

December 9, 2015

Dear Community & Economic Development Committee,

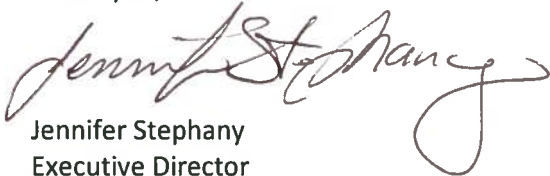
Please accept this letter from Appleton Downtown Inc. in support of Short Elliott Hendrickson Inc. and subcontractors Redevelopment Resources and Enberg Anderson being awarded the contract to complete the update to the City of Appleton Comprehensive Plan including a full rewrite of the Downtown plan in chapter 14.

As a representative for Appleton Downtown Inc. I was included in the review and selection process and was extremely impressed with the quality of the proposal submitted. The approach to the update of the Downtown plan exceeded our expectation for establishing a process that would refine a vision for downtown and update the objectives. The level of understanding of Placemaking and its role in further development of downtown was evident in the proposal and throughout the interview.

The attributes of the subcontractors brought a level of proficiency that further enhanced the team. I am familiar with the work of Redevelopment Resources and have engaged with their staff on Wisconsin Downtown Action Council projects at the state level. Deborah Ersland's real estate expertise brings an elevated approach to the update of the market analysis by also providing valuable developer and potential tenant connections.

Appleton Downtown Inc. is committed to a \$25,000 investment in support of the plan update and will provide data and support as needed. We feel there is a clear benefit to have a local firm with strong ties and passion for Downtown invested in this project and we look forward to assisting this dynamic team in the participatory process.

Thank you,



Jennifer Stephany
Executive Director
Appleton Downtown Inc.