



MEMORANDUM

TO: Appleton Redevelopment Authority

FROM: Matt Rehbein, Economic Development Specialist

DATE: April 14, 2021

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

The Appleton Redevelopment Authority (ARA) allocated \$80,000 toward Business Enhancement Grants to support façade improvements City-wide on July 15, 2020, and an additional \$50,000 was allocated by Council in October 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.

To date, there are nine (9) approved grants with \$47,023.26 in grant funds allocated and four (4) completed projects totaling \$17,538.38. This grant funding has leveraged \$80,405.37 in owner investment for a total investment of \$144,967.01 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>Fitzgerald Law Firm</i>	304 N. Appleton St.	\$14,316.00	\$7,000.00	\$7,316.00
<i>Simple Simon</i>	218 E. Wisconsin Ave.	\$7,030.00	\$3,515.00	\$3,515.00
<i>Little Diner Xpress</i>	1939 N. Richmond St.	\$6,421.30	\$3,210.65	\$3,210.65
<i>Outer Edge Stage</i>	303 N. Oneida St.	\$2,509.38	\$1,254.69	\$1,254.69
<i>Daily Care, LLC</i>	323 N. Morrison St.	\$13,235.83	\$6,617.92	\$6,617.91
<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>Fitzgerald Law Firm</i>	300 N. Appleton St.	\$14,175.00	\$7,000.00	\$7,175.00
<i>Grishaber Service</i>	1404 E. South River St.	\$21,025.00	\$7,000.00	\$14,025.00
<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
	Subtotal of ARA Funds Committed/Spent:		\$64,561.64	\$80,405.37
	<i>Balance of ARA Grant Funds:</i>		\$65,438.36	

Staff continues to receive inquiries, and interest is strong 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.