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OFFICE OF THE MAYOR

Jacob A. Woodford
100 North Appleton Street
Appleton, Wisconsin 54911
Phone: (920) 832-6400
Email: Mayor@Appleton.org

TO: Common Council
FROM: Mayor Jacob A. Woodford 
DATE: June 10, 2022
RE: City Assessor Recommendation

A search for a new City of Appleton Assessor was initiated in January 2022 in anticipation of a mid-2022 retirement. I am pleased to present my recommendation of Matthew Tooke, a 16-year veteran of the City Assessor's Office, to serve as our next City Assessor.

Since 2006, Matthew has served as a City of Appleton Property Assessor. Before joining the City of Appleton, he held positions in the City of Sun Prairie Assessor's Office. With 20 years of experience in valuing all types of residential properties, a strong work ethic, and proven relationship building skills, Matthew will move smoothly into the City Assessor role.

This appointment is consistent with the April 2004 Charter Ordinance #54-04 establishing Section 2-1 of the Charter Ordinances of the City of Appleton. Matthew's resume is attached for your review.

Please be in contact should you have any questions or concerns.

Matthew R Tooke

Certified Assessor III
1679 Thornton Drive
Oshkosh, WI 54904
(920) 410-8410
matttooke@hotmail.com

Professional Summary

Tax assessment professional with twenty years of experience valuing all types of residential properties. In addition, over twelve years of experience valuing a wide variety of commercial properties. Strengths include, customer service skills, problem-solving ability and working in a team environment.

Knowledge & Skills

- ❖ Extensive experience using all three approaches to value, market, income and cost
- ❖ Ability to accurately determine values and review appraisals for internal city purposes
- ❖ Determines assessment ratios by analyzing the sales and assessments
- ❖ Experience reviewing income and expense forms to determine net operating income
- ❖ Knowledge of direct capitalization, discounted cash flow and gross rent multipliers
- ❖ Regularly engages with property owners, tax reps and developers
- ❖ Successfully defends values at Open Book & Board of Review
- ❖ Proficiency with Patriot assessment software

Work Experience

- ❖ Property Assessor II, City of Appleton 2009-2022
- ❖ Property Assessor, City of Appleton 2006-2009
- ❖ Property Assessor, City of Sun Prairie 2004-2006
- ❖ Assessment Technician, City of Sun Prairie 2002-2004
- ❖ G.I.S. Technician, L.T.E. Wisconsin Dept of Transportation 2000-2002

Assessor Certifications, Education & Professional Organizations

- ❖ UW-La Crosse, B.S. Geography (GIS) 1996-2000
- ❖ Certified Assessor III - WI Department of Revenue
- ❖ 120 Hours of Commercial Appraisal Education
- ❖ League of Municipalities – Education Committee 2016-2019: Committee President 2019
- ❖ Wisconsin Association of Assessing Officers: Education Committee Chairman 2010-2014
 - Chairman of the year 2011, 2014