



**SUBSTANTIAL AMENDMENT  
TO THE  
CITY OF APPLETON'S 2020 ANNUAL ACTION PLAN**

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**A. EXECUTIVE SUMMARY**

The U.S. Department of Housing and Urban Development (HUD) requires all entitlement communities receiving Community Development Block Grant (CDBG) funds, such as the City of Appleton, to prepare and submit a Consolidated Plan every five years to establish a unified, strategic vision for economic development, housing and community development actions. The Consolidated Plan encompasses the analysis of local community needs and coordinates appropriate responses to those needs and priorities. The City of Appleton City Council adopted the 2020-2024 Five Year Consolidated Plan (“Consolidated Plan”) on December 18, 2019.

The Consolidated Plan is carried out through Annual Action Plans, which provide a concise summary of the actions, activities, and the specific federal and non-federal resources that will be used each year to address the priority needs and specific goals identified in the Consolidated Plan. The City must submit an Annual Action Plan to HUD by no later than February 15 of each year during the five-year period (unless otherwise specified by HUD). The City of Appleton Council adopted the 2020 Annual Action Plan on March 18, 2020, and it was submitted to HUD on March 19, 2020.

Per the City’s Citizen Participation Plan (CPP), a substantial amendment to a Consolidated Plan and Annual Action Plan is required when a “substantial” change is proposed as it relates to funding priorities, proposed activities, goals and objectives. This substantial amendment to the Annual Action Plan is necessary because the City has identified an existing activity that it wishes to allocate additional funds to.

**B. CITIZEN PARTICIPATION**

A Notice of Public Hearing was published in the Appleton Post Crescent on September 30, 2020, and a 5-day public review period was published on October 2, 2020, informing the public of the proposed Substantial Amendment and inviting comments at the public hearing, during a regularly scheduled Community & Economic Development Committee meeting. The public review period will begin on October 9, 2020 and will end on October 14, 2020 (same day as public hearing). Citizens are able to review copies of the Substantial Amendment at the City’s CDBG website and the Customer Service desk on the first floor of City Hall.

**C. CHANGES TO THE 2020 ANNUAL ACTION PLAN**

The City is proposing to allocate \$348,255 to various activities in the community. The following table outlines the proposed activities described in this Substantial Amendment:

**Table 1: Proposed Activity Budget**

Agency/Program	CDBG-CV Allocation
Building for Kids Children’s Museum- Museums in Motion	\$34,923
Fox Valley Lutheran Homes- Combating Social Isolation for Older Adults During COVID-19	\$24,946

Greater Fox Cities Habitat for Humanity- Homeownership Program	\$78,386
LEAVEN, Inc.- Emergency Assistance Program	\$50,000
Apricity, Inc.- The Mooring Programs	\$10,000
Pillars, Inc.- Adult Shelter Bunk Beds	\$30,000
Pillars, Inc.- Adult Shelter Case Manager	\$50,000
Salvation Army of the Fox Cities- Housing Retention Program	\$30,000
WWBIC- Business Owner Program	\$40,000
<b>TOTAL</b>	<b>\$348,255</b>

**D. 2020 PROPOSED ACTIVITY DETAIL**

The following narrative provides activity descriptions, national objectives, and other required information for the proposed activity.

**Building for Kids Children’s Museum: Museums in Motion (\$34,923)**

Museums in Motion: Responsive Community Engagement Toolkits is a collaborative project that responds to the COVID-19 pandemic by addressing the educational and social needs of economically disadvantaged K-12 students in the community. Through partnerships with local libraries and schools, non-virtual toolkits that support engagement and learning for approximately 1,200 individuals will be created and deployed.

**Fox Valley Lutheran Homes: Combating Social Isolation for Older Adults (\$24,946)**

This program provides WiFi access and devices to older adult tenants as they continue to isolate due to COVID-19. This program will enhance the mental and physical well-being of 46 tenants and allow them to keep their minds active by connecting with resources online and through technology.

**Greater Fox Cities Habitat for Humanity: Homeownership Program (\$78,386)**

Habitat for Humanity is one of the largest providers of affordable housing in the Fox Cities. This program will acquire two additional houses for rehabilitation and sell the affordable unit to qualified families.

**LEAVEN, Inc: Emergency Assistance Program (\$50,000)**

Through no fault of their own, members of our community have lost jobs or are working reduced hours, leaving them unable to pay their rent, mortgage, utilities and other basic needs. There is a broader economic spectrum of people and a wider variance of financial need since COVID. This program is preventing the economically disadvantaged and vulnerable households from slipping into greater poverty and homelessness. These funds will be used to provide rental assistance to 100 households.

**Apricity, Inc: The Mooring Programs (\$10,000)**

The Mooring Programs would utilize funding to technology as a response to the COVID-19 pandemic. The purchase of these items would ensure continued services to approximately 225 individuals.

**Pillars, Inc: Adult Shelter Bunk Beds (\$30,000)**

Because of the pandemic, the Adult Shelter had to reduce its maximum capacity from 55 clients to 40 in order to create social distancing. By installing 25 bunk beds (50 beds), this would allow the shelter to increase back to original capacity and continue serving individuals experiencing literal homelessness, while still maintaining adequate social distancing.

**Pillars, Inc.: Adult Shelter Case Manager (\$50,000)**

Incorporation of an additional case manager at the Adult Shelter and Resource Center will enable quicker identification of permanent housing alternatives for clients likely to have the longest shelter stays. This ultimately increases available bed-nights and the capacity to house more unsheltered individuals as the pandemic continues.

**Salvation Army of the Fox Cities: Housing Retention Program (\$30,000)**

The Housing Retention Program provides rental assistance for households on the cusp of losing their housing due to nonpayment of rent, thereby preventing homelessness in our community. With the addition of these funds, the program will be able to serve an additional 40 individuals.

**WWBIC: Business Owner Program (\$40,000)**

This program will provide assistance to microenterprises and small businesses, while specifically focusing on and tracking outcomes related to job creation and retention and providing hope and opportunity for restoration and resiliency during COVID-19. These funds will help approximately 4 business owners pivot and prepare for recovery and rebound.

**E. PUBLIC COMMENTS**

All public comments received during the 5-day public review period or at the public hearing will be incorporated into the overall Substantial Amendment submitted to HUD.