



MEMORANDUM

TO: Appleton Redevelopment Authority

FROM: Matt Rehbein, Economic Development Specialist

DATE: April 12, 2023

RE: Appleton Redevelopment Authority (ARA) Business Enhancement Grant Update

The Appleton Redevelopment Authority (ARA) authorized funds to provide Business Enhancement Grants to support façade improvements City-wide on July 15, 2020. These grants were modeled on the successful Business Enhancement Grant program available since 2018 in Tax Incremental Financing Districts #11 and #12.

Staff created the program guidelines, application and launched the program on August 25, 2020.

There are currently four (4) approved grants with \$28,000 in grant funds allocated and seventeen (17) completed projects totaling \$90,611.37. This grant funding has leveraged \$287,907.86 in owner investment for a total investment of \$378,519.23 in property improvements (details below).

<u>Business</u>	<u>Address</u>	<u>Estimated Total Project</u>	<u>Estimated ARA Grant Commitment</u>	<u>Owner Investment</u>
<i>Wishing Well Bar & Grill</i>	2709 E. Newberry	\$79,900.00	\$7,000.00	\$72,900.00
<i>Grishaber Service</i>	1404 E. South River St.	\$19,600.00	\$7,000.00	\$12,600.00
<i>Noble Assets LLC</i>	211 S. Walnut St.	\$16,835.00	\$7,000.00	\$9,835.00
<i>Replay Toys, LLC</i>	104 E. Wisconsin Ave.	\$39,878.00	\$7,000.00	\$32,878.00
<i>Paid/Closed:</i>				
<i>Red Ox Seafood and Steakhouse</i>	2318 S. Oneida St.	\$10,226.86	\$5,113.43	\$5,113.43
<i>Chain Reaction Cyclery</i>	818 N. Superior St.	\$4,900.00	\$2,450.00	\$2,450.00
<i>Grumpys Pub</i>	1501 N. Richmond St.	\$8,267.14	\$3,727.20	\$4,539.94
<i>Marks East Side</i>	1405 E. Wisconsin Ave.	\$12,495.50	\$6,247.75	\$6,247.75
<i>Outer Edge Stage</i>	303 N. Oneida St.	\$2,484.38	\$1,242.19	\$1,242.19
<i>920 Home Pro, LLC</i>	625 W. Lawrence	\$8,850.00	\$4,425.00	\$4,425.00
<i>Randercom Properties, LLC</i>	311 W. Packard St	\$21,515.00	\$7,000.00	\$14,515.00
<i>Valley Packaging Industries, Inc.</i>	110 N. Kensington Dr.	\$16,127.15	\$7,000.00	\$9,127.15
<i>Daily Care, LLC</i>	323 N. Morrison St.	\$13,235.83	\$6,487.15	\$6,487.15
<i>Simple Simon</i>	218 E. Wisconsin Ave.	\$7,030.00	\$3,515.00	\$3,515.00
<i>Fitzgerald Law Firm</i>	304 N. Appleton St.	\$14,316.00	\$5,193.00	\$9,123.00
<i>Little Diner Xpress</i>	1939 N. Richmond St.	\$6,421.30	\$3,210.65	\$3,210.65
<i>Professional Associates, Inc.</i>	2718 N. Meade St.	\$26,879.00	\$7,000.00	\$19,879.00
<i>101 Holdings, LLC</i>	1101 W. Wisconsin Ave.	\$14,950.00	\$7,000.00	\$7,950.00
<i>Fitzgerald Law Firm</i>	300 N. Appleton St.	\$14,175.00	\$7,000.00	\$7,175.00
<i>Onstage Audio, LLC</i>	1430 N. Ballard Rd.	\$49,492.00	\$7,000.00	\$42,492.00
<i>Dibbs Properties, LLC</i>	516 E. Wisconsin Ave.	\$19,202.60	\$7,000.00	\$12,202.60
	Subtotal of ARA Funds Committed/Spent:		\$118,611.37	\$287,907.86
	<i>Balance of ARA Grant Funds:</i>		<i>\$61,388.63</i>	

Staff continues to receive inquiries, and interest in the program. Marketing of the program is made via direct contact with businesses, word of mouth, referrals from contractors, real estate brokers, lenders and others.