



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, August 17, 2016

6:30 PM

Council Chambers, 6th Floor

SPECIAL

1. Call meeting to order
2. Roll call of membership
3. Approval of minutes from previous meeting

[16-1309](#) CEDC Minutes from 8-3-16

Attachments: [CEDC Minutes 8-3-16.pdf](#)

4. Public Hearings/Appearances

5. Action Items

[16-1070](#) Request to approve Fox Cities Regional Partnership Economic Development Pledge for 2016

Attachments: [Memo on Fox Cities Regional Partnership Invoice.pdf](#)

[FCRP 2016 Pledge Invoice.pdf](#)

[FCRP YP Week 2016 Invoice-Receipt.pdf](#)

[CEDD Marketing & Business Services 2016 Budget.pdf](#)

Legislative History

7/27/16	Community & Economic Development Committee	recommended for approval
	<i>Coenen moved, Mann seconded, to amend to only make partial payment of \$9,500 to fulfill the commitment between the City of Appleton and the Fox Cities Regional Partnership, as approved in the 2016 budget, and further, withhold the remaining \$26,500 until an agreed-upon scope of work is identified and fulfilled.</i>	
8/3/16	Common Council	referred to the Community & Economic Development Committee
	<i>Alderperson Baranowski referred this item back to the Community & Economic Development Committee.</i>	

6. Information Items

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.

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



City of Appleton

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

Meeting Minutes - Final Community & Economic Development Committee

Wednesday, August 3, 2016

6:00 PM

Council Chambers, 6th Floor

SPECIAL

1. Call meeting to order

Meeting called to order at 6:01 p.m.

2. Roll call of membership

Present: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed

Others present:

Scott Voet, A to Z Machine, DDS & J, LLC

Jerry Van Handel, A to Z Machine, 2701 E. Winslow Avenue

Paul Klister, Commercial Horizons, 100 W. Lawrence Street

3. Approval of minutes from previous meeting

[16-1225](#)

CEDC Minutes from 7-27-16

Attachments: [CEDC Minutes 7-27-16.pdf](#)

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

Aye: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed

4. Public Hearings/Appearances

5. Action Items

[16-1226](#)

Request to waive repurchase rights for Lots 5 & 6, Plat 1, in the Northeast Industrial Park, allowing the transfer from A&V Wisconsin Realty, LLC to Jerry Van Handel and/or assigns (DDS & J, LLC); this waiver is not transferable, survivable, or assignable and the City's repurchase rights would remain on this property

Attachments: [Repurchase waiver Lot 5 and 6 NEIP Plat 1.pdf](#)
[NEIP E.pdf](#)
[Atty Sitzmann Ltr & Offer to Purchase Amendment.pdf](#)
[NEIP Map 07292016.pdf](#)

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

Aye: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed

[16-1224](#)

Request to approve the Offer to Purchase by Commercial Horizons, Inc. and/or assigns to purchase approximately 7.32 acres of land at the corner of Eisenhower Drive and Plank Road in Southpoint Commerce Park, at a purchase price of \$45,000 per acre (Associated with Action Item #16-1227)

Attachments: [Memo on Offer to Purchase in Southpoint Commerce.pdf](#)
[Counter-Offer Lots 12 & 13 Southpoint Commerce Park.pdf](#)

Baranowski moved to amend to change the purchaser to Paul A. Klister from Commercial Horizons, Inc. Siebers seconded the amendment. Amendment carried. (4-0) Main motion as amended carried. (4-0)

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

Aye: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed

[16-1227](#)

Request to approve the Commercial Horizons/Encapsys Development Agreement in Tax Increment Financing District No. 6 (Associated with Action Item #16-1224)

Attachments: [Memo on Development Agreement in Southpoint Commerce.pdf](#)
[Encapsys Development Agreement 8-3-16.pdf](#)

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

Aye: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed

[16-1228](#)

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 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

7. Adjournment

Baranowski moved, seconded by Mann, that the meeting be adjourned at 6:21 p.m. Roll Call. Motion carried by the following vote:

Aye: 4 - Coenen, Baranowski, Mann and Siebers

Excused: 1 - Reed



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

MEMORANDUM

TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: August 17, 2016

RE: Fox Cities Regional Partnership Investments

In fulfilling the commitment between the City of Appleton and the Fox Cities Regional Partnership as approved in the 2016 budget, staff is recommending the following investments be made:

\$2,500 YP Week (payment made 5/2016)
\$7,000 Artery (2 coming in 2016)
\$15,500 Talent Upload (9/29 – 10/1/2016)
\$11,000 Site Selectors Familiarization (FAM) Tour (10/18 – 10/21/2016)
\$36,000 *Total*

Benefits to investment in these opportunities would include, but not be limited to:

- Mayor will have opportunity to speak to all Talent Upload participants at Performing Arts Center
- City logo will appear on marketing materials
- City can place souvenir gift bags
- City can serve as local tour guides for student scavenger hunt or the talent race

Please contact Karen Harkness, Director of Community and Economic Development at 920-832-6408 or email Karen.harkness@appleton.org with any questions.



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.

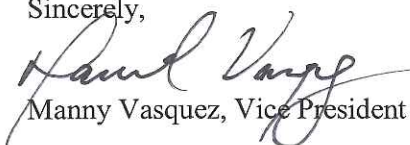
The Fox Cities Regional Partnership is fulfilling its commitment to provide essential support to our existing primary employers, and attract new primary employers to our region. We have put in place an aggressive work plan aimed at meeting our five-year objective of supporting the creation of 1,200 new 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.

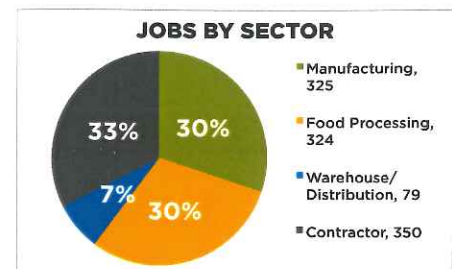
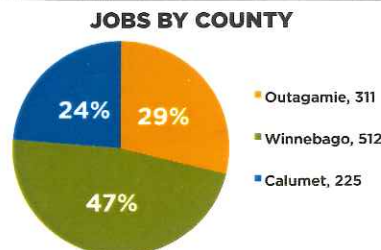
Our progress can be measured in other ways as well. During the 2015 calendar year, we made **individual marketing contacts with more than 80 site selection consultants across the country**, in an effort to establish and build brand awareness of the Fox Cities Region. **Visits to our website have doubled 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	--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
		Implement recommendations of adopted public relations plan aimed at eliminating confusion, defining mission and objectives	On-going	Positive changes in perception as measured by follow up stakeholder survey to be conducted 6/2016	VP; Red Shoes PR	1
		Facilitate a minimum of one "ED 101" workshop for elected officials, senior staff, boards and commissions, etc.	November 2016	Workshops attended by a minimum of 35	VP; WEDA/WEDC	2
		--Seek opportunities to speak about the Regional Partnership at local service clubs, associations and other community organizations	On-going	--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.

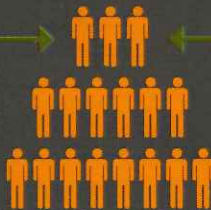
FOX CITIES REGIONAL PARTNERSHIP
A DIVISION OF **fc**

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



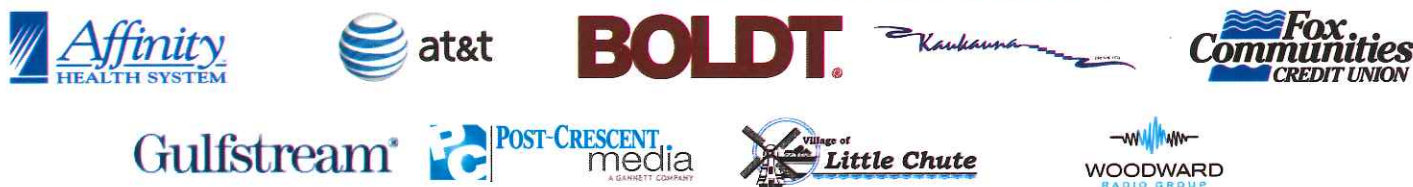
TRANSPORTATION MANUFACTURING

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>