



# CITY OF APPLETON

## MEMORANDUM

**Date:** June 11, 2025  
**To:** Community Development Committee  
**From:** Olivia Galyon, Community Development Specialist  
**Subject:** 2025-2029 Consolidated Plan

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The United States Department of Housing and Urban Development (HUD) requires the City of Appleton as a recipient of federal entitlement funds, Community Development Block Grant (CDBG), to develop a Consolidated Plan every five years that describes the community's priorities and goals for expenditure of funds. The Consolidated Plan outlines community needs as it relates to affordable housing and community development and includes a strategic plan for the use of funding with specific, achievable goals.

The City of Appleton utilized public engagement and data analysis to assist in strategically planning the use of limited public funding. This Consolidated Plan covers the five-year span of 2025-2029, primarily focusing on the creation of a thriving urban community through provision of assistance to low-and moderate-income households. Assistance may come in the forms of basic shelter, affordable housing opportunities, expanded economic opportunities, suitable living environments, and support services related to residential, financial, and social stability. The Plan summarizes the needs of the community, determined by data and public opinion surveys, creates measurable goals, and outlines the strategies the City will use to achieve the planned outcomes.

The City of Appleton undertook a public engagement and significant data analysis process from June 2024 to January 2025 to understand the existing conditions in the City and seek input from local residents. Public input was obtained through a needs survey to the general public, a public comment period, multiple public hearing opportunities, and consultations and interviews with local social services organizations. Recent surveys from other City Departments were also utilized to better understand residents' concerns and interests regarding the resources available in Appleton. Residents were asked to provide input on needs in the following categories:

- Housing Rehabilitation;
- Affordable Housing Acquisition;
- Neighborhood Facilities;
- Public Facilities Improvements;
- Public Services; and
- Economic Development

The CDBG-specific survey was completed by around 40 residents. This feedback was supplemented by the Appleton Health Department's Community Concerns Survey, which was answered by 1,080 Appleton residents. In addition, interviews with various community organizations allowed staff to better understand and dig into the challenges facing Appleton's residents, especially those at the lowest income levels. These surveys and interviews allowed Appleton's residents and community representatives to share their perspective on issues/challenges, future needs, and potential projects for the next five years. No participants were present to speak at any of the public hearings held for this Plan. No public comments were received during the 30-day open public comment period.

The Consolidated Plan prioritizes the most critical needs and goals identified through the public engagement and data analysis process. The following is a summary of the goals and outcomes from the Strategic Plan section:

<b>Five-Year Goals</b>	<b>Five-Year Goal Outcomes</b>
Improve & maintain housing stock	<b>155</b> owner-occupied homes rehabilitated <b>15</b> renter-occupied homes rehabilitated
Homebuyer assistance	<b>30</b> first-time homebuyers receive down-payment assistance
Acquisition for affordable housing	<b>5</b> vacant lots or dilapidated units acquired for units at affordable rates to low-and moderate-income community members
Public facilities improvement & maintenance	<b>1,300</b> persons assisted through allocations to community-based agencies for facility improvement & maintenance activities
Neighborhood revitalization	<b>2,500</b> persons assisted through various public facility improvements
Public services	<b>2,500</b> persons assisted through provision of various public services
Economic Development	<b>35</b> businesses assisted and <b>25</b> jobs created or retained

City of Appleton's CDBG program has been successful in achieving its goals in recent years and has met all HUD requirements related to expenditure of funds primarily on low-and moderate-income households. Appleton provides funds to a variety of activity types as authorized by HUD regulations. The breakdown of funding for different activity types from 2020 to 2024 is as follows:

- Housing Acquisition/Rehabilitation/Downpayment Assistance: 56%
- Public Facilities: 14%
- Public Services: 13%
- Economic Development: 3%
- CDBG Administration: 15%

The expenditure of CDBG funding impacts many households in Appleton. A summary of the impact of funds expended during the 2024 program year is as follows:

- 32 households assisted through the provision of homeowner rehabilitation loans and grants to enable existing homeowners to remain in safe, healthy, and affordable homes
- 3 households assisted through direct financial assistance to first-time homebuyers who qualified for downpayment assistance
- 604 households assisted through assistance to local non-profit organizations to complete public facilities improvement projects to ensure their premises remain safe and occupiable for their clients
- 500+ individuals assisted through public services outreach to ensure that persons experiencing homelessness and other basic needs crises are connected with resources available in Appleton
- 15 individuals assisted through economic development activities to support microentrepreneurs and create and retain jobs for low-and moderate-income persons
- 14 businesses assisted through economic development activities to support microentrepreneurs and create and retain jobs for low-and moderate-income persons

Due to the strong performance by City programs and subrecipients during 2020-2024, the last five years of funding have helped guide the process for establishing the 2025-2029 Consolidated Plan goals.

A 30-day comment period was held from March 11, 2025 through April 13, 2025. This comment period allows citizens to voice their comments on the content and approval of the 2020-2024 Consolidated Plan. No comments were received from the public during this comment period.

Staff is seeking approval of the 2025-2029 Community Development Block Grant Consolidated Plan as presented. Prior to submission to HUD, all comments received during the public hearings and comment period will be included, and updates to the Plan will be made as appropriate.