIVATE	745 W COLLEGE AVE	54914	29500	274500	304000	\$ 760.00	\$ 760.00	\$ 760.00
31-3-0961-00	VANEGEREN PROPERTIES	LLC	VANEGEREN PROPERTIES LLC	PRIVATE	741 W COLLEGE AVE	54914	77100	51700	128800	\$ 322.00	\$ 322.00	\$ 322.00
31-3-0963-01	THEADOCIA LLC		THEADOCIA LLC	PRIVATE	733 W COLLEGE AVE	54914	64400	142700	207100	\$ 517.75	\$ 517.75	\$ 517.75
31-3-0964-00	CHI-LING KONG		CHI-LING KONG	PRIVATE	719 W COLLEGE AVE	54914	114500	185300	299800	\$ 749.50	\$ 749.50	\$ 749.50
31-3-0972-00	ANCHOR BANK FSB		ANCHOR BANK FSB	PRIVATE	127 S MEMORIAL DR	54914	269500	530500	800000	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
31-3-0976-00	MILLER	WILLIAM	WILLIAM MILLER	PRIVATE	623 W COLLEGE AVE	54911	69400	207000	276400	\$ 691.00	\$ 691.00	\$ 691.00
31-3-0976-01	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	100 S MEMORIAL DR	54911	95100	48100	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	54911	179900	198700	378600	\$ 946.50	\$ 946.50	\$ 946.50
31-3-0982-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	607 W COLLEGE AVE	54911	37500	44800	82300	\$ 205.75	\$ 250.00	\$ 250.00
31-3-0982-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	607 W COLLEGE AVE	54911	37500	44800	82300	\$ 205.75	\$ 250.00	\$ 250.00
31-3-0985-00	LISON	JAMES	JAMES LISON	PRIVATE	601 W COLLEGE AVE	54911	43200	146800	190000	\$ 475.00	\$ 475.00	\$ 475.00
31-3-0986-00	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	115 S STATE ST	54911	29100	79400	108500	\$ 271.25	\$ 271.25	\$ 271.25
31-3-0988-00	HINZMAN	PAUL	PAUL HINZMAN	PRIVATE	121 S STATE ST	54911	83000	106300	189300	\$ 473.25	\$ 473.25	\$ 473.25

31-3-0993-00	APPLETON WEST END	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	620 W LAWRENCE ST	54911	59900	83100	143000	\$ 357.50	\$ 357.50	\$ 357.50
31-3-0996-00	VANDEHEY FOUNDATION	ROBERT	ROBERT VANDEHEY FOUNDATION	PRIVATE	122 S MEMORIAL DR	54911	182000	207900	389900	\$ 974.75	\$ 974.75	\$ 974.75
31-3-0998-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	613 W COLLEGE AVE	54911	24400	21000	45400	\$ 113.50	\$ 250.00	\$ 250.00
31-3-0999-00	GREINER	JOHN	JOHN GREINER	PRIVATE	535 W COLLEGE AVE	54911	49000	151100	200100	\$ 500.25	\$ 500.25	\$ 500.25
31-3-1000-00	EFS LLC		EFS LLC	PRIVATE	531 W COLLEGE AVE	54911	146900	184300	331200	\$ 828.00	\$ 828.00	\$ 828.00
31-3-1003-00	EFS LLC		EFS LLC	PRIVATE	523 W COLLEGE AVE	54911	105300	288900	394200	\$ 985.50	\$ 985.50	\$ 985.50
31-3-1004-00	KOROLL PROPERTIES LLC		KOROLL PROPERTIES LLC	PRIVATE	519 W COLLEGE AVE	54911	77600	364500	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	54911	128100	273500	401600	\$ 1,004.00	\$ 1,004.00	\$ 1,004.00
31-3-1006-00	EVERGREEN STORAGE LLC		EVERGREEN STORAGE LLC	PRIVATE	516 W LAWRENCE ST	54911	90900	12500	103400	\$ 258.50	\$ 258.50	\$ 258.50
31-3-1008-00	NORWEST BANK WISC NA		NORWEST BANK WISC NA	PRIVATE	118 S STATE ST	54911	341000	1009000	1350000	\$ 3,375.00	\$ 3,375.00	\$ 3,375.00
31-3-1015-00	VICTORIA	CRESENCIO	CRESENCIO VICTORIA	PRIVATE	510 W LAWRENCE ST	54911	24300	59500	83800	\$ 209.50	\$ 250.00	\$ 250.00
31-3-1017-00	HAUSSERMAN ET AL	ROBERT	ROBERT HAUSSERMAN ET AL	PRIVATE	119 S WALNUT ST	54911	82000	78000	160000	\$ 400.00	\$ 400.00	\$ 400.00
31-3-1020-00	NAKASHIMA	HIROYUKI	HIROYUKI NAKASHIMA	PRIVATE	509 W COLLEGE AVE	54911	109400	443600	553000	\$ 1,382.50	\$ 1,382.50	\$ 1,382.50
31-3-1021-00	VICTORIAS APPLETON INC		VICTORIAS APPLETON INC	PRIVATE	507 W COLLEGE AVE	54911	57600	201800	259400	\$ 648.50	\$ 648.50	\$ 648.50
31-3-1022-00	VICTORIAS APPLETON INC		VICTORIAS APPLETON INC	PRIVATE	503 W COLLEGE AVE	54911	121400	238200	359600	\$ 899.00	\$ 899.00	\$ 899.00
31-3-1023-00	THE BAR GROUP LLC		THE BAR GROUP LLC	PRIVATE	427 W COLLEGE AVE	54911	138200	837700	975900	\$ 2,439.75	\$ 2,439.75	\$ 2,439.75
31-3-1025-00	OTTPERTIES LLC		OTTPERTIES LLC	PRIVATE	425 W COLLEGE AVE	54911	66200	183800	250000	\$ 625.00	\$ 625.00	\$ 625.00
31-3-1027-00	MILL ROAD REAL ESTATE CO LLC	CO LLC	MILL ROAD REAL ESTATE CO LLC	PRIVATE	423 W COLLEGE AVE	54911	132500	378600	511100	\$ 1,277.75	\$ 1,277.75	\$ 1,277.75
31-3-1028-00	M & H PROPERTIES LLC		M & H PROPERTIES LLC	PRIVATE	417 W COLLEGE AVE	54911	69300	242700	312000	\$ 780.00	\$ 780.00	\$ 780.00
31-3-1029-00	ZIMJET LLC		ZIMJET LLC	PRIVATE	415 W COLLEGE AVE	54911	63500	167800	231300	\$ 578.25	\$ 578.25	\$ 578.25
31-3-1030-00	JTB APPLETON LLC		JTB APPLETON LLC	PRIVATE	413 W COLLEGE AVE	54911	66200	238600	304800	\$ 762.00	\$ 762.00	\$ 762.00
31-3-1031-00	ELMAZI	MERIJE	MERIJE ELMAZI	PRIVATE	411 W COLLEGE AVE	54911	66200	206700	272900	\$ 682.25	\$ 682.25	\$ 682.25
31-3-1032-00	GUYETTE	TIMOTHY	TIMOTHY GUYETTE	PRIVATE	409 W COLLEGE AVE	54911	66200	142500	208700	\$ 521.75	\$ 521.75	\$ 521.75
31-3-1033-00	AH&M ENTERPRISES LLC		AH&M ENTERPRISES LLC	PRIVATE	403 W COLLEGE AVE	54911	250900	1184400	1435300	\$ 3,588.25	\$ 3,588.25	\$ 3,588.25
31-5-0693-00	KRUEGER	LEWIS	LEWIS KRUEGER	PRIVATE	305 N RICHMOND ST	54914	71800	105200	177000	\$ 442.50	\$ 442.50	\$ 442.50
31-5-0712-00	AK INVESTMENTS LLC		AK INVESTMENTS LLC	PRIVATE	225 N RICHMOND ST	54914	239200	376400	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	54911	49000	197600	246600	\$ 616.50	\$ 616.50	\$ 616.50
31-5-1059-00	LANG FAMILY ENTERPRISES	ENTERPRISES	LANG FAMILY ENTERPRISES	PRIVATE	530 W COLLEGE AVE	54911	49000	70800	119800	\$ 299.50	\$ 299.50	\$ 299.50
31-5-1060-00	FLANAGAN PATRICK	PATRICK	FLANAGAN PATRICK	PRIVATE	524 W COLLEGE AVE	54911	97900	173200	271100	\$ 677.75	\$ 677.75	\$ 677.75
31-5-1061-00	FLANAGAN PATRICK	PATRICK	FLANAGAN PATRICK	PRIVATE	522 W COLLEGE AVE	54911	51800	57900	109700	\$ 274.25	\$ 274.25	\$ 274.25
31-5-1062-00	FLANAGAN PATRICK	PATRICK	FLANAGAN PATRICK	PRIVATE	518 W COLLEGE AVE	54911	51800	95000	146800	\$ 367.00	\$ 367.00	\$ 367.00
31-5-1063-00	MULDOON ET AL	LINDA	MULDOON ET AL LINDA	PRIVATE	516 W COLLEGE AVE	54911	51800	56100	107900	\$ 269.75	\$ 269.75	\$ 269.75
31-5-1064-00	MULDOON ET AL	LINDA	MULDOON ET AL LINDA	PRIVATE	514 W COLLEGE AVE	54911	103100	55400	158500	\$ 396.25	\$ 396.25	\$ 396.25
31-5-1065-00	CHUDACOFF (TC)	BRUCE	CHUDACOFF (TC) BRUCE	PRIVATE	512 W COLLEGE AVE	54911	52400	108000	160400	\$ 401.00	\$ 401.00	\$ 401.00
31-5-1067-00	APPLETON WEST END REALTY LTD	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	508 W COLLEGE AVE	54911	55700	129400	185100	\$ 462.75	\$ 462.75	\$ 462.75
31-5-1068-00	APPLETON WEST END REALTY LTD	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	506 W COLLEGE AVE	54911	54700	121400	176100	\$ 440.25	\$ 440.25	\$ 440.25
31-5-1070-00	COLLEGE AVENUE ASSOCIATES	ASSOCIATES	COLLEGE AVENUE ASSOCIATES	PRIVATE	500 W COLLEGE AVE	54911	114000	105700	219700	\$ 549.25	\$ 549.25	\$ 549.25
31-5-1075-00	GOOD HOUSEKEEPING SHOP	INC	GOOD HOUSEKEEPING SHOP	PRIVATE	509 W FRANKLIN ST	54911	111500	83500	195000	\$ 487.50	\$ 487.50	\$ 487.50
31-5-1075-02	HAHNEMANN TODD	TODD	HAHNEMANN TODD	PRIVATE	437 W FRANKLIN ST	54911	55500	58500	114000	\$ 285.00	\$ 285.00	\$ 285.00
31-5-1076-00	CASTON ROBERT	ROBERT	CASTON ROBERT	PRIVATE	136 N STATE ST	54911	43200	54800	98000	\$ 245.00	\$ 250.00	\$ 250.00
31-5-1100-00	US VENTURE INC		US VENTURE INC	PRIVATE	306 N RICHMOND ST	54911	401700	898300	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	54911	67700	24400	92100	\$ 230.25	\$ 250.00	\$ 250.00
31-5-1101-20	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	54911	16800	6000	22800	\$ 57.00	\$ 250.00	\$ 250.00
31-5-1101-21	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	54911	85200	30700	115900	\$ 289.75	\$ 289.75	\$ 289.75
31-5-1101-22	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	54911	14100	5100	19200	\$ 48.00	\$ 250.00	\$ 250.00
31-5-1139-00	PETROLEUM REALTY IV LLC	LLC	PETROLEUM REALTY IV LLC	PRIVATE	226 N RICHMOND ST	54911	104500	34400	138900	\$ 347.25	\$ 347.25	\$ 347.25
31-5-1147-00	BOYCE JAMIE	JAMIE	BOYCE JAMIE	PRIVATE	208 N RICHMOND ST	54911	34700	60300	95000	\$ 237.50	\$ 250.00	\$ 250.00
31-5-1148-00	BOYCE JAMIE	JAMIE	BOYCE JAMIE	PRIVATE	200 N RICHMOND ST	54911	50500	81500	132000	\$ 330.00	\$ 330.00	\$ 330.00
31-5-1148-01	BOYCE JAMIE	JAMIE	BOYCE JAMIE	PRIVATE	204 N RICHMOND ST	54911	14700	66300	81000	\$ 202.50	\$ 250.00	\$ 250.00
31-5-1158-00	OLD BRICK PROPERTIES LLC	LLC	OLD BRICK PROPERTIES LLC	PRIVATE	110 N RICHMOND ST	54911	630900	489100	1120000	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00
31-5-1159-00	HANSEN TRUST	JOHN	HANSEN TRUST	PRIVATE	638 W COLLEGE AVE	54911	41700	35900	77600	\$ 194.00	\$ 250.00	\$ 250.00
31-5-1160-00	COLLEGE AVENUE ASSOCIATES	ASSOCIATES	COLLEGE AVENUE ASSOCIATES	PRIVATE	600 W COLLEGE AVE	54911	53500	58800	112300	\$ 280.75	\$ 280.75	\$ 280.75
31-5-1162-00	KRUEGER SHANE	SHANE	KRUEGER SHANE	PRIVATE	602 W COLLEGE AVE	54911	32600	73500	106100	\$ 265.25	\$ 265.25	\$ 265.25
31-5-1163-00	DOUBLE G PROPERTIES LLC	LLC	DOUBLE G PROPERTIES LLC	PRIVATE	604 W COLLEGE AVE	54911	28500	70500	99000	\$ 247.50	\$ 250.00	\$ 250.00



31-5-1164-00	VANHANDEL	FREDERICK	FREDERICK VANHANDEL	PRIVATE	606 W COLLEGE AVE	54911	24300	82500	106800	\$ 267.00	\$ 267.00	\$ 267.00
31-5-1165-00	VANHANDEL	FREDERICK	FREDERICK VANHANDEL	PRIVATE	610 W COLLEGE AVE	54911	20200	88400	108600	\$ 271.50	\$ 271.50	\$ 271.50
31-5-1166-00	INVESTMENT CREATIONS	LLC	INVESTMENT CREATIONS LLC	PRIVATE	612 W COLLEGE AVE	54911	16300	86700	103000	\$ 257.50	\$ 257.50	\$ 257.50
31-5-1167-00	ASCHENBRENER	JAMES	ASCHENBRENER	PRIVATE	614 W COLLEGE AVE	54911	15100	63900	79000	\$ 197.50	\$ 250.00	\$ 250.00
31-5-1168-00	YDE	JOHN	JOHN YDE	PRIVATE	616 W COLLEGE AVE	54911	11000	54500	65500	\$ 163.75	\$ 250.00	\$ 250.00
31-5-1169-00	BARQUET-LEYTE	ANTAR	ANTAR BARQUET-LEYTE	PRIVATE	618 W COLLEGE AVE	54911	9700	30900	40600	\$ 101.50	\$ 250.00	\$ 250.00
31-5-1173-00	GNI OF APPLETON LLC		GNI OF APPLETON LLC	PRIVATE	700 W COLLEGE AVE	54914	790700	2809300	3600000	\$ 9,000.00	\$ 5,000.00	\$ 5,000.00
31-5-1184-00	CHRISTENSEN LAND CO		CHRISTENSEN LAND CO	PRIVATE	137 N RICHMOND ST	54914	227200	410700	637900	\$ 1,594.75	\$ 1,594.75	\$ 1,594.75
31-5-1212-00	MAY REVOCABLE TRUST	JOHN	JOHN MAY REVOCABLE TRUST	PRIVATE	900 W COLLEGE AVE	54914	231000	864000	1095000	\$ 2,737.50	\$ 2,737.50	\$ 2,737.50
31-5-1216-00	CAPITAL CREDIT UNION		CAPITAL CREDIT UNION	PRIVATE	926 W COLLEGE AVE	54914	243300	455000	698300	\$ 1,745.75	\$ 1,745.75	\$ 1,745.75
31-5-1918-00	PFEFFERLE INVESTMENT	INC ET AL	PFEFFERLE INVESTMENT INC ET AL	PRIVATE	500 W FRANKLIN ST	54911	69900	116300	186200	\$ 465.50	\$ 465.50	\$ 465.50
31-5-2226-01	GRISHABER	FRANK	FRANK GRISHABER	PRIVATE	407 W FRANKLIN ST	54911	39800	30800	70600	\$ 176.50	\$ 250.00	\$ 250.00
								121473300				\$ 191,878
31-2034300	Northshore Bank		Northshore Bank - now owned by Lawrence University		320 E. College		115000	154800	269800		Removed	\$674.50
31-2033300	Northshore Bank lot		Northshore Bank - now owned by Lawrence University		323 E. Washington St.		1000	142900	143900		Removed	\$359.75
31-3-0982-00	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	607 W COLLEGE AVE	54911	37500	44800	82300	\$ 205.75	Reduced	\$ 218.75
											<b>Total Reduction</b>	<b>\$1,253.00</b>

## **Appendix F**

# **Schedule of Commercial Condominiums**

**Schedule of Condominiums Downtown Appleton BID 2014 Operational Plan**

Full Taxkey	Owner Last name	Owner first name	Business Name	type	Property Address	Unit Number	Prop Zip	Land Value	Improvement	Total Value	% of condo	Assess	Assessment
31-2-0095-00	GCCFC 2007-GG9 LODGING	333 LLC	GCCFC 2007-GG9 LODGING 333 LLC	PRIVATE	333 W COLLEGE AVE		54911	289500	3040400	3329900	21%	\$ 8,324.75	\$ 5,000.00 \$ 1,050.00
31-2-0096-00	GCCFC 2007-GG9 LODGING	333 LLC	GCCFC 2007-GG9 LODGING 333 LLC	PRIVATE	333 W COLLEGE AVE		54911	1745600	10659900	12405500	79%	\$ 31,013.75	\$ 5,000.00 \$ 3,950.00
31-2-0273-03	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	UNIT 50B	54911	5800	100	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	UNIT 50C	54911	3600	100	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	UNIT 50D	54911	3600	100	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	UNIT 50E	54911	2200	100	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	UNIT 50G	54911	20100	100	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	UNIT 100A	54911	0	70600	70600	0.00%	\$ 176.50	\$ 250.00 \$ -
31-2-0273-12	PFEFFERLE FAMILY LTD	PARTNERSHIP	PFEFFERLE FAMILY LTD PARTNERSHIP	PRIVATE	116 N APPLETON ST	UNIT 100C	54911	5400	83100	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	UNIT 300A	54911	67000	890700	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	UNIT 400A	54911	67400	898500	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	UNIT 400B	54911	500	100	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	UNIT 400C	54911	500	100	600	0.10%	\$ 1.50	\$ 250.00 \$ 5.00
31-2-0282-00	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 001	54911	335300	2040600	2375900	34.00%	\$ 5,939.75	\$ 5,000.00 \$ 1,700.00
31-2-0282-01	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 002	54911	2000	7300	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	UNIT 101	54911	92900	1225600	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	UNIT 102	54911	4900	21700	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	UNIT 103	54911	9200	74600	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	UNIT 104	54911	5900	20700	26600	0.58%	\$ 66.50	\$ 250.00	\$ 29.00
31-2-0282-07	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 201	54911	125100	1648400	1773500	12.68%	\$ 4,433.75	\$ 4,433.75	\$ 634.00
31-2-0282-08	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 202	54911	3900	14900	18800	0.38%	\$ 47.00	\$ 250.00	\$ 19.00
31-2-0282-10	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 204	54911	182700	2388300	2571000	18.52%	\$ 6,427.50	\$ 5,000.00	\$ 926.00
31-2-0282-11	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 205	54911	2600	10800	13400	0.26%	\$ 33.50	\$ 250.00	\$ 13.00
31-2-0282-12	PFEFFERLE ET AL	INVESTMENT INC	PFEFFERLE ET AL INVESTMENT INC	PRIVATE	122 E COLLEGE AVE	UNIT 206	54911	2700	10600	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	UNIT 301	54911	34000	422100	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	UNIT 106	54911	43100	569200	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	UNIT 107	54911	65500	893600	959100	6.64%	\$ 2,397.75	\$ 2,397.75	\$ 332.00
31-2-0366-00	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST	UNIT 100-A	54911	70300	359700	430000	8.12%	\$ 1,075.00	\$ 1,075.00	\$ 406.04
31-2-0366-01	PFEFFERLE ENTERPRISES		PFEFFERLE ENTERPRISES	PRIVATE	200 E WASHINGTON ST	UNIT 200	54911	140600	954400	1095000	20.68%	\$ 2,737.50	\$ 2,737.50	\$ 1,033.99
31-2-0366-02	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST	UNIT 300	54911	140600	947500	1088100	20.55%	\$ 2,720.25	\$ 2,720.25	\$ 1,027.48
31-2-0366-03	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	UNIT 400	54911	140600	947500	1088100	20.55%	\$ 2,720.25	\$ 2,720.25	\$ 1,027.48
31-2-0366-04	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	UNIT 500	54911	140600	947500	1088100	20.55%	\$ 2,720.25	\$ 2,720.25	\$ 1,027.48
31-2-0366-05	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	UNIT 100-B	54911	70300	435400	505700	9.55%	\$ 1,264.25	\$ 1,264.25	\$ 477.53

# **Appendix G**

## **Map of District**

