



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, July 27, 2016

5:00 PM

Council Chambers, 6th Floor

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting
[16-1069](#) CEDC Minutes from 6-22-16
Attachments: [CEDC Minutes 6-22-16.pdf](#)
4. **Public Hearings/Apearances**
5. **Action Items**

[16-1170](#) ****CRITICAL TIMING ISSUE**** Request to approve the reallocation of 2016 Community Development Block Grant (CDBG) funding as described in the attached memorandum
Attachments: [ReAllocation Recs Memo to CEDC.pdf](#)
[2016 07 21 M. Peterson letter to N. Gerhard re CDBG funding.pdf](#)

[16-1149](#) Request to approve the proposed Environmental Review Policy as attached
Attachments: [Memo to CEDC - ER Policy.pdf](#)
[Environmental Review Policy.pdf](#)

[16-1070](#) Request to approve Fox Cities Regional Partnership Economic Development Pledge for 2016
Attachments: [FCRP 2016 Pledge Invoice.pdf](#)
[FCRP YP Week 2016 Invoice-Receipt.pdf](#)
[CEDD Marketing & Business Services 2016 Budget.pdf](#)
6. **Information Items**

[16-1150](#) Community & Economic Development Department Mid-Year 2016 Budget Report
Attachments: [2016 Mid Year Report Comm Econ Dev Dept.pdf](#)

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Any questions about items on this meeting are to be directed to Karen Harkness, Director, Community and Economic Development Department at 920-832-6468.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.



City of Appleton

100 North Appleton Street
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Meeting Minutes - Final Community & Economic Development Committee

Wednesday, June 22, 2016

5:00 PM

Council Chambers, 6th Floor

1. Call meeting to order

Meeting called to order at 5:00 p.m.

2. Roll call of membership

Present: 5 - Coenen, Baranowski, Mann, Reed and Siebers

Others present:
Aldersperson Jeff Jirschele, District #15
Madeleine Behr, Post-Crescent

3. Approval of minutes from previous meeting

[16-976](#)

CEDC Minutes from 6-8-16

Attachments: [CEDC Minutes 6-8-16.pdf](#)

Baranowski moved, seconded by Siebers, that the Minutes be approved. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers

4. Public Hearings/Appearances

5. Action Items

16-977

Request to waive repurchase rights for Lot 2 of CSM 3490 in the Northeast Business Park, allowing the transfer from Nicolet National Bank to C3 Corporation or Assigns; this waiver is not transferable, survivable, or assignable and the City's repurchase rights would remain on this property

Attachments: [Repurchase waiver Lot 2 CSM 3490.pdf](#)
[CovenantsandRestrictions_CSM3490Lot2.pdf](#)
[Venture Offer.pdf](#)
[AvailableSites_06122016.pdf](#)

Siebers moved, seconded by Mann, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers

16-1026

Request to approve a Variance to the Deed Restrictions and Covenants allowing for a fence setback less than fifteen (15) feet from the lot line at 2619 E. Capitol Drive, specifically to allow a setback of six and one-half (6 1/2) feet on the western property boundary and five (5) feet on the southern boundary

Attachments: [2619 E Capitol Var 6-16-16.pdf](#)
[Variance Request 2619 E. Capitol.pdf](#)
[Northeast Business Park Map.pdf](#)
[NEIP Deed Restrictions.pdf](#)

Baranowski moved, seconded by Mann, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers

16-1019

Request to authorize staff to accept the basic terms of the Letter of Intent from Commercial Horizons dated June 7, 2016 and continue to negotiate terms toward offer to purchase and development agreement for Lots 12 and 13 of Plat 1 in the Southpoint Commerce Park (Associated with Action Item #16-1020)

Attachments: [Commercial Horizons LOI 6-7-16.pdf](#)
[SubjectParcel06162016.pdf](#)
[Southpoint Deed Restrictions.pdf](#)

Baranowski moved, seconded by Coenen, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers

[16-1020](#)

Request to authorize staff to proceed with the repurchase of Lot 13 of Plat 1 in the Southpoint Commerce Park under the terms outlined in Section 13 - Repurchase Rights (Associated with Action Item #16-1019)

Attachments: [Commercial Horizons LOI 6-7-16.pdf](#)
 [SubjectParcel06162016.pdf](#)
 [Southpoint Deed Restrictions.pdf](#)

Baranowski moved, seconded by Mann, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers

[16-1024](#)

The Community and Economic Development Committee may go into closed session according to State Statute 19.85(1)(e) for the purpose of discussing real estate negotiations regarding the potential sale and repurchase of Lots 12 and 13 of Plat 1 in the Southpoint Commerce Park and then reconvene into open session

The Community and Economic Development Committee did not go into closed session.

6. Information Items

[16-979](#)

"A Home for Everyone" Conference on July 13-14 at the Radisson Paper Valley Hotel

Attachments: [AHFE_2016_Brochure.pdf](#)

This Presentation was presented.

7. Adjournment

Baranowski moved, seconded by Mann, that the meeting be adjourned at 5:13 p.m. Roll Call. Motion carried by the following vote:

Aye: 5 - Coenen, Baranowski, Mann, Reed and Siebers



MEMORANDUM

TO: Community and Economic Development Committee
FROM: Nikki Gerhard, Community Development Specialist
DATE: July 27, 2016
RE: Reallocation of 2016 CDBG Funding - CRITICAL TIMING

On March 9, 2016, the CEDC approved the final 2016 CDBG award allocations for the public service applicants. The awards were disbursed among 5 sub-recipients and totaled \$80,299, maximizing the 15 percent cap on public service activity funding. Unfortunately, one of the public service awardees, NAMI Fox Valley, recently rescinded their award due to unforeseen curriculum delays. Because of this, an additional \$15,460 of public service funding is available for reallocation to the remaining 4 sub-recipients.

Each of the remaining public service sub-recipients were contacted and expressed much interest in receiving additional funding. Therefore, the available funds are recommended to be disbursed as follows:

- Increase STEP Industries award by \$10,266 to fund at 77% of request, originally comparable to other sub-recipients;
- Disbursing remainder of available funds (\$5,194) equally to each of the 4 sub-recipients (\$1,298.50 each)

Please find a breakdown below further illustrating the suggested increases.

	Amount Requested	Council Approved Allocation	% of Original Request Funded	Suggested Revised Allocation	\$ Increase	% of Adjusted Funds Requested
Harbor House	\$ 27,500.00	\$ 21,085.00	77%	\$ 22,383.50	\$ 1,298.50	81%
Homeless Connections	\$ 20,000.00	\$ 15,460.00	77%	\$ 16,758.50	\$ 1,298.50	84%
LEAVEN	\$ 20,000.00	\$ 15,460.00	77%	\$ 16,758.50	\$ 1,298.50	84%
STEP Industries	\$ 30,000.00	\$ 12,834.00	43%	\$ 24,398.50	\$ 11,564.50	81%
NAMI	\$ 23,440.00	\$15,460.00	66%	-	-	-

Timeliness of the reallocation is crucial as sub-recipient contracts have not been established for the 2016 program year due to HUD delays in issuing the awards. CDBG staff anticipates receiving the HUD award and establishing the sub-recipient contracts in mid-August and would prefer to incorporate the adjusted allocations at that time.

If you have any questions, please contact me at 832-6469 or nikki.gerhard@appleton.org. Thank you!

VIA ELECTRONIC MAIL

July 21, 2016

Nikki A. Gerhard
Community Development Specialist
City of Appleton – Community & Economic Development
100 N. Appleton St.
Appleton, WI 54911

Dear Nikki:

Further to our discussion earlier this week, I am writing to formally rescind NAMI Fox Valley's application for 2016 Community Development Block Grant funding for our peer specialist training program. Regrettably, NAMI FV will be unable to offer peer specialist training this year due to a delay by the State of Wisconsin in releasing the new curriculum for the program.

When NAMI FV submitted its CDBG application last September, we were aware that the State of Wisconsin was in the midst of rewriting the curriculum for the program. The State had announced that the new curriculum would be ready for approved instructors (including NAMI FV) to offer to students by spring 2016. NAMI FV intended to offer a training using the new curriculum in fall 2016.

Unfortunately, the State has faced multiple delays in its anticipated timeline and now estimates that the curriculum will not be ready to offer to students until early 2017. In the meantime, the State has prohibited any further trainings using the existing curriculum. Accordingly, NAMI FV has canceled our anticipated 2016 training.

On behalf of everyone at NAMI FV, we are very grateful to the City of Appleton for considering our request for funding, and we deeply regret the need to rescind our application.

Sincerely,



Maren H. Peterson
Executive Director



"...meeting community needs...enhancing quality of life."

MEMORANDUM

TO: Community and Economic Development Committee (CEDC)

FROM: Nikki Gerhard, Community Development Specialist

DATE: July 27, 2016

RE: Environmental Review Policy Incorporation

Staff is proposing adoption of an Environmental Review Policy to ensure that the review procedures are administered uniformly according to the requirements set forth by the Department of Housing & Urban Development (HUD) and other various regulations in an efficient and effective manner.

The Environmental Review Policy addresses the following:

- Clarification of staff responsibilities and roles;
- Clarification of the administrative process the City follows while conducting the environmental reviews;
- Documentation and notices required through HUD and other various regulations prior to authorization and use of all federal funding. This includes not only Community Development Block Grant (CDBG) grants, but also Continuum of Care (CoC) grants and Emergency Solutions Grant-Transitional Housing Program-Homelessness Prevention Program (ETH) grants.

Please find a copy of the proposed Environmental Review Policy attached for your review and approval.

If you have any questions, please contact me at 832-6469 or nikki.gerhard@appleton.org.

Thank you!



Environmental Review Policy & Procedures

Introduction

The purpose of the environmental review process is to analyze the effect a CDBG-funded project may have on the individuals in, and the natural environmental features of, a project area. Through the environmental review (ER) process, the City of Appleton maintains compliance with 24CFR Part 58, HUD regulations implementing the National Environmental Policy Act of 1969 (NEPA), as well as other related federal authorities.

Legal Responsibilities

The Responsible Entity

Under 24CFR Part 58, the term “responsible entity” (RE) means the grantee under the federal CDBG Program. Therefore, these terms are used interchangeably with the City of Appleton. The RE must be the entity completing the environmental review process.

Environmental review responsibilities have both legal and financial ramifications. As part of the assurances and agreements signed by the RE, the Chief Executive Officer (CEO) of the RE agrees to assume the role of “responsible federal official” under the provisions of the National Environmental Policy Act (NEPA). The City of Appleton’s CEO is the current Mayor of the City of Appleton. The CEO is responsible for authorizing all Notice of Intent/Request for the Release of Funds, required under Categorically Exempt but Subject to 58.5 findings, Environmental Assessments, and Environmental Impact Statements.

Environmental Certifying Officer

Under Part 58, the local chief elected or appointed official must assume the role of the Environmental Certifying Officer (ECO) or formally designate another person to do so. The City of Appleton’s Economic and Community Development Director was designated as the CO in 2012 and authorizes all environmental reviews.

The ECO accepts full responsibility for the completeness and accuracy of the review and compliance with applicable laws and regulations. The ECO does not need to be a technical expert, but should be credible if it becomes necessary to defend whether or not the required procedures were followed and completed. The ECO is not the individual who actually conducts the review and completes the applicable documentation in the ERR.

Environmental Review Coordinator

It is the responsibility of the CDBG Environmental Review Coordinator (ERC) to perform the environmental reviews. It is also the responsibility of the ERC to pose/publish public notices associated with projects and complete the necessary documentation and submit them to HUD for approval. The City of Appleton’s Community Development Specialist serves as the ERC.

Environmental Review Record (ERR)

The City of Appleton must prepare and maintain a written record of the environmental review undertaken for each project. This written record or file is called the Environmental Review Record (ERR), and it must be available for public review.

The ERR shall contain all the environmental review documents, public notices, and written determinations or environmental findings required by 24CFR Part 58 as evidence of review, decision making, and actions pertaining to a particular project. The document shall:

- ✓ Describe the project and each of the related activities comprising the project, regardless of individual activity funding source;
- ✓ Evaluate the effects of the project or the activities on human environment;
- ✓ Document compliance with applicable statutes and authorities; and
- ✓ Record the written determinations and other review findings required by 24CFR Part 58.

The ERR will vary in length and content depending upon the level of review required for the categories of proposed activities.

Actions Triggering Environmental Review & Limitations Pending Clearance

All HUD-assisted activities must have some level of environmental compliance review completed for them.

According to the NEPA and Part 58, the RE is required to ensure that environmental information is available before decisions are made and before actions are taken. In order to achieve this objective, Part 58 prohibits the commitment or expenditure of CDBG funds until the environmental review process has been completed and, if required, the City of Appleton receives a release of funds notice from HUD. This means that subrecipients may not spend either public or private funds, or execute a legally binding agreement for property acquisition, rehabilitation, conversion, repair, or construction pertaining to a specific site until environmental clearance has been achieved.

Classifying Activities & Conducting the Review

To begin the environmental review process, the RE must first determine the environmental classification of each activity in the project.

- ✓ Exempt activities;
- ✓ Categorically excluded not subject to Part 58.5;
- ✓ Categorically excluded subject to Part 58.5;
- ✓ Environmental Assessment (EA); or
- ✓ Environmental Impact Statement (EIS)

The environmental regulations at 24CFR Part 58.32 require the RE entity to "...group together and evaluate as a single project all individual activities which are related geographically or functionally," whether or not HUD-assistance will be used to fund all of the project activities or just some of the project activities. The level of environmental review will be dictated by whichever project activity requiring the higher level of review.

Exempt Activities

Certain activities are, by their nature, highly unlikely to have any direct impact on the environment. Accordingly, these activities are not subject to most of the procedural requirements of environmental review. List below are examples which may be considered exempt from environmental review. For complete details, refer to the ER regulations at 24CFR Part 58.34(a)(1) through (12).

- ✓ Environmental and other studies;
- ✓ Information and financial services;
- ✓ Administrative and management activities;
- ✓ Engineering and design costs;

- ✓ Interim assistance (emergency) activities if the assisted activities do not alter environmental conditions and are for temporary or permanent improvements limited to protection, repair or restoration actions necessary only to control or arrest the effects of disasters, or imminent threats to public safety, or those resulting from physical deterioration;
- ✓ Public service activities that will not have a physical impact or result in any physical changes;
- ✓ Inspections and testing of properties for hazards or defects;
- ✓ Purchase of tools or insurance;
- ✓ Technical assistance or training;
- ✓ Payment of principal and interest on loans made or guaranteed by HUD; and
- ✓ Any of the categorically excluded activities subject to Part 58.5 (as listed in 58.35(a)) provided there are not circumstances which require compliance with any other federal laws and authorities listed at Part 58.5 of the regulations.

If a project is determined to be exempt, the RE is required to document in writing that the project is exempt and meets the conditions for exemption. The RE must complete the HUD form titled *Environmental Review for Activity/Project that is Exempt or Categorically Excluded Not Subject to Section 58.5*. These activities do not require completion of a Request for the Release of Funds (RROF) and subsequent HUD approval.

Categorically Excluded Not Subject to Part 58.5 Activities

The following activities, listed at 24CFR Part 58.35(b), have been determined to be categorically excluded from NEPA requirements and are not subject to Section 58.5 compliance determinations.

- ✓ Tenant-based rental assistance;
- ✓ Supportive services including but not limited to: health care, housing services, permanent housing placement, short-term payments for rent/mortgage/utility costs, and assistance in gaining access to local, state, and federal government services;
- ✓ Operating costs including maintenance, security, operation, utilities, furnishings, equipment, supplies, staff training, recruitment, and other incidental costs;
- ✓ Economic development activities including but not limited to: equipment purchase, inventory financing, interest subsidy, operating expenses and similar costs not associated with construction or expansion of existing operations;
- ✓ Activities to assist homebuyers to purchase existing dwelling units or dwelling units under construction such as closing costs, down payment assistance, interest buy downs and similar activities that result in the transfer of title to a property; and
- ✓ Affordable housing predevelopment costs with NO physical impact such as legal, consulting, developer, and other costs related to obtaining site options, project financing, administrative costs and fees for loan commitments, zoning approvals, and other related activities which do not have a physical impact.

To complete environmental requirements for Categorically Excluded projects Not Subject to 24CFR Part 58.5, the responsible entity must make a finding of Categorical Exclusion Not Subject to 58.5 for activities that qualify under that category and put in the ERR. The RE must also carry out any applicable requirements of 24CFR part 58.6 and document the ERR. The project may proceed without public notice or Request for the Release of Funds (RROF) and subsequently HUD approval.

Categorically Excluded Subject to Part 58.5 Activities

The list of categorically excluded activities are found at 24CFR Part 58.35 of the environmental regulations. While the activities listed in 58.35(a) are categorically excluded from the NEPA requirements, the City of Appleton must nevertheless demonstrate compliance with the laws, authorities, and executive orders listed in 58.5.

- ✓ Acquisition, repair, improvement, reconstruction, or rehabilitation of public facilities and improvements (other than buildings) when the facilities and improvements are in place and will be retained in the same use without change in size, or capacity of more than 20 percent;
- ✓ Special projects directed toward the removal of material and architectural barriers that restrict the mobility of and accessibility to elderly and disabled persons;
- ✓ Rehabilitation of buildings and improvements when the following conditions are met:
 - For residential properties with one to four units:
 - The density is not increased beyond four units, and
 - The land use is not changed
 - For multi-family residential buildings (with more than four units):
 - Unit density is not changed more than 20 percent;
 - The project does not involve changes in land use from residential to non-residential; and
 - The estimated cost of rehabilitation is less than 75 percent of the total estimated replacement cost after rehabilitation
 - For non-residential structures including commercial, industrial, and public buildings:
 - The facilities and improvements are in place and will not be changed in size or capacity by more than 20 percent; and
 - The activity does not involve a change in land use from commercial to industrial, non-residential to residential, or from one industrial use to another
- ✓ An individual action on up to four-family dwelling where there is a maximum of four units on any one site. The units can be four one-unit buildings or one four-unit building or any combination in between;
- ✓ An individual action on a project of five or more housing units developed on scattered sites when the sites are more than 2,000 feet apart and there are not more than four housing units on any one site;
- ✓ Acquisition (including leasing) or disposition of or equity loans on an existing structure, or acquisition (including leasing) of vacant land provided that the structure or land acquired, financed, or disposed of will be retained for the same use;
- ✓ Combinations of the above activities

To complete environmental requirements for Categorically Excluded projects Subject To 24CFR Part 58.5, the RE must take the following steps:

- 1) Determine whether or not the project is located in or will have an impact on floodplains and/or wetlands.
 - ✓ It is highly desirable to avoid floodplains and wetlands when undertaking project activities. When this cannot be avoided, specific review procedures contained in 24CFR Part 55 must be completed.
 - ✓ If the project is located in the floodplain or proposes construction in a wetland, the RE must provide written documentation of the decision process in the ERR.
- 2) Complete the Environmental Review for Activity/Project that is Categorically Excluded Subject to Section 58.5.
- 3) For those projects that cannot convert to exempt, publish and distribute the Notice of Intent to Request a Release of Funds (NOI/RROF). The Notice informs the public that the City of Appleton will accept written comments on the findings of its ERR and of the City's intention to request release of funds from HUD. At least seven calendar days after the date of publication must be allowed for public comment.
- 4) The NOI/RROF must be published in a newspaper of general circulation or must be posted in prominent public locations.

- 5) The City of Appleton must also send a copy of the notice to interested parties
- 6) After the seven-day comment period has elapsed, the RE must prepare and submit the actual RROF, along with verification of the notice to HUD. HUD observes a 15-day public comment period, following that HUD approves the RROF for the project or activities.

Until an Authorization to Use Grant Funds (AUGF) is received by the City of Appleton, no portion of the project shall begin.

Projects in Floodplains and Wetlands (24CFR Part 55)

There are two decision-making processes identified in Part 55 concerning floodplains. They are the 8-step process (sec.55.20) and the 5-step process (sec. 55.129a)(3)). The 8-step process will apply unless a project falls under the allowed criteria for using the 5-step decision-making process, which are:

- Disposition of multifamily and single family (1-4 unit) properties [Sec. 55.12(a)(1)]
- Repair, rehabilitation, modernization, weatherization, or improvement of existing residential properties (multifamily, single family, assisted living, etc.) [Sec. 55.12(a)(3)]
 - Number of units is not increased more than 20 percent;
 - Does not involve conversion from non-residential to residential; and
 - Does not meet definition of “substantial improvement” [Sec. 55.2(b)(10)(i)(A)(2)]
- Repair, rehabilitation, modernization, weatherization, or improvement of nonresidential properties [Sec. 55.12(a)(4)]
 - Does not meet the threshold of “substantial improvement”
 - The structure footprint and paved area is not increased more than 10 percent
- Repair, rehabilitation, modernization, weatherization, or improvement of a structure listed on the National Register of Historic Places or on the State of Wisconsin inventory of Historic Places.

The City of Appleton must document, in writing, which process is applicable and each step of the applicable process.

Circumstances Requiring NEPA Review

If the City of Appleton determines that an activity or project identified under the above sections about categorical exclusions (both subject to and not subject to Part 58.5) because of extraordinary circumstances and conditions at or affecting the location of the activity or project may have a significant environmental effect, it shall comply with all the requirements of 24CFR Part 58.35(c).

The City of Appleton is responsible for determining that a given activity qualifies under the definitions for exclusion and/or expedited procedures. 24CFR Part 58.2(a)(3) states an activities clearance level may be elevated if it exhibits extraordinary circumstances that affects its impact on the environment.

Such circumstances are defined as actions that are unique and without precedent; are substantially similar to those which would require an Environmental Assessment (EA) or Environmental Impact Statement (EIS); are unlikely to alter HUD policy or HUD mandates; or due to unusual physical conditions on the site or in the vicinity, have a potential for a significant impact on the environment or in which the environment could have a significant impact on users of the facility.

The ERR must contain a well-organized written record of the process and determinations made per 24CFR 58.38.

Environmental Assessment Activities

Activities which are neither exempt nor categorically excluded (under either category) will require an Environmental Assessment (EA) documenting compliance with NEPA and with the environmental requirements of other federal laws.

The City of Appleton must take the following steps to complete environmental requirements for projects requiring an EA:

- 1) Follow the instructions for Categorically Excluded projects Subject to 24CFR 58.5 to complete the statutory checklist, including historic preservation and floodplain requirements
 - ✓ The floodplain requirements do not apply if the project is not located within a floodplain
- 2) Complete the Environmental Assessment form. The RE must ensure that reliable documentation sources are cited for every item on the checklist
- 3) Make a determination as to whether the project will or will not have a significant impact on the environment. The RE must select one of the following two findings/determinations:
 - ✓ The project is not an action that significantly affects the quality of the human environment and, therefore, does not require the preparation of an environmental impact statement (EIS); or
 - ✓ The project is an action that significantly affects the quality of the human environment and, therefore, requires the preparation of an environmental impact statement (EIS)

No Environmental Impact Statement (EIS) Required

In most instances, the EA will result in a finding that the project is not an action that significantly affects the quality of the human environment and, therefore, does not require an EIS. If this is the case, the City of Appleton must complete the following:

- ✓ Provide public notice, “Finding of No Significant Impact” (FONSI) and Notice of Intent for the Request of Release of Funds (NOI/RROF)
 - The FONSI and NOI/RROF must be published in a newspaper of general circulation or posted within the community and the 15-day public comment period for both the FONSI and the NOI/RROF run in conjunction with one another
 - Any written comments received in response to these notices must be addressed and filed in the ERR.
 - The environmental certification, a copy of the NOI, FONSI, and RROF must be submitted to HUD at least 16 days after publishing/posting the combined/concurrent notices.
- ✓ The FONSI requires two separate 15-day review periods. A 15-day period for comment to the city/county and, after that period, a 15-day comment period commences when HUD receives the RROF notice.

Environmental Impact Statement (EIS)

An Environmental Impact Statement is required when a project is determined to have a potentially significant impact on the environment. Contact HUD if an EIS is anticipated.

Re-Evaluation of Previously Cleared Projects

Sometimes, projects are revised, delayed, or otherwise changed such that a re-evaluation of the ER is necessary. The purpose of the RE’s re-evaluation is to determine if the original findings are still valid. If the original findings are still valid, but data and conditions upon which they were based have changed, the RE must amend the original findings and update their ERR by including this re-evaluation. The new determination must document:

- ✓ Reference to the previous ERR;
- ✓ Description of both old and new project activities;

- ✓ Determination of FONSI, if still valid;
- ✓ Signature of CO and date

If the RE determines that the original findings are no longer valid, it must prepare an EA or an EIS if the evaluation indicates potentially significant impacts.

Requests to Act as Responsible Entity (RE) for Non-Profit Agencies

Some non-profit agencies, specifically the Appleton Housing Authority, are direct grant recipients of HUD funding. Such agencies often request the City of Appleton to act as the RE for the purposes of performing environmental reviews.

In such cases, the Housing Authority (or other non-profit agency), should provide the City of Appleton with a formal request and full project information, including the following:

- ✓ Project location;
- ✓ Description of existing site or building conditions;
- ✓ Detailed description of proposed project (aggregate);
- ✓ Budget (sources & uses of funds);
- ✓ HUD funding source and grant number;

Although not required, a Memorandum of Understanding (MOU) is suggested when the City of Appleton serves as the responsible entity for another agency. This MOU will detail the understanding and expectation of both parties involved throughout the environmental review process.



Fox Cities Regional Partnership
125 N. Superior St.
Appleton, WI 54911
920.831.4905 | fax: 920.734.7161
Info@FoxCitiesRegionalPartnership.com

Invoice

Invoice Date 2/12/16
Invoice # 48451

City of Appleton
Ms. Karen Harkness
P.O. Box 2428
Appleton, WI 54912-2428

		Terms	Due Date
		Net 30	3/13/16
Description	Quantity	Rate	Amount
Economic Development Pledge for 2016	1	\$36,000.00	\$36,000.00
Subtotal:			\$36,000.00
Tax:			\$0.00
Total:			\$36,000.00
Payment/Credit Applied:			\$0.00
Balance:			\$36,000.00

Fox Cities Regional Partnership is an affiliate of the Fox Cities Chamber of Commerce. It exists for the purpose of strengthening our local economy by supporting local job creation through the retention, expansion and attraction of primary employers. The Regional Partnership serves as the point of contact for local businesses seeking assistance with labor training, funding, government advocacy, building and land opportunities, demographic and economic information and other individual needs. The Regional Partnership serves the communities of Outagamie and Calumet Counties, as well as the northern portions of Winnebago County.

Welcome back, Karen!
- Manny

February 17, 2016

Ms. Karen Harkness
City of Appleton
P.O. Box 2428
Appleton, WI 54912

Dear Karen,

The Fox Cities Regional Partnership represents our area's first funded and staffed, structured effort focused on primary job creation and resultant economic enhancement. As an Investor in the Regional Partnership, the City of Appleton is an important part of our public/private partnership that strives to improve the quality of life for local residents by supporting business development.

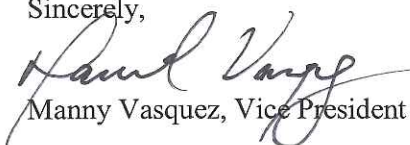
The Fox Cities Regional Partnership is fulfilling its commitment to provide essential support to our existing primary employers, and attract new primary employers to our region. We have put in place an aggressive work plan aimed at meeting our five-year objective of supporting the creation of 1,200 new primary jobs by 2017. To this point, **we have provided assistance to companies in our service area that through either expansions or relocations have announced the creation of more than 1,000 new jobs.** As you can see in the attached Project Outcomes report, this translates to an overall economic impact of over \$363 million! We are currently working with several other employers that have the potential to significantly increase that number.

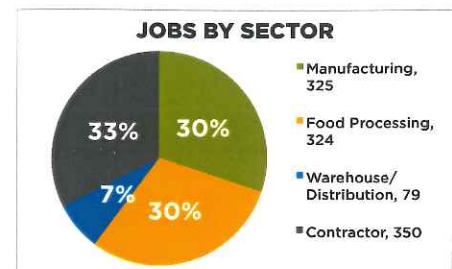
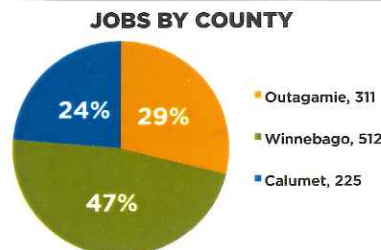
Our progress can be measured in other ways as well. During the 2015 calendar year, we made **individual marketing contacts with more than 80 site selection consultants across the country**, in an effort to establish and build brand awareness of the Fox Cities Region. **Visits to our website have doubled over the previous year's levels.** We also made **in-person visits to the corporate leadership of more than 100 of this region's primary employers.** These appointments – conducted in collaboration with our public sector partners – are made in order to establish working relationships, explore expansion opportunities to provide assistance and identify problems and issues that might impede our companies' competitiveness. Last year, our organization also partnered with more than 20 Fox Cities companies and **hosted 159 college students from 16 universities on a career exploration and community familiarization tour of our region.** "Talent Upload," the Regional Partnership's award-winning talent recruitment program, seeks to directly address local employers' needs around entry-level IT and Engineering talent. Going forward, we plan to continue to focus on helping to retain, attract and develop employers, as well as in-demand talent, within our region. For a more detailed overview of how our organization plans to implement and measure strategies around these core areas of focus, please see the enclosed 2016 work plan.

An economy is a dynamic force, with its health subject to numerous factors and conditions. We know that in order to move our communities forward, it is imperative that we establish and sustain directed marketing efforts in order to exploit the opportunities that are available to us. We also know is that we cannot do the job of economic development alone. Our efforts require collaboration between business, government, education and nonprofits.

We have enclosed a statement for the renewal of your annual pledge for the Fox Cities Regional Partnership. Your funding is essential to our success. We recognize that you have many opportunities to invest in our community. We are honored that you have chosen to invest in our efforts to build local economic health and vitality. We thank you for your vision in providing the resources to move this region forward, and pledge that we will continue to do all we can to assure our mutual success.

Sincerely,


Manny Vasquez, Vice President



EXPANSION & ATTRACTION PROJECT OUTCOMES | 2013-2015

13 COMPANIES

1,078 NEW JOBS

\$369,875,305 IMPACT

PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)
THIEL CHEESE	12	Cheese producer acquired new equipment that significantly expanded processing capacity	Assisted with governmental land use compliance and economic incentive process	\$ 8,903,494
GALLOWAY FOODS	5	Liquid processing of concentrated dairy blends and sweetened condensed milk. The company is the largest manufacturer of frozen dairy dessert mixes in Wisconsin	Provided assistance with state economic incentive process	\$ 3,709,789
AMEREQUIP	103	Contract manufacturer producing equipment for OEM's, including Ariens, Toro, John Deere and others. Company has established fast growth plans, and considered expansion in Kiel and in North Carolina.	Participated in problem solving process involving City, County, DNR. Assisted with coordination of state economic incentives	\$ 30,594,805
POLYFLEX	40	Plastics blow molding company headquartered in Walworth, WI. Company growth demanded more production space. Decision made to build 59,000 sq. ft. new facility in Kaukauna	Assisted the City of Kaukauna with marketing of the area to the company, and worked with the Industrial and Commercial Development Commission, the Community Development Department and the Common Council to facilitate negotiations and approval processes	\$ 15,857,807
WINONA FOODS	29	Cheese processing company headquartered in Green Bay acquired smaller cheese shredding company in Kaukauna. Acquisition will trigger move of Wisconsin-based production operations into Kaukauna, along with operations currently located in four states	Assisted the company with state incentive process	\$ 21,516,777
SIMPLY INCREDIBLE	120	Central Wisconsin frozen cranberry snack food processor purchased City of Menasha steam generation plant to site expanded production activities	Generated economic impact report to assist City with project assessment and feasibility	\$ 58,911,120
COATING SYSTEMS	26	Hortonville trucking company that has expanded into pipe coating, heat-treating and painting as a contractor to Piping Systems.	Provided assistance to company owner and business consultant with application process associated with Outagamie County Prosperity Fund	\$4,315,028



PROJECT NAME	NEW JOBS ANNOUNCED	PROJECT DESCRIPTION	REGIONAL PARTNERSHIP ROLE	ECONOMIC IMPACT (DIRECT, INDIRECT & INDUCED)
WERNER ELECTRIC	79	Neenah-based electrical Warehouse and distribution company looking to double in size, seeking appropriate location for 200,000 sq. ft. building. Company considering Fox Cities location as well as out of state options	Provided assistance in identifying real estate options, coordination with WEDC for economic incentives, consultation on preparation of presentation for public sector, coordination of meeting with prospect community	\$ 21,241,767
PIPING SYSTEMS	119	Hortonville manufacturer engaged in \$5.5 million, 65,000 sq. ft. expansion associated with having landed a contract to supply pipe to a liquefied natural gas export facility in Maryland	Assisted the company with financial assessment, application and packaging of State incentives and site considerations	\$ 61,712,172
SARGENTO FOODS INC.	140	Cheese producer expanded Hilbert plant capacity and increased production jobs	Working with Plymouth, WI headquarters, Regional Partnership provided extensive labor and demographic research in response to company concerns about being able to access sufficient numbers of employment candidates	\$66,217,679
FAITH TECHNOLOGIES	350	Menasha-based company engaged in major expansion of its engineering sector	Responded to company request for potential real estate options. Responded to City of Menasha request for economic impact numbers associated with expansion	\$62,385,121
BERNATELLOS FOODS	18	Kaukauna-based frozen pizza manufacturer engaged in 25,000 sq. ft. expansion of its bakery department	Provided economic and industry-specific wage data to the company and packaged available local and State incentives	\$8,513,702
PARA TECH COATING INC.	37	California-based Parylene coating service provider looking to open a location in the Fox Cities - home to some of the company's largest customers.	Provided assistance in identifying available real estate options, coordination with WEDC for economic incentives and workforce training programs and subsidies	\$5,996,044

"As company leadership was considering where to expand, we were looking at options locally as well as out of state. The Fox Cities Regional Partnership assisted Werner Electric and worked with the Town of Grand Chute in trying to keep us in the region by identifying real estate options, coordinating with WEDC for economic incentives, and bringing in other local partners whose support was necessary in the making of this project."

Craig Wiedemeier
Vice President of Operations
Werner Electric

"The Fox Cities Regional Partnership assisted Piping Systems with the application and packaging of State incentives, as well as with other site and financial assessments. Ultimately, the State of Wisconsin granted the company up to \$350,000 in Economic Development Tax Credits over the next three years to support our growth. The Village of Hortonville is also providing us over half a million dollars in incentives to support the project."

Jeffrey M. Bunker
President
Piping Systems, Inc.



FINAL WORKPLAN – FY2016

PROGRAM AREA	OBJECTIVE	STRATEGY/ACTION ITEM	TIMING	PERFORMANCE MEASURES	LEAD	Priority
Existing Industry Retention/Expansion	Support growth of local primary employers by identifying needs and opportunities, providing access to available resources, including financial, workforce, real estate, incentives regulatory advocacy and training opportunities	Conduct structured visits to regional primary employers	On-going	Complete a minimum of 100 visits from 1/1 to 12/31	Dir. Existing Industry	1
		Provide support to expanding local primary employers	On-going	Track new job announcements against goal of 1,200 primary jobs	Dir. Existing Industry; VP	1
		Conduct one or two Talent Upload events (based on employer feedback/needs)	Fall 2015; Spring 2016	Minimum of 50 students and 15 companies for each event	Dir. Research & Technology	1
		Provide guidance on availability of loan funds to primary employers and area lenders	On-going	Provide support through application and review processes	Dir. Existing Industry	2
		Participate with area partners in events that serve primary employers (i.e. job fairs, export training, etc.)	On-going	--Co-sponsor a minimum of one career fair --Participate in formal export enhancement network	Dir. Existing Industry; VP Talent & Education	2
		Conduct targeted visits to remote corporate headquarters of local primary employers	On-going	Conduct visits to a minimum of two corporate headquarters	Dir. Existing Industry; VP	2

FINAL WORKPLAN – FY2016

Business Attraction	Continue promoting a regional brand (Made Better Here) and market internally and externally to build brand awareness	--Distribute monthly e-newsletter to internal and external audiences --Pursue opportunities for editorial placements in trade journals, business publications, etc.	On-going	Website visits increase by minimum of 20%	Dir. Research & Technology; Red Shoes PR VP; Red Shoes PR	1
	Develop productive relationships with site selection consultants	Engage with site consultants at appropriate conferences and through targeted city visits (FCRP/ I-41 Collaboration)	On-going	Face-to-face marketing contacts made with a minimum of 35 site selectors from 1/1 to 12/31	VP	1
		Conduct Site Selector Familiarization Tour of the Green Bay-Fox Cities Region	Fall 2016	Conduct one Fam Tour for a minimum of 4 site selectors in collaboration with the Greater Green Bay Chamber	VP; Dir. Research & Technology	1
	Increase regional economic development readiness by expanding inventory of regional "Ready-to-Build" sites	Refine and market the program to FCEDP partners and commercial brokers	On-going	Minimum of three sites certified as Ready to Build	Dir. Research & Technology	2
	Construct a tie between industry attraction and industry retention/expansion programs	Target suppliers identified by existing employers, and market Fox Cities in an effort to bring them to the area	On-going	Identify and market to minimum of six remote suppliers identified from 1/1 to 12/31	Dir. Existing Industry; VP	1

FINAL WORKPLAN – FY2016

Internal marketing	Increase awareness of and support for the Regional Partnership within the service area	On-going	--Distribute monthly e-newsletter to internal and external audiences	On-going	--Website visits increase by minimum of 20%	Dir. Research & Technology; Red Shoes PR	1
			--Conduct signature Regional Partnership events (e.g. awards forum, symposiums, etc.) that attract wide spectrum of customers and partners		--Conduct a minimum of one event		2
		On-going	Implement recommendations of adopted public relations plan aimed at eliminating confusion, defining mission and objectives		Positive changes in perception as measured by follow up stakeholder survey to be conducted 6/2016	VP; Red Shoes PR	1
		November 2016	Facilitate a minimum of one "ED 101" workshop for elected officials, senior staff, boards and commissions, etc.		Workshops attended by a minimum of 35	VP; WEDA/WEDC	2
		On-going	--Seek opportunities to speak about the Regional Partnership at local service clubs, associations and other community organizations		--Target of 10 presentations	VP	1

FINAL WORKPLAN – FY2016

		--Provide periodic updates to local elected officials		--Minimum of two presentations to investor communities; minimum of one presentation to non-investor communities		
	Build credibility of the Regional Partnership within its client base	Generate testimonials from industry and clients endorsing the work of the Regional Partnership	On-going	Generate a minimum of five testimonials that can be used on the web and in collateral materials	Dir. Existing Industry; VP; Red Shoes PR	2
	Increase funding support for the Regional Partnership	Employ assistance of staff and Board to target and solicit investment	On-going	Increase private sector annual pledges by \$40k by 7/31	VP/CEO	1
	Enhance relationships and engagement of Regional Partnership Investors	Develop Investor Relations Plan	End of 1 st quarter	Retain 85% of Investors	VP/CEO	1
	Continue enhancement of the organization's effectiveness by identifying and adopting best practices	Participate in professional development opportunities through IEDC, WEDC, WEDA and others	On-going	Participate in four regional/national educational/staff development events	All	2

HOW DOES ECONOMIC DEVELOPMENT WORK?



LOCAL GOVERNMENT

PRIVATE COMPANIES



FUNDING: Our investors provide support based on their commitment to the economic growth of the community, understanding that when development efforts are successful they will benefit — both directly and indirectly.

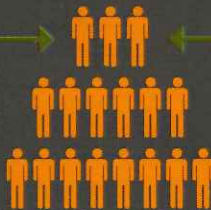
FOX CITIES
REGIONAL
PARTNERSHIP
A DIVISION OF **fc**

SUPPORT FOR EMPLOYMENT GROWTH:

We assist existing Fox Cities' primary employers to encourage expansions and hiring, as well as market the Fox Cities Region globally to recruit new business to the area.



**EXISTING INDUSTRY
RETENTION/EXPANSION**



**NEW INDUSTRY
ATTRACTION**



INFUSION OF OUTSIDE \$\$\$ INTO THE AREA:

As new wages circulate through our local retail, service, professional, government and non-profit sectors; our regional economy benefits.



BANKS



RETAIL



SERVICES



NON-PROFIT



TAXES

HIGHER STANDARD OF LIVING



FoxCitiesRegionalPartnership.com

TARGETED INDUSTRIES

**PROJECTED
GROWTH**

+

**HIGHER THAN
AVERAGE WAGES**

+

**COMPETITIVE
ADVANTAGES**

=

**FOX CITIES
WEALTH**

ADVANCED MANUFACTURING

PACKAGING
PAPER
ELECTRONICS
SPECIALTY MACHINERY



FOOD & BEVERAGE PROCESSING

DAIRY / CHEESE
GRAINS
FROZEN FOODS
CANNED GOODS



QUALITY BUSINESS SERVICES

INSURANCE
FINANCE
ENGINEERING
ARCHITECTURAL



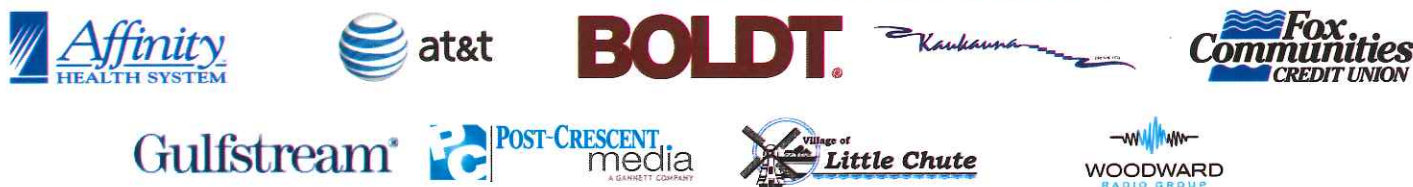
TRANSPORTATION MANUFACTURING

HEAVY TRUCKS
AEROSPACE
MILITARY
EMERGENCY EQUIPMENT

GOVERNORS CIRCLE



LEADERSHIP CIRCLE



INVESTORS CIRCLE



SUPPORTERS CIRCLE

American National Bank Fox Cities
Bank of Little Chute
Business Lending Group
City of Appleton
CopperLeaf Boutique Hotel and Spa
Consolidated Construction Co. Inc.

First National Bank Fox Valley
Innovative Machining
Garrow Oil Corp.
Great Northern Corporation
Nordon Business Environments
Martenson & Eisele

Outagamie County
Prospera Credit Union
Time Warner Cable
Town of Buchanan
Town of Grand Chute
Town of Greenville

Town of Menasha
Village of Hortonville
Winnebago County

The following organizations provide Fox Cities Regional Partnership with specific tools to stimulate industry growth





Fox Cities Chamber of Commerce and Industry
 125 N. Superior Street
 Appleton, WI 54911
 (920) 734-7101
<http://www.foxcitieschamber.com/>

Timothy Hanna
 City of Appleton
 P.O. Box 2428
 Appleton, WI 54912-2428

Invoice

Invoice Date: 4/8/16

Invoice Number: 49010

Purchase Order:

			Terms	Due Date
			Net 30	5/8/16
Description	Quantity	Rate	Amount	
Single event sponsor for YP Week 2016 (Karen Harkness)	1	\$2,500.00	\$2,500.00	
			Subtotal:	\$2,500.00
			Tax:	\$0.00
			Total:	\$2,500.00
			Payment/Credit Applied:	\$0.00
			Balance:	\$2,500.00

Membership dues in the Chamber may be tax deductible as an ordinary and necessary expense. Dues paid to the Chamber are not a charitable tax deduction for federal income tax purposes. The Chamber is not a charity, but serves as an advocate organization for area businesses. With the passage of the Omnibus Budget Reconciliation Act of 1993, tax deductions for certain lobbying expenses incurred on your behalf by the Chamber are now prohibited. Effective January 1994, your Chamber investment is 95% deductible as a business expense.



Fox Cities Chamber of Commerce and Industry
125 N. Superior Street
Appleton, WI 54911
(920) 734-7101 | fax: (920) 734-7161
info@foxcitieschamber.com

Invoice

Invoice Date: 4/8/16
Invoice Number: 49010

City of Appleton
Ms. Brenda Broeske
P.O. Box 2428
Appleton, WI 54912-2428

Terms	Due Date
Net 30	5/8/16

Description	Quantity	Rate	Amount
Single event sponsor for YP Week 2016 (Karen Harkness)	1	\$2,500.00	\$2,500.00
4/20/16 - Payment: 8334257894		(\$2,500.00)	(\$2,500.00)
Subtotal:			\$2,500.00
Tax:			\$0.00
Total:			\$2,500.00
Payment/Credit Applied:			\$2,500.00
Balance:			\$0.00

Keep this portion for your records

Please return this portion with your payment

FROM:

City of Appleton
Ms. Brenda Broeske
P.O. Box 2428
Appleton, WI 54912-2428

Invoice # 49010

Amount Due \$0.00

Please remit payment to:

Fox Cities Chamber of Commerce and Industry
125 N. Superior Street
Appleton, WI 54911

Amount Paid \$ _____

CITY OF APPLETON 2016 BUDGET COMMUNITY & ECONOMIC DEVELOPMENT

Marketing & Business Services

Business Unit 10551

PROGRAM MISSION

For the benefit of Appleton's current and prospective businesses and developers, so that business assistance services are identified and conveyed, and Appleton is selected as the prime location for investment, we will provide information and expertise to address business issues and promote the community. We are committed to fostering diversity through policies, processes, programs and educational opportunities that promote understanding and acceptance for all people while creating and supporting a culture of inclusion that celebrates and values our similarities and differences

PROGRAM NARRATIVE

Link to City Goals:

Implements Key Strategies #2: "Proactively pursue collaborative and cooperative agreements to meet the needs of the community", #3: "Develop and implement effective communication strategies", #4: "Develop our Human Resources to meet changing needs", and #6: "Continuously improve efficiency and effectiveness of City

Objectives:

- Continue to enhance the environment in Appleton to promote business and industry and attract investment.
- Continue to examine ways in which City government can be improved to be more responsive, supportive and proactive to business needs.
- Promote Appleton to the broader public, especially business and industry.
- Conduct business retention visits.
- Provide technical assistance for start-up and growing companies.
- Assist and be responsive to prospective and established businesses and developers.
- Promote the City's interest and develop positive relationships through active participation on various boards, committees and organizations.
- Maintain effective relations with members of culturally diverse communities.
- Support and assist in preparing an Economic Development Strategic Plan.
- Support diversity and inclusion for community and staff.
- Provide outreach to minority businesses.

Major changes in Revenue, Expenditures, or Programs:

The Diversity business unit has been combined with this business unit to better reflect the activities of the department. The budget amounts have been restated.

The increase in fringe benefits in this program reflects a staff member's change in health insurance selection.

No investor contribution to the Fox Cities Regional Partnership was made in 2015. \$36,000 is planned in 2016 which is \$.50/capita. We continue strategically investing in and working collaboratively on several significant regional economic development projects, such as the site selectors familiarization tour, YP week, Talent Upload, the Artery and business retention programs.

\$36,000 has been budgeted to continue to support local and regional economic development initiatives and projects. The City's Economic Development Strategic Plan (EDSP) was completed in 2015 and identified primary goals and key strategies that will contribute to the City's future economic health, enhance the business climate, ensure the vibrancy and viability of the City and support community growth consistent with the City's character and culture. This funding will help implement these goals and strategies, including partnering with organizations and projects to advance the City's economy.

PERFORMANCE INDICATORS

	Actual 2013	Actual 2014	Target 2015	Projected 2015	Target 2016
Client Benefits/Impacts					
Connection to source of issue resolution or resource					
# Existing businesses assisted	30	39	40	40	40
# Start-up businesses assisted	19	7	35	20	35
Information specific to development in Appleton					
# of prospects information deliveries	31	65	70	70	70
Facilitate diversity issue resolution					
# businesses and individuals assisted	124	129	100	100	115
Strategic Outcomes					
Appleton's economy grows and tax base enhanced					
% increase in total equalized value	-0.63%	1.60%	2.60%	2.56%	2.60%
Work Process Outputs					
Retention visit clients served					
# Business retention visits/follow-ups	23	18	40	40	40
Web pages revised or added					
# pages	31	27	30	30	30
Marketing and diversity initiatives completed					
# of plans and pieces developed	99	143	114	114	114

**CITY OF APPLETON 2016 BUDGET
COMMUNITY & ECONOMIC DEVELOPMENT**

Marketing & Business Services

Business Unit 10551

PROGRAM BUDGET SUMMARY

Description	Actual		Budget		
	2013	2014	Adopted 2015	Amended 2015	2016
Expenses					
6101 Regular Salaries	\$ 112,806	\$ 116,678	\$ 116,136	\$ 116,947	\$ 119,549
6150 Fringes	32,300	33,745	34,644	34,644	46,440
6303 Membership & Licenses	360	375	725	725	725
6305 Awards & Recognition	-	-	500	500	500
6404 Consulting Services	72,000	88,298	-	-	-
6412 Advertising	-	30	1,000	1,000	1,000
6431 Interpreter Services	526	23	300	300	500
6599 Other Contracts/Obligations	-	-	60,500	60,500	72,000
Total Expense	<u>\$ 217,992</u>	<u>\$ 239,149</u>	<u>\$ 213,805</u>	<u>\$ 214,616</u>	<u>\$ 240,714</u>

DETAILED SUMMARY OF 2016 PROPOSED EXPENDITURES > \$15,000

Other Contracts/Obligations

Fox Cities Regional Partnership	\$ 36,000
Economic development projects & initiatives	36,000
	<u>\$ 72,000</u>

COMMUNITY DEVELOPMENT DEPARTMENT 2016 Mid-Year Report

All figures through June 30, 2016

Significant 2016 Events:

1. Major riverfront renovation continues with RiverHeath's second residential and commercial building and a hotel, approval of the Foremost development on John Street called Eagle Point with the new developer, Alexander Company and IconiCare, the Fox River Navigational Systems Authority interpretive visitors center at Eagle Flats, and the Woolen Mills project at 218 E. South Island Street breaking ground in July to create 60 new apartment units along the Fox River.
2. Industrial development saw a continued increase in 2016 with the sale of two lots in the Northeast Business Park. Land sales totaling 3.61 acres in the Northeast Business Park resulted in a total sale price of \$133,550. There was increased interest and activity in the Southpoint Commerce Park with two letters of intent received and an option on multiple acres.
3. Continued efforts towards construction of the Fox Cities Exhibition Center with a focus on communication with 9 other municipalities, representatives from Inner Circle, act as primary contact to the ARA Exhibition Center Advisory Committee, and serve on the Hotel Room Tax Commission creating by-laws and policies as well as provide representation to the Fox Cities Convention & Visitors Bureau. Interviews for architectural and engineering services and for construction management services were held with a panel consisting of representatives from various City departments. Both Miron Construction and Zimmerman Architectural Studios were selected unanimously by the selection committee.
4. Continued working with the Appleton Redevelopment Authority to identify and prioritize property to negotiate potential opportune acquisitions.
5. Secured business and industry future growth area in Appleton by purchasing 110 W. Edgewood Drive. This has been shown on the Future Land Use Map for approximately 20 years.
6. The Department continues to work and communicate with the business community in Appleton and throughout the region with efforts including social media, regular business retention visits and partnerships with community organizations that help build relationships that benefit the City.
7. Staff is working with a consultant team to update the Comprehensive Plan (previously adopted in 2010) and complete an in-depth rewrite of its Downtown Plan Chapter with an intensive public engagement process that included online and in-person activities. March

2016 included several public workshops and a community survey was available online. The community survey received 1,098 responses. May 2016 also included an in-depth design workshop for Downtown that will be used in the final plan preparation.

8. The City's Economic Development Strategic Plan (EDSP) was completed in 2015 and identified primary goals and key strategies that will contribute to the City's future economic health, enhance the business climate, ensure the vibrancy and viability of the City and support community growth consistent with the City's character and culture. Staff works daily implementing identified goals and strategies.
9. The City of Appleton, in cooperation with Appleton Downtown Inc., designed and placed an ad in the WisconsinBiz Magazine. This is a statewide publication showcasing businesses and new developments and trends throughout Wisconsin.
10. The City approved entering into a three-year extension of the Memorandum of Understanding for the Market Garden in Southpoint Commerce Park with the Community Garden Partnership, a program of Goodwill Industries of North Central Wisconsin. The City has previously approved this agreement annually since 2011, and the program continues to be a success.
11. To date in 2016, approved site plan review projects include 60 multi-family dwelling units, approximately 25,000 square feet of office space, 22,000 square feet of industrial space, and 2,000 square feet of commercial space.
12. Staff collaborated with Engineering and Inspections to review, revise and streamline where possible the technical data required for a site plan submitted regarding reconstructing, rehabilitation and expanding existing and constructing new off-street parking lots and loading areas. As a result, Community Development staff created a new application form and procedure sheet describing the data that will be needed with such application.
13. Final Plat and/or Certified Survey Map approvals resulted in the creation of 15 residential lots and 4 mixed use lots.
14. A new Assessor software system was selected to replace the I-series Assessor property system. This followed a six month RFP process and the clean-up preparation of many data fields within the City's 26,000 property records. This large installation/conversion project began in June upon the signing of the software contract. It will take one year to complete.
15. As part of our continued work as identified in the City of Appleton's Strategic Plan, we embrace diversity and inclusion as an organization to support a welcoming and inclusive community. Appleton is now seen as a leader for its work with Refugee Resettlement. In 2015 and 2016, we had visits from the State of Wisconsin Office of Refugees along with the Chief of Domestic Resettlement, Refugee Admissions Bureau of Population, Refugees, and Migration with the federal Department of State. Our refugee resettlement taskforce continues to help identify gaps and barriers for refugee facilities seeking service.

16. As identified on our City's Strategic Plan, embrace diversity and inclusion within our organization. In 2016, we sought to improve communications with non-English speaking community members within our services for City employees. We now contract with a local woman and minority owned agency who provides interpreting services for 17 different languages, including new refugee population languages. We also contract with an individual for sign-language services. We hosted listening sessions with minority community members to seek input on improving services for City employees.
17. Staff organized and delivered the Neighborhood Academy, a 4-session learning series for neighborhood leaders, in May 2016.
18. In late 2015 and early 2016, the Lawrence-City Park Neighborhood and Peabody Park Neighborhood were each awarded funding through the Neighborhood Grant Program (TNGP). Also, the Huntley Houses Neighborhood's community fitness playground project, approved for TNGP funding by Common Council, is expected to be complete by August 2016.
19. In May, to promote historic preservation efforts, the City of Appleton Historic Preservation Commission hosted a public workshop at the Appleton Public Library on home and building genealogy. The home genealogy workshop taught citizens how to best use the Appleton Library and History Museum's collections of published and unpublished materials, including maps, city directories, photographs, newspapers, books, and databases for researching home and building histories and its former residents as well as the newest online products for historical and genealogical research.
20. In the first half of 2016, to promote historic preservation efforts, the City of Appleton Historic Preservation Commission created bookmarks of five existing memorial monuments in Appleton. They wrote a historic narrative for each memorial explaining its historic significance and photographs were taken of the memorials. The Department contracted with a professional printer to produce the bookmarks for distribution to the public.
21. On May 5, 2016, the Appleton Woolen Mill building located at 218 East South Island Street was listed on the State of Wisconsin and National Register of Historic Places. This property is entitled to the benefits and protection of the National Historic Preservation Act of 1966, as amended and under Chapter 44, Wisconsin State Statutes. The Appleton Woolen Mill building is the 13th individual building in Appleton listed on the State of Wisconsin and National Register of Historic Places.
22. The City of Appleton Homeowner Rehabilitation Loan Program rehabilitated 12 owner-occupied homes, and spent \$176,311 on home improvement loans. In addition, 13 new applications were submitted. Of those, five were eligible for the program. Additional applications will be accepted in the fall.

23. The City was notified by HUD in February that the 2016 CDBG allocation for the City of Appleton is \$535,325. Common Council approved the following funding amounts:

- City of Appleton Rehabilitation Program - \$158,651
- City of Appleton Neighborhood Program - \$40,000
- CDBG Program Administration - \$20,375
- Fair Housing Center of Northeast Wisconsin - \$25,000
- Appleton Housing Authority - \$60,000
- Greater Fox Cities Habitat for Humanity - \$96,000
- Housing Partnership of the Fox Cities - \$55,000
- Harbor House - \$21,085
- Homeless Connections - \$15,460
- LEAVEN - \$15,460
- NAMI - \$15,460
- STEP Industries - \$12,834

24. The GIS Team launched its first iPad application for the Water Department. This tool lets the users in the field directly enter maintenance information as they perform it on hydrants and water valves. This was greatly needed as there are several crews out maintaining the water system on any given day, and sometimes it would take weeks for the other crews to see the updated maintenance data. Now, the crews simply have to sync their iPads with the City network when they return to the shop, and an automated process compiles all the edits and shares them back with each device and office staff. This greatly enhances communication and timeliness of data being entered into GIS.

25. A second iPad application was also created for the Forestry staff. This is an updated and more user friendly version of the previous inventory. This works very much the same way as the water maintenance application and allows multiple crews to edit data simultaneously and then sync and share that data on a nightly basis.

26. Two internal websites were created to utilize GeoEvent Processor data to see “live” vehicle locations. One website shows the locations of all of our vehicles in our snow operations. This allows DPW management staff to look at the website during a snow event and see how the fleet moves around. This also can be used to view the recent history of any particular vehicle in the event someone wants to know if a truck made it to a particular street or not. The second website is very similar but is set up for the garbage operations. This allows DPW management staff to view the site and see where the garbage trucks are at any given time. It also lets them view their route and see a daily history of where that vehicle has been.

27. A more external project that GIS has been active in is the development of the Fox Trot Trail. Working with members of several different departments, data was gathered, mapped, and then narrowed down to create a 2.8 mile loop around the downtown and river. Points of interest are shown on a map, along with narratives about each point. A web app has been developed to guide trail users around the tour as well as a more traditional paper brochure.

28. The Road Report App was also published externally and internally and the 2016 construction season. This app allows live updates from the engineering staff about road closures and construction for viewing by the public. It also alerts our internal staff to projects and estimated deadlines and staff contacts.
29. The annual update to the community map program that enables us to quickly display our basemap in our online applications as well as share Appleton's mapping information with the world in a cartographically pleasing way.
30. A major project that was accomplished was the GIS architecture review and system automation. A consultant helped the GIS team with a full system review to verify that our architecture was set up correctly and can support future growth. This review was a great confirmation that our system is set up in a recommended way and is functioning at a high level. Once that was confirmed, a series of tools were put in place to help automate some daily or weekly maintenance tasks. These tools are set on a schedule to run nightly which now allows all data being updated on a daily basis to be reconciled and migrated from our production environment to our publication environment.
31. An additional major project was working with the Fire Department on their PrePlan FireZone drawings. A model and website was developed for the Fire Department drawers to select current building(s) or future building(s), based on a site plan drawing, export that data to a CAD format then bring it into FireZone to finish the PrePlan drawing. This method is saving the Fire Department "countless hours of tedious drawing...It took him over 20 hours, over several days, to draw the entire complex one line at a time. With the ability to use the GIS Viewer, a CAD copy of the entire complex could have been transferred into our pre-plan system in a matter of minutes," according to Battalion Chief Joe Strauss.
32. Several smaller projects were worked on during the first half of 2016 as well. Some of these include: updates and additions to the DPW CSR process to include water related CSRs, mapping updates to several parks, a redesign of parks information signs, and incorporating "live" GIS reports onto the intranet.

2016 Mid-Year Budget/Actual Comparison:

Community Development Budget/Actual Comparison

for the period ending June 30, 2016

	Current YTD Actual	Current Year Amended Budget	% of Budget Expended
Administration & Geographic Information Systems	\$253,300	\$525,807	48.2%
Marketing, Business Services & Diversity	\$87,171	\$241,192	36.1%
New & Redevelopment Projects & Business Parks	\$83,573	\$197,042	42.4%
Assessor	\$268,187	\$529,079	50.7%
Planning	\$129,076	\$263,887	48.9%
Total:	\$821,307	\$1,757,007	46.7%

Performance Data Community Development:

The following Table lists Community Development program areas and the performance measures for each, including both the target and end measure.

2016
Community Development - Administration & GIS

B.U. 10550

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Employee retention - % Staff turnover	0%	5%	0%	0%			0%	0%	
Accurate and useful information - # of layers edited (GIS)	600	1380	387	388			775	700	
Improve business and work flow - # of users supported on GIS software	120	136	136	136			136	130	
Quality training to support staff performance - % of training courses completed	100%	100%	5%	68%			73%	100%	
- % of depts. using GIS	50%	50%	50%	50%			50%	50%	
Annual performance evaluations completed - % complete	100%	100%	0%	0%			0%	100%	
Increase efficiency & effectiveness of City by using GIS - # of projects	250	358	96	79			175	250	
Compliance with policies - # Violations	0	0					0	Deleted	
Annual goals & objectives mutually developed - % Complete	100%	100%					100%	Deleted	

2016
Community Development - Marketing & Business Services & Diversity

B.U. 10551

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Connection to source of issue resolution or resource									
- # Existing businesses assisted	40	23	14	9			23	40	
- # Start-up businesses assisted	35	15	6	3			9	35	
Information specific to development in Appleton									
- # of prospects information deliveries*	70	34	12	11			23	70	
Facilitate diversity issue resolution									
- # businesses and individuals assisted	100	154	43	60			103	115	
Appleton's economy grows and tax base enhanced									
- % increase in total equalized value	2.6%	2.6%	N/A	N/A			0	2.6%	
Retention visit clients served									
- # Business retention visits/follow-ups	40	30	3	7			10	40	
Web pages revised or added									
- # pages	30	19	2	12			14	30	
Marketing and diversity initiatives completed									
- # of plans and pieces developed	114	119	22	40			62	114	
- # of participants/fans/friends	375	600					0	Deleted	

*Note: Prospects include businesses from outside of Appleton, contacts by real estate agents, developers, State of Wisconsin, Fox Cities Chamber of Commerce.

2016
Community Development - New & Redevelopment Projects

B.U. 10553

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Guidance rec'd to success in dev. in Appleton									
- # projects consulted	15	16	4	9			13	15	
Assist in land assembly, development incentives or project management									
- # developments generated via direct mgt.	5	1	0	0			0	5	
- # of improved business park acres	100	100	100	100			100	100	
Tax base enhanced									
* - \$ Increase industrial/commercial	\$8m	\$17,489,346	\$2,569,737	\$1,150,000			\$3,719,737	\$8m	
** - \$ Increase in target districts	\$4m	\$40,221,393	\$2,569,737	\$0			\$2,569,737	\$4m	
- \$ business park permits	\$2m	\$36,803,195	\$2,569,737	\$0			\$2,569,737	\$2m	
- # of real estate transactions completed	4	2					0	Deleted	
- # of development agreements completed	1	0	0	0			0	1	
- # of acres sold in business park	2	7.33	-0.11	1.44			1.33	2	2.17 acres sold, 2.28 repurchased = -.11 acre

* All commercial/industrial permits at or above \$100,000 less tax exempt or non-profit permits.

** TIF Districts and target districts (ARP's, Business Parks)

2016
Community Development – Business Parks

B.U. 10554

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Variety of parcel options available									
- # of improved acres									
→ Size of parcels	1-15 acres	1-15 acres					1-15 acres	Deleted	
Industrial portion of Appleton's tax base growth									
- \$ Business park permits									
Industrial/Business park land plan developed									
→ # Illustrative/Narrative Plan	1	0					0	Deleted	
Land Development									
→ # Acres acquired	0	0					0	Deleted	
- # Acres sold									

2016
Community Development - Planning

B.U. 15020

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Timely, accurate processing of applications									
- % of admin apps processed within the time	100%	100%	100%	100%			100%	100%	
- % of comm apps processed within the time	100%	100%	100%	100%			100%	100%	
- % of cust inquiries served within the timefra	100%	100%	100%	100%			100%	100%	
- % of complaints recvd on admin apps proce	2%	0	0	0			0	2%	
- % of complaints recvd on comm apps proce	2%	0	0	0			0	2%	
- # of development projects guided thru the									
review process, resulting in approval	New measure	New measure	4	4			New measure	20	
- # of comp plan goals&objectives implmnt	6	9	3	1			4	6	
Development is compatible w/city plans & policies									
- # of admin apps to be processed, resubm	425	449					0	Deleted	
- # of comm apps to be processed inc refe	25	53					0	Deleted	
- # of comp plan & ord amends to be proc	10	6					0	Deleted	
- # of hist design of sites,bldgs&dist.proce	2	2					0	Deleted	
Work process outputs									
- # of admin apps approved	425	449	66	148			214	425	
- # of commission apps approved	25	53	10	8			18	25	
- # of customer inquiries served	800	1374	272	372			644	800	
- # of comp plan & ordinance amend adpt	10	6	2	1			3	2	
- # of historic sites,bldgs&dist.recognized	2	2	0	5			5	2	
- # of special projects	2	5	1	1			2	2	

2016		B.U. 2100							
Community Development - Block Grant									
	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
<u>Client Benefits/Impacts</u>									
Annual Entitlement Amount	\$500,000	\$523,813	\$535,325	N/A			#VALUE!	\$520,000	
Carryover from previous years	\$0	\$0	\$0	N/A			#VALUE!	\$0	
Reprogrammed CDBG Funds	\$0	\$0	\$0	N/A			#VALUE!	\$0	
CDBG Recovery Funds	\$0	\$0					\$0	Deleted	
% of award spent on projects	88%	92%	92%	N/A			#VALUE!	88%	
Average award (not incld program income)	\$40,000	\$48,181	\$48,995	N/A			#VALUE!	\$40,000	
<u>Strategic Outcome</u>									
# of single audit findings	0	3	0	N/A			#VALUE!	0	
# of HUD exceptions to annual act.plan	0	0	N/A		0		#VALUE!	0	
# of HUD CAPER findings	0	0	N/A	N/A			#VALUE!	0	
Official HUD Timeliness ratio (max 1.5:1)	1.1:1	1.42:1	1.42:1	N/A			1.42:1	1.5:1	
<u>Work Process Outputs</u>									
# of Block Grant awards made	10	10	10	N/A			#VALUE!	10	

2016
Community Development - Homeowner Rehab

B.U. 2160/2170/2190

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Total	2016 TARGET	Comments
Housing Rehabilitation Programs (city-wide)									
Funding for LMI homeowner rehab projects									
- CDBG funds award amount	\$175,000	\$175,000	\$158,651	\$0			\$158,651	\$100,000	
- Lead Hazard Control grant	\$0	\$0	\$0	\$0			\$0	\$0	
- Program income received (all grants)	\$272,552	\$301,281	\$54,721	\$64,155			\$118,876	\$348,100	
Unspent grant funds									
- Committed	\$75,000	\$80,761	\$171,725	\$92,578			\$92,578	\$75,000	
- Uncommitted	\$160,000	\$294,922	\$262,008	\$250,936			\$250,936	\$160,000	
Improved LMI single-family homes & owner-occupied duplexes									
- # of loans made	24	23	10	2			12	24	
- # units rehabilitated	24	24	10	2			12	24	
- # residents benefited	60	58	29	6			35	60	
- Average loan amount	\$15,000	\$13,130	\$16,107	\$7,620			\$14,693	\$15,000	
- Amount committed to rehab activity	\$360,000	\$301,993	\$161,072	\$15,239			\$176,311	\$360,000	
Timely expenditure of funds									
—Timeliness ratio (max 1.5:1)	Deleted								
- # applications processed	33	52	0	13			13	33	
- # applications approved	27	27	0	5			5	27	

2016	B.U. 2180								
Community Development - Neighborhoods Program (NP)									
	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
<u>Client Benefits/Impacts</u>									
# of new partnerships generated	1	0	0	0			0	1	
# of registered neighborhoods	14	15	15	15				14	
# of Neighborhood Academy Participants	N/A	0	N/A	12			12	20	
<u>Strategic Outcomes</u>									
# of projects awarded grant funding	New measure	2	1	0			1	2	
<u>Work Process Outputs</u>									
Grant Funds (CDBG)									
Committed	\$0	\$70,000	\$70,000	\$47,552				\$0	
Uncommitted	\$0	\$50,075	\$90,075	\$90,075				\$0	
Spent	New measure	New measure	\$0	\$22,448				New measure	
General Funds									
Committed	New measure	New measure	\$1,200	\$0				New measure	
Uncommitted	New measure	New measure	\$1,800	\$2,039.14				New measure	
Spent	New measure	New measure	\$0	\$960.86				New measure	

Community Development – Geographic Information Systems

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Accurate and useful information # of layers edited	MOVED TO ADMINISTRATION PAGE								
Improve business and work flow # of users supported on new GIS software	MOVED TO ADMINISTRATION PAGE								
Integration of new GIS desktop software in City % Departments utilizing software									
Increase efficiency & effectiveness of City by using GIS # of projects	MOVED TO ADMINISTRATION PAGE								
# of supported users	600	981					0	Deleted	

Community Development – Diversity

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Client Benefits/Impacts									
Facilitate diversity issue resolution									
# businesses, organizations and individuals assisted	MOVED TO MARKETING & BUSINESS SERVICES								
Strategic Outcomes									
Improve & support community diversity									
# of collaborative organizations	40	52					0	Deleted	
Work Process Outputs									
Marketing initiatives completed to support diversity									
# of plans and pieces developed	MOVED TO MARKETING & BUSINESS SERVICES								
# of participants/fans/friends	500	754					0	Combined Deleted	

2016
Community Development - Assessing

B.U. 13520

	2015 Target	2015 Actual	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	TOTAL	2016 TARGET	Comments
Client Benefits/Impacts									
<u>Equitable asmts & distribution of tax levy:</u>									
Res districts within 10% of market value	100%	95%	98%	98%				100%	
Coefficient of dispersion of asmt/sale ratios	8%	8%	9%	9%				9%	
# of asmt errors result inaccurate tax bills	0	3	0	0			0	0	
Strategic Outcomes									
<u>Asmts to accurately reflect market values</u>									
Residential class level of assessment	100%	100%	98%	98%				100%	
Commercial class level of assessment	100%	99%	96%	96%				100%	
Overall level of assessment	100%	100%	98%	98%				100%	
Work Process Outputs									
<u>% of bldgs inspected to update records</u>									
Commercial new construction	100%	100%	100%	100%				100%	
Residential new construction	100%	95%	95%	95%				100%	
Recent sales	60%	48%	51%	51%				50%	
Total # of interior inspections	3,500	2,667	511	61			572	800	
<u>Property Record Maintenance</u>									
Deeds processed (ownership changes)	2,200	2,439	474	709			1,183	2,300	
Lot splits, CSM's & new platted parcels	75	97	53	44			97	100	
Annexed parcels	2	1	1	1			2	-	
Assessments updated	1,200	700	540	355			895	700	