



City of Appleton

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

Meeting Agenda - Final Community & Economic Development Committee

Wednesday, September 14, 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

[16-1375](#) CEDC Minutes from 8-24-16

Attachments: [CEDC Minutes 8-24-16.pdf](#)

4. Public Hearings/Apearances

[16-1376](#) Community Development Block Grant (CDBG) Notice of Funding Available and Community Needs for the 2017 Program Year (4/1/17 - 3/31/18) (Associated with Action Item #16-1377)

Attachments: [Funding Available Community Needs - Public Hearing Notice.pdf](#)

[16-1378](#) Presentation of Initiative 41 Program by Sarah Van Buren, East Central Wisconsin Regional Planning Commission; Manny Vasquez, Fox Cities Regional Partnership; and Mark Rohloff, City of Oshkosh. Here are links to the Action Plan and Diversification Strategy:

[<http://www.ecwrpc.org/wp-content/uploads/2016/06/Charrette-Report-3-Collaborative-Action-Plan.pdf>](http://www.ecwrpc.org/wp-content/uploads/2016/06/Charrette-Report-3-Collaborative-Action-Plan.pdf)

[<http://www.ecwrpc.org/wp-content/uploads/2016/06/Charrette-Report-2-East-Central-Industry-Diversification-Strategy.pdf>](http://www.ecwrpc.org/wp-content/uploads/2016/06/Charrette-Report-2-East-Central-Industry-Diversification-Strategy.pdf)

Attachments: [Initiative-41-Brochure.pdf](#)

5. Action Items

[16-1377](#) City Program Funding Approval and City Proposals for 2017 CDBG Funding

Attachments: [Dept Proposals CEDC memo.pdf](#)

6. Information Items

[16-1379](#)

Hotel Room Tax Commission Draft By-Laws

Attachments: [Memo on Hotel Room Tax Commission Draft By-Laws.pdf](#)
[8-8-2016 Fox Cities Tax Commission Bylaws DRAFT.pdf](#)

[16-1380](#)

Downtown Appleton Business Improvement District (BID) 2017
Operating Plan

Attachments: [2017 BID Operational Plan.pdf](#)
[2015 BID Annual Report.pdf](#)
[2015 Year End BID Communication Report.pdf](#)
[2015 Year End BID Financial Statements Report.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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www.appleton.org

Meeting Minutes - Final Community & Economic Development Committee

Wednesday, August 24, 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

3. Approval of minutes from previous meeting

[16-1329](#)

CEDC Minutes from 8-17-16

Attachments: [CEDC Minutes 8-17-16.pdf](#)

Baranowski moved, seconded by Reed, 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

[16-1344](#)

The Community and Economic Development Committee may go into closed session according to State Statute 19.85(1)(e) for the purpose of deliberating or discussing the purchasing of property on the northwest side of the City of Appleton and then reconvene into open session

The Community & Economic Development Committee went into Closed Session.

Discussion was held.

The Committee reconvened into Open Session.

Baranowski moved, seconded by Mann, to convene in Closed Session. Roll Call. Motion carried by the following vote:

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

6. Information Items

7. Adjournment

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

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



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

**City of Appleton
Community Development Block Grant Program (CDBG)
Notice of Funding Available and Community Needs Public Hearing**

A public hearing will be held at a regularly scheduled Community and Economic Development Committee meeting on Wednesday, September 14, 2016, beginning at 5:00 p.m. in Council Chambers on the Sixth Floor of Appleton City Hall, 100 N. Appleton Street, Appleton, WI. The primary function of this hearing is to obtain citizen views on priority community needs and the use of the City's CDBG funds for the 2017 program year.

The federal CDBG Program aims to develop viable urban communities through provision of decent housing, suitable living environments and economic opportunities, namely for low- and moderate-income persons. For more information on Appleton's CDBG Program, please visit the web site www.appleton.org, Community and Economic Development Department, Grants Administration, or for questions about project/program eligibility, contact Nikki Gerhard at 920-832-6469 or email nikki.gerhard@appleton.org.

INITIATIVE 41

A NEWay of Thinking

The overarching goal of Initiative 41 is to create a *NEW Way of Thinking* by creating an atmosphere focused on a regional approach to economic collaboration; with an understanding by community, business and elected leaders that the region is interconnected and that a success in one community is a success for all communities.



Schedule a Presentation

The Initiative 41 team has members available to speak to organizations interested in learning more about the effort and how they may become involved. To arrange a presentation, please contact:

Sarah Van Buren, Associate Economic Development Planner
East Central Wisconsin Regional Planning Commission
920.751.4770 svanburen@ecwrpc.org

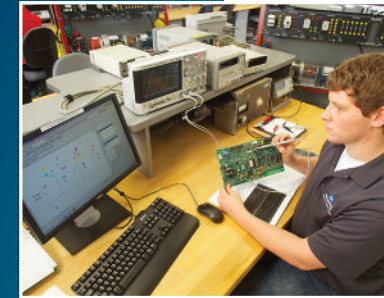
Project Partners

- Bay-Lake Regional Planning Commission
- Brown County
- Calumet County
- City of Oshkosh
- East Central Wisconsin Regional Planning Commission
- Fond du Lac County Economic Development Corporation
- Fox Cities Regional Partnership
- Fox Valley Technical College
- Fox Valley Workforce Development Board
- Greater Green Bay Chamber
- Greater Oshkosh Economic Development Corporation
- Moraine Park Technical College
- New North, Inc.
- Northeast Wisconsin Educational Resource Alliance
- Oshkosh Chamber of Commerce
- Outagamie County
- University of Wisconsin Oshkosh
- Waupaca County Economic Development Corporation
- Winnebago County
- Wisconsin Department of Workforce Development
- Wisconsin Economic Development Corporation
- Wisconsin Manufacturing Extension Partnership

INITIATIVE 41

A NEWay of Thinking

www.initiative41.org



INITIATIVE 41

A NEWay of Thinking

What is Initiative 41?

Initiative 41 was formed as a result of large-scale layoffs by Oshkosh Corporation in 2012-13 that impacted much of East Central and Northeast Wisconsin. The layoffs were a result of defense spending cuts which, in turn, created a ripple effect throughout the region as companies supporting Oshkosh Corporation also experienced significant economic hardship. This represented a negative economic impact of more than \$91 million within the region.

It was recognized that to rebuild the economic health of the area, and to prevent a similar situation in the future no matter what industry was affected, there needed to be a formal effort to create greater economic diversity by increasing collaborative efforts among business, governments, community leaders, universities and technical colleges throughout the region.

To launch this effort, a team of community and business leaders from throughout the region applied for and received a grant from the Department of Defense Office of Economic Adjustment (DoD-OEA) to:

- Identify key industry clusters that pose similar risks
- Align regional and economic workforce development strategies
- Implement strategies that would diversify our economy and reduce the impact of future economic downturns.

The effort is to improve the overall economic 'eco-system' within the region.



What We've Accomplished

A series of **Regional Economic Collaboration Workshops** aimed at creating a more cohesive economic development ecosystem throughout the region was held. Through this process, a collaborative action plan, which included an **industry diversification strategy**, was developed and is now being implemented to achieve regional collaboration.

As a result, **key Aerospace Industry Cluster Initiatives** are being developed, including:

- Alignment with statewide efforts to establish the Wisconsin Aerospace Partners which supports organizations engaged with the aerospace industry in the State of Wisconsin.
- Regional collaboration among public airports in the region.
- City of Oshkosh led initiatives including developing the region as a strong market for aviation maintenance, repair and overhaul (MRO), encouraging additive manufacturing for the aerospace and aviation industry and working with the regional aerospace/aviation industry to identify existing and future sector trends, capacity, and workforce development needs as well as developing strategies to ensure future success.

Business Accelerator and Growth Management Programs, targeting start-up companies, and first- and second-stage entrepreneurs, to enhance the business and entrepreneurial ecosystem. Through a partnership with the University of Wisconsin Oshkosh, these business development programs were established including **AeroInnovate** - www.aeroinnovate.org, **InventureXcel** - www.inventurexcel.com and **Growth Management Academy (GMA)** - www.uwosh.edu/bsc/growth-management-academy. These programs work with entrepreneurs to develop strategic and operational plans and provide support to help them achieve their goals.

www.initiative41.org



Supply Chain Marketplace www.wisupplychainmarketplace.com, developed by New North, is an on-line company directory that promotes new business opportunities for regional firms in several distinct new markets. Over 300 firms (and growing) are currently listed in this searchable directory.

Another accomplishment was Wisconsin **Manufacturer Extension Partnership (WMEP)** providing **Direct Supplier Assistance** to 31 defense industry suppliers (both public and private).

Initiative 41 is also conducting **outreach to elected, community and business leaders** throughout the region to highlight the importance of regionalism and collaborative relationships to realign strategies identified during the charrette process.

What You Can Do

It's time for a NEWay of Thinking in Northeast Wisconsin! Elected, business and community leaders are being asked to join together in recognizing and understanding the connectivity of the businesses and workforce throughout the I-41 corridor. Through your leadership, the efforts of Initiative 41 can ensure that our region is more resilient and prosperous.



MEMORANDUM

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

TO: Community and Economic Development Committee
FROM: Nikki Gerhard, Community Development Specialist
DATE: September 14, 2016
RE: City Program funding approval and City Proposals for 2017 Community Development Block Grant (CDBG) Funding

Per City of Appleton CDBG Policy (attached), the process of allocating 2017 CDBG funds has begun. An award estimate of \$528,000 was budgeted for the 2017 Program Year. \$528,000 is only an estimate and is subject to change upon adoption of the Federal budget. Also according to City CDBG Policy, the CEDC must approve allocations for City Programs. Those proposed amounts total \$180,572, and are listed in the 2017 Budget as follows:

Housing Rehabilitation Loan Program - **\$80,290**

Neighborhood Program - **\$0**

*CDBG Administrative Costs for the Community and Economic Development Department - **\$40,282**

Appleton Housing Authority - **\$60,000**

*includes funding for provision of HUD required Fair Housing Services

The balance of funds, \$347,428, is made available first to City departments and then community partners.

Proposals from City Departments were due September 2, 2016. One application was submitted. Upon receipt, the application was thoroughly reviewed by the Community and Economic Development Specialist for eligibility under HUD program regulations and it was determined that the proposed project was eligible.

The proposal from the Community & Economic Development Department is for "meeting community needs and enhancing quality of life" by creating a small home community that will expand housing options that are affordable for all residents of the City of Appleton. The entire proposal is attached.

CEDC is asked to make a recommendation to Common Council for the proposed allocations for City programs and funding for the proposal from the Community & Economic Development Department.

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



City of Appleton COMMUNITY DEVELOPMENT BLOCK GRANT



Community Development Block Grant (CDBG) Policy Adopted 9/8/2008, Amended 5/24/2010, 10/3/2012, 12/19/2012, 7/15/2015

I. PURPOSE

To outline the following aspects of the local Community Development Block Grant (CDBG) Program: a) elements to which the City of Appleton must adhere in order to comply with federal regulations; b) locally-established guidelines; and c) priorities for subrecipient and City Program activity.

II. POLICY

The federal CDBG program was established with the passage of the Housing and Community Development Act of 1974. CDBG funds are distributed to eligible governmental units in two forms:

- (1). Entitlement grants directly to cities and counties, and;
- (2). State grants, which involve annual competitions for non-entitlement communities.

Since 1975, the City of Appleton has received CDBG funds as an entitlement community. The amount of CDBG funds received each year varies based on the appropriation approved by the U.S. Congress and the number of governmental units eligible to participate. While the federal fiscal year operates from October 1 to September 30, the City selected April 1 to March 31 as its CDBG fiscal year. This selection was made as the federal government generally does not release the aforementioned funds until springtime. Federal oversight lies within the U.S. Department of Housing & Urban Development (HUD).

III. FEDERAL REGULATIONS

The citation reference from Title 24 Part 570 – Community Development Block Grants can be found in parentheses next to each heading below. Please view that section for more information on the respective item.

A. Federal Eligibility (24 CFR 570.201)

CDBG funds may be used for the following basic eligible activities:

- | | |
|-------------------------------------|--|
| (1). Acquisition | (11). Housing Services |
| (2). Disposition | (12). Privately-Owned Utilities |
| (3). Public Facilities/Improvements | (13). Homeownership Assistance |
| (4). Clearance/Remediation | (14). Economic Development Assistance |
| (5). Public Services | (15). Technical Assistance |
| (6). Interim Assistance | (16). Institutions of Higher Education |
| (7). Payment of Non-Federal Share | (17). Rehabilitation/Preservation (24 CFR 570.202) |
| (8). Urban Renewal Completion | (18). Planning (24 CFR 570.205) |
| (9). Relocation | (19). Administration (24 CFR 570.206) |
| (10). Loss of Rental Income | |

B. Ineligible Activities (24 CFR 570.207)

The following activities may not be assisted with CDBG funds:

- (1). Buildings (or portions thereof) for the General Conduct of Government
- (2). General Government Expenses
- (3). Political Activities

The following activities are not eligible for CDBG funding, but may be allowed under certain circumstances:

- | | |
|-------------------------------------|-------------------------------|
| (1). Purchase of Equipment | (3). New Housing Construction |
| (2). Operating/Maintenance Expenses | (4). Income Payments |



City of Appleton COMMUNITY DEVELOPMENT BLOCK GRANT



C. Special Economic Development Projects (24 CFR 570.203)

CDBG funds may be used for special economic development activities in addition to other activities.

Special economic development activities include:

- (1). Acquisition, construction, reconstruction, rehabilitation or installation of commercial or industrial buildings, structures, and other real property equipment and improvements
- (2). Assistance to a private for-profit business, including, but not limited to, grants, loans, loan guarantees, interest supplements, technical assistance, and other forms of support, for any activity where the assistance is appropriate to carry out an economic development project
- (3). Economic development services, including, but not limited to, outreach efforts; screening of applicants; reviewing/underwriting applications; preparation of all necessary agreements; management of activities; and the screening, referral, and placement of applicants for employment

D. National Objectives (24 CFR 570.208)

In order to qualify for funding, activities must meet one of three CDBG national objectives:

- (1). Low & Moderate Income (LMI) Benefit
 - a. Area Benefit: activities available for the benefit of all the residents in a particular area, where at least 51 percent of those residents are LMI persons.
 - b. Limited Clientele: activities benefiting a specific group (i.e. abused children, elderly persons, battered spouses), at least 51 percent of whom are LMI persons.
 - c. Housing: activities carried out for the purpose of providing or improving permanent residential structures that, upon completion, will be occupied by LMI households.
 - d. Job Creation/Retention: activities designed to create or retain permanent jobs where at least 51 percent of the jobs involve the employment of LMI persons.
- (2). Slum & Blight Removal
 - a. Area Basis: activities undertaken to eliminate specific conditions of blight, physical decay, or environmental contamination that are located in a designated area of distress, including acquisition, clearance, relocation, historic preservation, remediation of environmentally contaminated properties, or rehabilitation. Rehabilitation must eliminate conditions that are detrimental to public health/safety; acquisition and relocation must be precursors to other activities that eliminate blight.
 - b. Spot Basis: activities undertaken to eliminate specific conditions of blight, physical decay, or environmental contamination at specific sites not located in designated blighted areas, including acquisition, clearance, relocation, historic preservation, remediation of environmentally contaminated properties, or rehabilitation. Rehabilitation must eliminate conditions that are detrimental to public health/safety; acquisition and relocation must be precursors to other activities that eliminate blight.
- (3). Urgent Need
 - a. Activities designed to alleviate existing conditions of recent origin (18 months) that pose serious threats to the health and welfare of the community; this objective may only be used if the community cannot finance necessary activities with other sources.



City of Appleton
COMMUNITY DEVELOPMENT BLOCK GRANT



E. Categorical Limits

- (1). At least 70 percent of CDBG funds utilized during three consecutive program years, as specified by the grantee, must be expended for LMI benefit; the costs of planning and program administration are excluded from this calculation. (24 CFR 570.200(a)(3))
- (2). The amount of CDBG funds obligated for public service activities in each program year may not exceed 15 percent of the total entitlement grant for that program year, plus 15 percent of the program income received during the preceding program year. (24 CFR 570.201(e)(1))
- (3). The amount of CDBG funds obligated for planning and administration activities in each program year may not exceed 20 percent of the total entitlement grant for that program year plus the program income received during that program year. (24 CFR 570.200(g))

F. Program Income (24 CFR 570.426)

The City may reuse any revenue generated from projects undertaken with CDBG funding towards other eligible activities within the entitlement community. Furthermore, any program income earned by a subrecipient or City Program may be retained by the subrecipient or City Program provided the income is treated as additional CDBG funds and thus subject to all applicable federal and local requirements.

G. Fair Housing (24 CFR 570.601)

The Secretary of HUD requires that:

- (1). Grantees must administer all activities related to housing and community development in a manner to affirmatively further the policies of the Fair Housing Act. (Public Law 90-284)
- (2). Entitlement communities shall conduct an Analysis of Impediments to Fair Housing Choice every five years, take action to overcome the effects of the identified impediments and maintain records reflecting the analysis and related actions taken.

H. Environmental Review Procedures (24 CFR 570.604)

The environmental review procedures outlined in 24 CFR part 58 must be completed for each CDBG subrecipient and City Program activity, as applicable.

I. Faith-Based Activities (24 CFR 570.200)

Religious or faith-based organizations are eligible to participate in the CDBG program. Local government representatives and CDBG program administrators shall not discriminate against an organization on the basis of its religious affiliation.

J. Submission Requirements (24 CFR 570.302)

CDBG entitlement communities must submit the following documents:

- (1). Action Plan → annually
- (2). Consolidated Annual Performance and Evaluation Report (CAPER) → annually
- (3). Consolidated Plan → every three to five years, as chosen by the entitlement community

Creation of these documents must follow HUD requirements for content and citizen participation (see the City of Appleton CDBG Citizen Participation Plan).

K. Location of Activities (24 CFR 570.309)

CDBG funds may be awarded to an activity outside the jurisdiction of the entitlement community only if it can be determined that the activity directly benefits the entitlement community's residents. Documentation of these benefits must be provided before CDBG funds are awarded for the activity.



City of Appleton COMMUNITY DEVELOPMENT BLOCK GRANT



L. Conflict of Interest (24 CFR 570.611)

No persons affiliated with the entitlement community (including subrecipients and City Programs) who exercise or have exercised any responsibilities with respect to CDBG programming, or who are in a position to participate in a decision-making process, may obtain a financial interest or benefit from a CDBG-assisted activity (including subcontracts), either for themselves or those with whom they have business or immediate family ties, during their tenure or for one year thereafter.

IV. LOCAL PROGRAM GUIDELINES

A. Program Oversight

The Community and Economic Development Committee (CEDC) – composed of five aldermen appointed by the Mayor – serves as the jurisdiction for Common Council oversight of the CDBG Program. Local financial oversight lies with the City of Appleton Finance Department. Local administrative/programmatic oversight lies with the City of Appleton Community and Economic Development Department (CEDD).

B. Consolidated Plan Submission

The City of Appleton has elected to submit a Consolidated Plan to HUD every five years. The Citizen Participation Plan provides for and encourages citizens to participate in the development of the Consolidated Plan, which will begin approximately one year before the required submittal date.

C. Definitions

- Subrecipient – an entity charged with implementation of one or more activities funded with Appleton CDBG dollars
 - community partner subrecipient – local agencies awarded CDBG-funding to implement an eligible activity via a competitive application process
 - public services subrecipient – local agencies awarded CDBG-funding to implement an eligible public service activity via a competitive application process
- Adjusted award – the amount of CDBG funds available to City Programs and subrecipients after administration, fair housing, and audit allocations are deducted

D. Local Categorical Limits

The following limits expand upon federal categorical limits associated with the CDBG program:

- (1). At least 70 percent of CDBG funds utilized over three program years must be expended for LMI benefit; this excludes planning/CDBG administration activities.
- (2). The amount of CDBG funds obligated for public service activities in each program year may not exceed 15 percent of the adjusted award for that year.
- (3). The amount of CDBG funds obligated for planning/CDBG administration activities in each program year may not exceed 20 percent of the total entitlement grant for that year.
- (4). Any single award will not be less than \$10,000.

E. Audit Requirements

Section 2 Part 200 of the Code of Federal Regulations and the State Single Audit Guidelines require major state programs and federal programs to complete a single audit. The necessary amount for fulfilling these requirements will be identified by the Finance Department and the City's independent auditors. This amount will be deducted from the estimated amount available for the program year and not included in the estimates of the adjusted award.



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F. Fair Housing Services

In keeping with the spirit of federal fair housing requirements, an annual allocation for fair housing services will be approved. This activity will be reported as an administrative expense, which claims no benefit. The City of Appleton will utilize the award to contract with an independent entity qualified to provide residents with a variety of fair housing services. This amount will be deducted from the estimated amount available for the program year and not included in the estimates of the adjusted award.

G. Program Administration

HUD requires entitlement communities to provide for efficient and adequate administration of CDBG programming. Administration costs may only include: salary/fringe, necessary training/travel, supplies and telephone/postage, in addition to fair housing services and audit costs. The necessary amount for fulfilling this requirement will be identified by the Community and Economic Development and Finance Departments. This amount will be deducted from the estimated amount available for the program year and not included in the estimates of the adjusted award.

H. Annual Allocation of CDBG Funding

The City of Appleton's Program Year begins April 1 and concludes March 31 of the following year. Each program year, administration, audit and fair housing costs, along with adequate funding for the Homeowner Rehabilitation Loan Program, the Neighborhood Program and Appleton Housing Authority will be subtracted from the annual entitlement award amount to determine the adjusted award. The adjusted award will first be available to City of Appleton Departments/Programs/component units that wish to undertake projects. After the City allocation process is complete, any remaining funds may be allocated to community partner applicants.

I. City Allocation Process

Each year adequate funding will be allocated through the City Budget process to the following: Homeowner Rehabilitation Loan Program, Neighborhood Program, Administration Costs and Appleton Housing Authority. Then, other City of Appleton Departments will have the opportunity to submit an application for CDBG funding. The application will include information relating to goals, outputs, budget/financing, detailed activity descriptions, capacity and performance. CEDD staff, per HUD rules and regulations, will perform an administrative review of each plan to ensure that:

1. Proposed activities are included within the listing of eligible activities (24 CFR 570.201)
2. Proposed activities do not fall within a category of explicitly ineligible activities (24 CFR 570.207)
3. Proposed activities will meet one of the national objectives of the program (24 CFR 570.200)
4. Proposed activities will address priority needs as identified in the Consolidated Plan

Upon completion of the administrative review, the plans will be presented to the CEDC. CEDC will also review the submitted plans to ensure the proposed activities meet the four standards listed above and allocate adequate funds for each plan. CEDC's recommendation will then be presented to the Common Council for approval.

J. Community Partner Subrecipient Allocation Process

The community partner application process will begin after allocations for City applications have been approved, and end with recommended allocations being announced after Council approval. Applications will be made available for approximately one month and should be submitted to the CEDD. All applications must be received by the announced deadline; no exceptions will be made. CEDD staff will perform an administrative review of each proposal, per HUD rules and regulations, to ensure the four



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standards listed under letter E. above, will be met if proposed activities are funded.

Upon completion of the administrative review, the proposals will be presented to the CDBG Advisory Board which will review and make funding recommendations for each proposal. This Board will consist of the following members:

1. Mayor
2. Common Council President
3. Chairperson of the Community and Economic Development Committee or committee designee
4. Chairperson of the Appleton Redevelopment Authority or committee designee
5. Representative from an Experienced Outside Funding Agency – on a rotating basis (i.e. United Way, Community Foundation, JJ Keller Foundation, U.S. Oil Basic Needs Partnership)
6. Citizen member from the City Plan Commission

CEDD staff will supply the Board with applications and all appropriate guidelines along with a summary of each proposal, and an explanation of the proposal score sheet. Board members are asked to allocate funding among the applicants and return their allocations to CEDD staff who will compile all results and present allocation recommendations at a Board meeting during which allocation amounts will be finalized. In completing their funding recommendation, the Board will utilize an estimated CDBG entitlement award dollar amount, which will be calculated based on past awards and any available information on HUD's future funding strategies. Funding recommendations from this Board will be presented as an Action Item to the CEDC. CEDC's recommendation will then be presented to the Common Council for final approval.

K. Estimated vs. Actual Entitlement Award

If there is a differential between the estimated award and the actual award, the CDBG Advisory Board will be consulted and their recommendations will be presented to CEDC and Council for approval.

L. Subrecipient Agreement/Letter of Understanding/Training Session

Community partner subrecipients of CDBG funds must enter into a subrecipient agreement with the City of Appleton. This subrecipient agreement serves as a formal contract addressing the various policies outlined in this document, in addition to contract amount/term, reimbursement requests, accomplishment reporting, monitoring, financial management guidelines, conflict of interest, and additional federal standards, including lead-based paint regulations and the Davis Bacon Act. Furthermore, each City Program receiving CDBG funds must sign a Letter of Understanding (LOU) indicating an understanding of the items above. To ensure all parties understand the requirements of their agreement or LOU, a mandatory training session will be held with new subrecipients before funds are released. Technical assistance from staff will be available to all subrecipients throughout the program year.

M. Statement of Work

All subrecipients and City Programs shall submit a concise Statement of Work that illustrates an implementation plan for their CDBG activity. This Statement, which will be attached to the subrecipient agreement/LOU includes: national objective claimed, activity descriptions, intended beneficiaries (number and type), detailed budget and location(s) of program-related activity.

N. Report Submissions

All subrecipients and City Programs are required to submit a report of their accomplishments with each payment request during the program year when applicable, as well as an Annual Report by April 15th, which is a comprehensive report covering the agreed upon objectives, activities and expenditures for the entire



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contract period. If said reports are not attached to payment requests when required, payments will be withheld until the report is submitted.

O. Change of Use

If a subrecipient or City Program wishes to utilize funds for an activity not identified on their original application, they are required to submit a detailed letter to the CEDD explaining the reasoning for and amount of the proposed change and a public comment period may be held per the Citizen Participation Plan.

P. Displacement/Relocation

Due to the potential liability for long-term assistance and burdens placed on affected tenants, the City of Appleton will avoid funding CDBG projects that involve permanent residential displacement or business relocation unless displacement/relocation prove to be the only means available to correct a public health/safety hazard or other critical condition.

Q. Procurement

The City of Appleton Procurement Policy applies to all CDBG activities, including both City Programs and subrecipients that involve the purchase of equipment, materials, supplies and/or services. A copy of this policy will be distributed to all subrecipients.

R. Audits

All subrecipients are required to submit one copy of their audited financial statement immediately following the end of their fiscal year during which CDBG funds are received, unless an alternate arrangement has been made with the City of Appleton Finance Department. CDBG applications may include audit costs as a reimbursable expense.

S. Disputes

Any dispute concerning a question of fact arising under a subrecipient program or City Program shall be resolved by CEDD staff, who shall relay his/her decision in writing to the subrecipient or City Program, in addition to furnishing a copy to the Mayor and the CEDC. The decision of CEDD staff shall be final and conclusive unless the subrecipient or City Program furnishes a written appeal to the CEDC within ten days of the date of receipt of such copy. The decision of the CEDC in such appeals shall be final and conclusive unless appealed to a court of competent jurisdiction within 30 days of receipt of the CEDC's decision.

T. Unspent Grant Funds

Any uncommitted CDBG funds remaining at the end of the program year will be reprogrammed for use in the subsequent program year. The subrecipient shall submit a carryover request, including both documentation of plans for expending funds and a timeline for the expenditure, to CEDD staff by April 15. If any unspent grant funds remain after September 30, CEDD staff will meet with the subrecipient to determine if further action needs to be taken to expedite the expenditure of funds.

U. Termination

If the subrecipient or City Program fails to fulfill, in timely and proper manner, its obligations under the Statement of Work, or if they violate any stipulations contained within the subrecipient agreement/LOU, the City has the right to terminate funding of their program. Written notice will be delivered at least 30 days before the termination.



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V. Examination of Records/Monitoring

The subrecipient and City Program shall maintain records (including books, documentation and other evidence) pertaining to the costs of carrying out their activity to the extent of detail that will adequately reflect net costs, direct and indirect labor, materials, equipment, supplies/services, and other expenses. Authorized representatives of the City or HUD shall have access to subrecipient and City Program records at reasonable times of the business day for inspection, audit or reproduction. Subrecipients and City Programs must make these records available throughout the program year and four years after it expires. Furthermore, CEDD staff may schedule monitoring visits with the subrecipient to evaluate the progress/performance of the program and provide technical assistance.

W. Financial Management Systems

Subrecipients and City Programs must employ financial management systems that are capable of generating regular financial status reports indicating the dollar amount allocated (including budget revisions), amount obligated, and amount expended for each activity. The system must permit the comparison of actual expenditures and revenues against budgeted amounts. The City must be able to isolate/trace every CDBG dollar received.

X. Payment Requests

Community partner subrecipients and City Programs will submit requests for payment with attached supporting documentation to the CEDD. Payment requests shall be allowed on a reimbursement basis (i.e. only after expenditures have been incurred) and shall be reviewed to ensure the expenditures are in conformity with the use of funds as described in the Statement of Work. If source documentation is deemed inadequate by Staff, all payments will be withheld until all required documents have been submitted. Payment requests received and approved will be processed and a check issued in accordance with the City of Appleton Finance Department weekly pay cycle. All payment requests must contain an original signature.

Y. Program Income

Any program income (as defined under applicable federal regulations) gained from any activity of the subrecipient may be retained by the subrecipient or City Program provided the income is treated as additional CDBG funds subject to all applicable requirements governing the use of CDBG funds. Anticipated program income must be documented and described in the subrecipient or City Program proposal/application. Furthermore, any and all program income received must be reported to the City of Appleton's Community and Economic Development and Finance Departments, unless otherwise specified in this contract.

Z. CDBG Activity Promotion

All subrecipients and City Programs are required to participate in promotion of the City of Appleton CDBG Program. Expectations will be outlined by staff at the beginning of the program year and may include, but are not limited to:

- Inclusion of the Appleton/CDBG logo in materials/at project sites
- Mentorship of a subrecipient new to the CDBG Program
- Participation in a CDBG Open House to showcase grant activities

V. APPLICATION/PROPOSAL EVALUATION CRITERIA

A. General

In order to receive CDBG funding, subrecipient and City Programs must meet a priority need, as identified



City of Appleton COMMUNITY DEVELOPMENT BLOCK GRANT



in the Five-Year Consolidated Plan. Additional preference, however, will be given to CDBG applicant activities that meet one or more of the following criteria:

- (1). Seek a one-time use of CDBG funding
- (2). Benefit residents of LMI census tracts (population at least 46.7 percent LMI)
- (3). Will result in additional housing units being placed on the tax roll
- (4). Demonstrate secured complementary sources of funding (i.e. leverage) and/or strong efforts to solicit and secure complementary funding.
- (5). Serve special needs populations, including, but not limited to:
 - a. Elderly/frail elderly
 - b. Persons with disabilities (developmental and physical)
 - c. Persons with HIV/AIDS and their families
 - d. Persons seeking solutions to alcohol and drug addiction

B. Public Services (subject to 15 percent cap)

Preference will be given to Public Service CDBG applicants whose activities meet one or more of the following criteria:

- (1). Program service costs – one time use
- (2). Administrative expenses – one time use
- (3). Program service costs – continual use
- (4). Administrative expenses – continual use

Rcvd 9/1/16 (ng)

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

PART A – CONTACT INFORMATION

1. **Program/Project Name:** Community and Economic Development – Housing Project
2. **Contact Person Name/Title:** Karen Harkness/Director
3. **City Department:** Community and Economic Development
4. **Supervisor Name/Title (if applicable):** /
5. **Telephone Number:** (920) 832-6468
6. **Fax Number:** (920) 832-5994
7. **Email Address:** Karen.Harkness@appleton.org

PART B – INDICATORS

1. **To be eligible for funding, the program/project for which you are requesting funding must address one national objective.**

☒ The project meets the needs of low- and moderate-income persons. At least 51 percent of the participants or beneficiaries of the project will meet the low- and moderate-income guidelines listed in Exhibit A.

☐ The project is located in a low- and moderate-income area. In this case, the project must be available to all the residents of one of the areas identified on the map in Exhibit B and primarily residential. Typical activities funded are area street improvements, water and sewer lines, parks and other public facilities.

☐ The project meets the needs of one of the following specific groups of people (low-mod limited clientele): abused children, elderly persons, battered spouses, homeless persons, severely disabled persons, illiterate adults, persons living with AIDS and migrant farm workers.

☐ The project provides housing assistance to low- and moderate-income households. Fundable activities include housing rehabilitation, acquisition of property for housing and homeownership assistance.

☐ The project creates or retains jobs for low- and moderate-income persons.

☐ The project eliminates specific instances of blight or physical decay. The only activities to be funded under this category are acquisition, demolition or rehabilitation of buildings.

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

2. Program category:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Acquisition | <input checked="" type="checkbox"/> Housing |
| <input type="checkbox"/> Administration/Planning | <input type="checkbox"/> Public Facilities |
| <input type="checkbox"/> Economic Development | <input type="checkbox"/> Public Services |

3. Priority need(s) met (use list provided in Exhibit C):

- a) Acquisition for new housing
- b) Improve and maintain housing stock
- c) Neighborhood revitalization

4. Proposed output type and number (select more than one if necessary):

- | | |
|---|---|
| <input type="checkbox"/> _____ persons directly served | <input checked="" type="checkbox"/> <u>5</u> housing units rehabilitated/acquired |
| <input checked="" type="checkbox"/> <u>5</u> households directly served | <input type="checkbox"/> _____ jobs created/retained |
| <input type="checkbox"/> _____ businesses rehabilitated | <input type="checkbox"/> _____ other (<i>specify</i> : _____) |

5. Check one HUD-defined objective that best relates to your potential CDBG-funded program:

- ☐ Create Suitable Living Environments → address issues in daily life (social barriers, physical barriers, etc.)
- ☒ Provide Decent Affordable Housing → address individual, family, or neighborhood housing needs
- ☐ Expand Economic Opportunity → address economic development (job creation, commercial rehab, etc.)

6. Check one HUD-defined outcome that best relates to your potential CDBG-funded program:

- ☐ Availability/Accessibility → make basic services more readily available/accessible to low-income persons
- ☒ Affordability → make basic services more affordable for low-income persons in a variety of ways
- ☐ Sustainability → improve the overall viability of communities (blight elimination, LMI benefits, etc.)

PART C – FUNDING INFORMATION

(limit narrative responses to the space provided)

1. CDBG funds requested (minimum of \$10,000): \$200,000

2. Percent of total program/project budget that will be covered by this CDBG award: 33%

3. Is it anticipated that CDBG funding will be needed for this activity in the future?

If so, describe the reason and plan for future funds.

There may be additional requests in 2018 and possibly 2019, particularly if we increase the number of units. This will depend on the finalized site, cost of acquisition and infrastructure.

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

4. Amounts of prior year CDBG awards received by your department:

2016-2017 = \$0 for this particular project/\$535,325 as a department 2015-2016 = \$0 for this particular project/\$523,813 as a department 2014-2015 = \$0 for this particular project/\$525,200 as a department

5. Detailed program/project budget for CDBG funds (Please be as detailed and specific as possible)

Program/Project Activity	CDBG Award Allotment
Salaries	\$
Fringe	\$
Office space (program only)	\$
Utilities	\$
Communications	\$
Copies/Printing	\$
Supplies and Materials	\$
Mileage	\$
Audit	\$
Indirect costs (specify)	\$
Other (specify): Acquisition of land/infrastructure	\$200,000
Other (specify)	\$
Other (specify)	\$
Other (specify)	\$
Other (specify)	\$
TOTAL:	\$200,000

6. If using the funds for wages/salaries, please list the titles of the positions and the percentage of the total wages/salary for each that will be funded by this CDBG award.

N/A – No salaries will be funded with this project

7. If the entire amount of your request is not allocated, will the activity still be possible? And if so, how will the activity be altered to allow for the smaller award?

Yes, additional funding from other sources will be sought. The project may be reduced in scope.

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

8. SPECIFIC major sources that will/may also fund this program/project in 2017:

Leverage Source (i.e. general funds, capital funds, etc.)	Amount	Status
a) Other Federal/State Funding	\$250,000	in process
b) Private Donations	\$50,000	in process
c) In-Kind Donations from other agencies	\$100,000	in process
d)	\$	(select one)
e)	\$	(select one)

9. Describe your efforts to secure additional/complementary funding for your program/project. If this program/project will generate program income, please note the amount and how it will be spent.

Private Donations and In-Kind Donations from other agencies have already been offered for this project. Although no specific amounts have been committed yet, there are enough in-kind offers to fill the gaps for funding this project, as necessary. The intent is to apply for other federal and/or State funding, as needed, to fund the development/construction portion of the project. Due to the community support and interest in this project, those funds may not be necessary. The project is not expected to generate program income.

PART D – PROJECT DESCRIPTION

(limit narrative responses to the space provided)

1. Describe the activities to be carried out through this grant request and how this activity relates to the mission of your department and the City.

The City of Appleton's mission is "meeting community needs and enhancing quality of life." Our Department delivers programs and services to fulfill the City's mission and a recent collaboration with local agencies produced the Project RUSH (Research to Understand and Solve Homelessness) report that illustrates specific needs in our community. Our proposal is to address the City's mission and Project RUSH through the creation of a small home community. This will expand housing options that are affordable for all residents of the City of Appleton.

2. Describe how the project meets the national objective and how it fits into the program category, both chosen above (Part B).

The objective of the project is to provide decent affordable housing which would serve households where at least 51% of the beneficiaries are low and moderate-income.

3. Identify the projected target population the proposed CDBG-funded program/project will serve (i.e. age, race, residency, disability, income level, other unique characteristics/information).

The projected target population will be primarily low- to moderate-income households with incomes below 80% CMI. It is anticipated that the majority of the beneficiaries will also be elderly, disabled, and/or minorities. However, the housing will not be limited to that clientele.

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

4. Describe how this program/project is unique and/or coordinates with others to avoid duplication of services and meets the high priority needs of the community as chosen in Part B.

This project will specifically address a housing need of the community as identified in the Project RUSH study. The goal is to develop 5 affordable housing units in a small home community that will be permanently affordable to low- and moderate-income residents of the City of Appleton. The intent is to acquire and clear the land and prepare it for development with CDBG funds. Non-profit housing agencies will then work with City staff to develop the housing for that site as deemed appropriate by the City of Appleton. Our department may be involved in helping to secure additional funding from other state and federal resources for the development of that housing, if necessary.

PART E – OUTCOMES

(limit narrative responses to the space provided)

1. Describe how the potential CDBG-funded program relates to the outcome chosen above (Part B).

The project will provide new decent, safe, and affordable housing in Appleton, constructed in a way that will ensure the dwelling will retain value, as well as improve blighted areas of the City.

2. Briefly describe data that will be collected and/or analysis used to measure success in achieving the objective and outcome identified above (Part B) for the target population.

The number of housing units constructed, the number of low- to moderate- income residents affected, and the elimination of blighted neighborhoods will determine the success of this project.

PART F – ATTACHMENTS

1. Please attach the following information relating to your program/project:

- ☒ Detailed Budget Breakdown (most current)
- ☒ Department Structure Chart
- ☐ N/A - Descriptive Material (brochures, flyers, fact sheets, etc.)

PART G – AUTHORIZATION

Karen E. Harkness
Name of Department Head

Director of Community & Economic Development
Title of Department Head

Signature of Department Head

Date

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

EXHIBIT A: FY 2016 Income Limits Documentation System

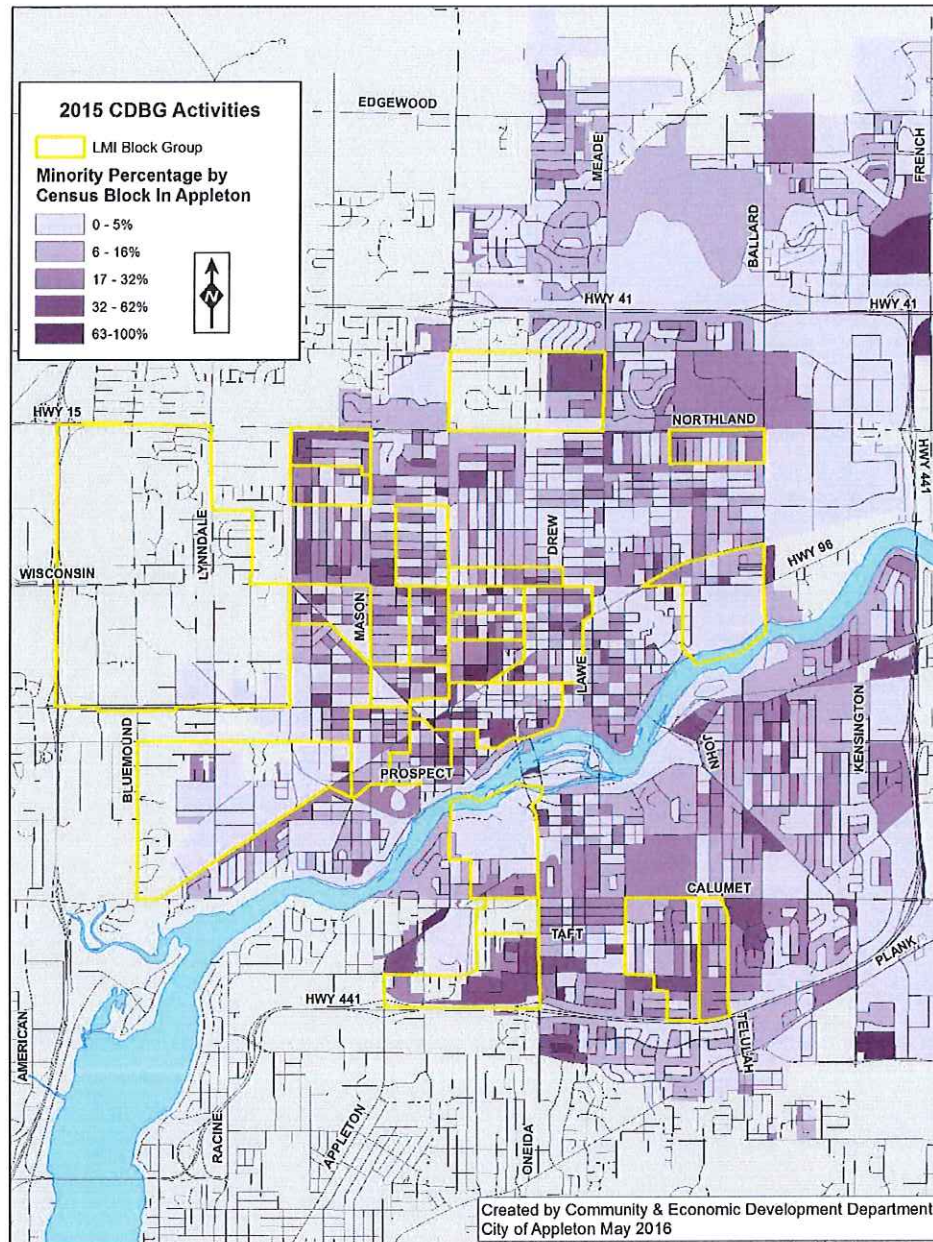
Outagamie County, Wisconsin

FY 2015 Income Limit Category	1 person	2 person	3 person	4 person	5 person	6 person	7 person	8 person
Extremely Low (30%)	\$ 15,550	\$ 17,750	\$ 20,160	\$ 24,300	\$ 28,440	\$ 32,580	\$ 36,730	\$ 40,890
Very Low (50%)	\$ 25,850	\$ 29,550	\$ 33,250	\$ 36,900	\$ 39,900	\$ 42,850	\$ 45,800	\$ 48,750
Low (80%)	\$ 41,350	\$ 47,250	\$ 53,150	\$ 59,050	\$ 63,800	\$ 68,500	\$ 73,250	\$ 77,950

NOTE: Outagamie County is part of the Appleton, WI MSA, so all information presented here applies to all of the Appleton, WI MSA. The Appleton, WI MSA contains the following areas: Calumet County, WI; and Outagamie County, WI.

Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

EXHIBIT B



Community Development Block Grant (CDBG) 2017 CITY PROPOSAL FORM

EXHIBIT C: Priority Needs – City of Appleton

As an Entitlement Community, the City of Appleton provides grant assistance for local projects through use of Community Development Block Grants (CDBG). Each year, organizations may apply for funding to implement activities that meet the goals and objectives as defined in the City's Five-Year Consolidated Plan. The priority needs for 2015-2019, around which these goals revolve, are included in the following table:

Five-Year Goals	Five-Year Goal Outcomes
Improve and maintain housing stock	175 owner-occupied homes rehabilitated
Homebuyer assistance	40 first-time homebuyers receive downpayment assistance
Rental rehabilitation	40 rental units rehabilitated
Acquisition for new housing	15 new housing units
Public facilities improvement and maintenance	900 persons assisted through allocations to community based agencies for facility improvement and maintenance activities
Neighborhood revitalization	10,000 persons assisted through various public facility improvements
Public services	5,500 persons assisted through provision of various public services

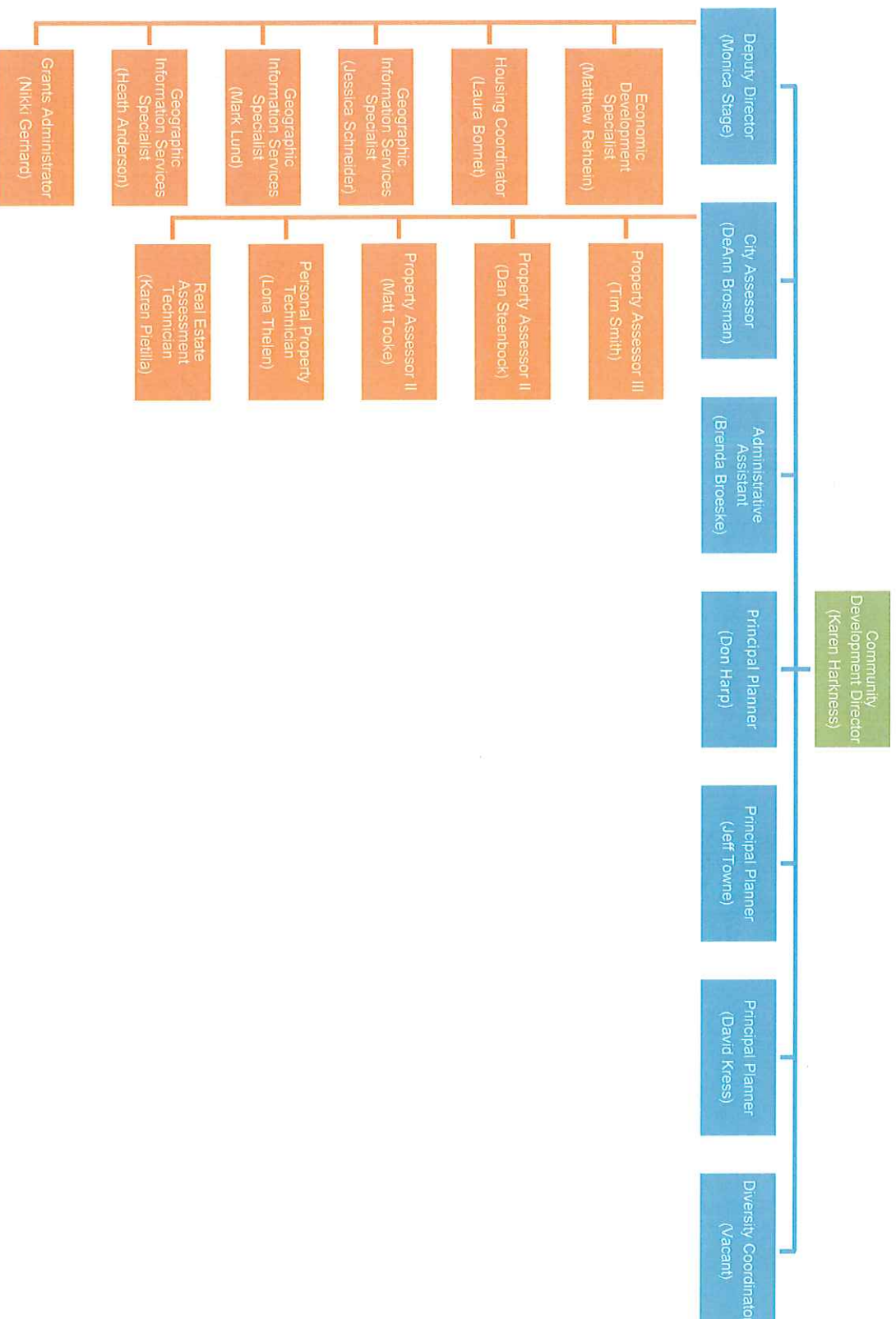
Goals and Outcomes Summary

Project Budget - CEDD Housing Project

Site Acquisition/Prep (CDBG Request)	\$ 200,000
In-Kind Donations	\$ 100,000
Private Donations	\$ 50,000
Federal/State Funding	\$ 250,000
Total Project Budget	\$ 600,000

Department of Community and Economic Development

Organizational Chart





MEMORANDUM

TO: Community & Economic Development Committee

FROM: Karen Harkness, Director of Community & Economic Development

DATE: September 14, 2016

RE: Hotel Room Tax Commission Draft By-Laws

The Hotel Room Tax Commission, created by the approval of the IGA (inter-governmental agreement) documents and under the provisions of Section 66.0615 of Wisconsin Statutes Room Tax Act, has been crafting by-laws for the organization.

The responsibility of the Hotel Room Tax Commission is to coordinate tourism promotion and tourism development using tax revenues generated from the imposition of room taxes in the Fox Cities Tourism Zone. The Fox Cities Tourism Zone is comprised of the 10 municipalities that approved the IGA documents.

There are two areas highlighted.

Section 6.05 directs that municipalities would contribute \$300 annually for each seat they hold on the Commission. These discretionary funds, used to conduct Commission business, will be kept in a separate fund and subject to annual audits. Once the discretionary funds accumulate to \$20,000, the municipal contributions would be suspended until the discretionary funds fell to \$15,000. At that point, the municipalities would then contribute to the discretionary fund until it reached \$20,000.

The City of Appleton has 3 appointments to the Hotel Room Tax Commission, so our annual payment would be \$900.

Section 10.01 directs that each municipality is responsible to collect the room tax. The point to this section is to confirm that it is not the responsibility of the Hotel Room Tax Commission to collect the hotel room tax.

The draft by-laws are under information on the CEDC Agenda in our effort to keep Council informed and the process transparent.

If you have further questions, I can be reached at 920-209-9520 or Karen.Harkness@appleton.org.

FOX CITIES AREA ROOM TAX COMMISSION

BYLAWS

ARTICLE I. NAME AND PURPOSE

Section 1.01 The FOX CITIES AREA ROOM TAX COMMISSION (the “Commission”) has been created as a Commission under the provisions of Section 66.0615 of the Wisconsin Statutes (“Room Tax Act”), formed to coordinate tourism promotion and tourism development using tax revenues generated from the imposition of room taxes in the Fox Cities Tourism Zone (as hereinafter defined) pursuant to the Room Tax Act. The jurisdiction of the Commission shall be the area comprised of the CITY OF APPLETON, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Appleton”), the CITY OF KAUKAUNA, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Kaukauna”), the CITY OF NEENAH, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“City of Neenah”), the VILLAGE OF KIMBERLY, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Kimberly”), the VILLAGE OF LITTLE CHUTE, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Little Chute”), the TOWN OF GRAND CHUTE, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Grand Chute”), the TOWN OF NEENAH, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Town of Neenah”), the TOWN OF MENASHA, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Town of Menasha”), the CITY OF MENASHA, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“City of Menasha”), and the VILLAGE OF SHERWOOD, WISCONSIN, a Wisconsin Municipal corporation and political subdivision (“Sherwood”), collectively, the “Municipalities”. The area comprising the Municipalities is deemed to be the “Fox Cities Tourism Zone.” The Municipalities have determined by written agreement that they are deemed to be one destination as perceived by the traveling public.

Section 1.02 The Commission is a quasi-Municipal body, corporate and politic, that is separate, distinct and independent from the State of Wisconsin and all local units of government. Its jurisdictional boundaries lie within the Fox Cities Tourism Zone. The Commission shall have all powers, authorities, duties and responsibilities set forth in Section 66.0615 of the Wisconsin Statutes and shall be subject to all provisions applicable to Commissions as provided therein. As a quasi-governmental body, the Commission shall comply with all applicable provisions of the Wisconsin Statutes and regulations promulgated thereunder as well as these Fox Cities Area Room Tax Commission Bylaws (“Bylaws”).

ARTICLE II. OFFICE

Section 2.01 The principal office for the Commission shall initially be at the Fox Cities Convention and Visitors Bureau (hereinafter “CVB”) Office located at 3433 W. College Ave, Appleton, WI 54914, which is generally the location where Commission meetings shall be held. However, the Commission may locate the principal office within the Fox Cities Tourism Zone and hold meetings within the Fox Cities Tourism Zone as determined by the Commission from time to time.

ARTICLE III. MEMBERSHIP

Section 3.01 Membership on the Commission shall be as prescribed and established under the provisions of Sec. 66.0615(1m)(c) of the Wisconsin Statutes, as amended from time to time. ~~The Commission assumes under 66.0615(1m)(c) that the following language "...in which annual room tax collections are \$300,000 or less" means some room tax must be collected in order for a municipality to have a member on the Commission.~~

Section 3.02 The room tax collection totals for the previous year will be determined by the March Commission meeting and these figures will be used to determine membership numbers for the next year. All Commission appointments must be finalized by or at the June Commission Meeting.

Section 3.03 A non-member municipality is eligible to become a member of the Commission, provided that the Municipalities agree in writing that the non-member municipality and the Municipalities are deemed to be one destination as perceived by the traveling public, and it (i) adopts an ordinance to impose a Room Tax consistent with the then-current requirements of this Commission and the Room Tax Act, (ii) becomes a party to all instruments relating to the imposition of Room Tax to which Municipalities in the Fox Cities Tourism Zone are a party; and (iii) becomes a party to any other instrument as deemed necessary and proper by the Commission.

Section 3.04 Member municipalities must each pass a resolution adopting these Bylaws. The Commission shall keep on file a copy of each municipal resolution.

ARTICLE IV. COMMISSIONERS

Section 4.01 The business affairs of the Commission shall be overseen by the Commissioners of this Commission.

Section 4.02 The number of Commissioners comprising the Commission shall be as prescribed under the provisions of Section 66.0615(1m)(c)(2), of the Wisconsin Statutes, as amended from time to time and according to Article III Sec. 3.02 of these Bylaws.

Section 4.03 The terms of office of each Commissioner shall be one (1) year, at the pleasure of the appointing official per Section 66.0615(1m)(c)(2), commencing in June of each year. In the event that the beginning month of the office is changed, the Commission may extend the term of sitting members until the new term begins, however such extension shall not extend for more than six months. Commissioners may be reappointed for an unlimited number of terms.

Section 4.04 Vacancies on the Commission shall be filled by the appointing authority who appointed the person whose office is vacant. A person appointed to fill a vacancy shall serve for the remainder of the unexpired term to which they were appointed.

Section 4.05 Commissioners shall receive no salaries for their services, but may receive reimbursement for their actual and necessary expenses incurred in the performance of their duties, as approved by the Commission.

Section 4.06 The Commission shall provide by resolution for the confidentiality of information obtained under Section 66.0615(2). All Room Tax returns, schedules, exhibits, writings or audit reports relating to such returns, on file with the Commission and the Municipalities are deemed confidential, except that the Commission or the Municipalities may divulge their contents to the following, and no others:

- (a) The person or his/her legal representative who filed the return; and
- (b) Officers, employees or agents of the Municipal treasurer and the Commission; and
- (c) Other persons for the use in the discharge of duties imposed by law, or in the discharge of the duties of their office (unless otherwise prohibited by law), or by order of a court. The Commission may provide for the publishing of statistics classified so as not to disclose the identity of particular returns.

The Commission shall provide that persons violating the resolution enacted under this subsection may be required to forfeit not less than one hundred dollars (\$100.00) or more than five hundred dollars (\$500.00). Revenue from fines will become part of the Commission's Discretionary Funds. The Commission may use all lawful and reasonable means to collect amounts owed.

ARTICLE V. MEETINGS

Section 5.01 All annual, regular, and special meetings of the Commission shall be held at the general meeting location of the Commission unless otherwise provided.

Section 5.02 The Annual Meeting of the Commission shall be held on a date during the month of June of each year, at such time as shall be determined by the Chairperson or through provisions stated in these Bylaws.

Section 5.03 Regular meetings of the Commission shall be held quarterly in the months of June, September, December, and March at such times as shall be fixed by the Chairperson upon no less than forty-eight (48) hours prior notice.

Section 5.04 Special meetings of the Commission may be called by the Commission Chairperson or by the Vice-Chairperson, in the absence of the Chairperson. Special meetings of the Commission may also be called upon a written request signed by five (5) Commissioners stating the purpose or purposes of such Special Meeting request. The person or persons authorized to call special meetings of the Commission may fix the date and time of such meeting upon no less than forty-eight (48) hours prior notice.

Section 5.05 To the extent provided by these Bylaws, the Commission, or any committee of the Commission, may, in addition to conducting meetings in which each Commissioner participates in person, and notwithstanding any place set forth in the notice of the meeting by these Bylaws, conduct any annual, regular or special meeting by the use of any electronic means

of communication, provided (1) all participating Commissioners may simultaneously hear each other during the meeting and (2) all requirements of the Open Meetings Law are met. A Commissioner participating in a meeting by any means pursuant to this Section 5.05 shall be deemed to be present in person at the meeting.

Section 5.06 Notice of any regular or special meeting shall be given by written notice, delivered personally, by mail, facsimile transmission or e-mail to each Commissioner at his or her business address, facsimile number, e-mail address or at such other address or number as such Commissioner shall have designated in writing and filed at the Commission's principal office. Such notice shall normally be given at least three (3) calendar days prior to a regular meeting and, in no case, less than forty-eight (48) hours prior to a meeting. In the case of an emergency, notice to Commissioners shall be given at least two (2) hours before a meeting.

- (a) Public notice of all meetings shall be in accordance with the Open Meetings Act. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail so addressed, with postage thereon prepaid. If notice is given by electronic mail, such notice shall be deemed to be delivered when the sender transmits the message. If notice is given by facsimile transmission, such notice shall be deemed to be delivered when the sender receives in-hand a confirmation sheet indicating that the transmission is complete.
- (b) Whenever any notice is required to be given to any Commissioner under the provisions of these Bylaws, or under the provisions of any statute, a waiver thereof, in writing, signed at any time, whether before or after the time of the meeting, by the Commissioner entitled to such notice, shall be deemed equivalent to the given of such notice. The attendance of a Commissioner at a meeting shall constitute a waiver of notice of such meeting, except where a Commissioner attends a meeting and objects because the meeting is not lawfully called or convened.

Section 5.07 A majority of the number of Commissioners then in office shall constitute a quorum for the transaction of business at any meeting of the Commission.

Section 5.08 Except as otherwise specified by law or these Bylaws, the affirmative vote or approval of a majority of the Commissioners present at a meeting at which a quorum is present, shall be the act of the Commission, or a committee of the Commission in the case of a committee meeting. The voting on all matters presented for a vote shall be by voice vote, unless a Commissioner requests a roll call, or if roll call vote is required by law, in which case the Yeas and Nays shall be entered upon the minutes of the meeting. All resolutions or votes of the Commission shall be entered in full in the minutes of the meeting or otherwise reduced to writing.

Section 5.09 Meetings of the Commission shall generally be conducted by Robert's Rules of Order as revised from time to time.

ARTICLE VI. REPORTS, AUDITS, AND FINANCES

Section 6.01 It is recognized that the Fox Cities Convention and Visitors Bureau will be providing the labor behind the tasks spelled out in this section gratuitously but it is not the intent

of the Commission to be a significant burden on the CVB. This effort by the CVB is welcomed and appreciated by the Commission, which will make its best efforts to keep requests of CVB staff minimal.

Section 6.02 The CVB will submit the following reports to the Commission:

- (a) A quarterly report that includes a detailed report of all administrative expenses, if any, of the Commission for the past quarter and a detailed report itemizing all expenses incurred in the past quarter that have been or should have been paid by the Commission. At the discretion of the CVB, the aforementioned reports may be combined into one report. This report should be delivered within sixty (60) days after the end of the quarter.
- (b) An annual report summarizing the activities of the Commission for the prior year and the purposes for which the room tax revenues were spent, as well as a balance sheet and income statement. This report should be delivered within one hundred and eighty (180) days after the end of the calendar year, but in no event less than ten (10) days prior to the Annual Meeting of the Commission as required by Section 5.02.

Section 6.03 It is anticipated that the Commission funds shall be audited by and through the annual audit of the CVB. Such audit shall be conducted by a reputable and licensed accounting firm with an audit letter issued by a certified public accountant. In the event that an audit is not accomplished by the CVB or the Commission desires to conduct an audit independent of the CVB, the Commission may authorize such an audit upon the affirmative vote of the Commission. This audit shall be conducted as soon as practicable after January 1 and shall be completed and received by the Commission no later than ten (10) days prior to the Annual Meeting of the Commission.

Section 6.04 Room tax revenue is currently designated for various purposes ("Nondiscretionary Funds"). The three percent (3%) designated for the exhibition center remains under the control of the Commission for dispersal to the City of Appleton for Commission approved expenditures in furtherance of construction of the exhibition center in accordance with approved municipal agreements. Expenditures for the exhibition center may also include bond payments once bonding is secured. These exhibition center funds will be kept separate and distinct from all other funds and are subject to annual audits.

Section 6.05 Member municipalities are requested to contribute annually by June 1st an amount equal to ~~0.1% of all collected room tax revenue~~ \$300 for each seat on the Commission that is appointed by a for the municipality (although source of funds is up to the Member Municipality) for the support of the Commission and conducting of Commission business ("Discretionary Funds"). The Discretionary Funds will be kept separate and distinct from room tax revenues, will be subject to annual audits, and expenditures will only be made upon proper approval of the Commission. The Discretionary Funds will be allowed to accumulate until a twenty thousand dollar (\$20,000) savings is reached, at which time municipal contributions will be suspended until the Discretionary Funds are below fifteen thousand dollars (\$15,000).

Section 6.06 The Commission may approve expenditures of Nondiscretionary Funds for designated and approved purposes and approval of Discretionary Funds for the conduct of

Commission business. Upon approval of any expenditure, a payment will be issued to the recipient and approved/signed by the executive director of the CVB and the Commission Chairperson, or Vice-Chairperson in the absence of the Chairperson.

ARTICLE VII. OFFICERS

Section 7.01 The principal officers of the Commission shall be a Chairperson, a Vice-Chairperson, and Secretary/Treasurer. The Commission shall select such officers from its members. Such other officers and assistant officers as may be deemed necessary by action of the Commission may be elected or appointed by the Commission.

Section 7.02 The Chairperson, Vice Chairperson, and Secretary/Treasurer (the “Elected Officers”) shall be elected by the Commissioners at the June meeting of the Commission or at such other time as determined by the Commission. If the election of such officers shall not be held at such meeting, such election shall be held as soon thereafter as it may be convenient. Each officer shall hold office for a term of one (1) year, commencing on the day of his or her election, or until his or her successor shall have been duly elected and shall have qualified, or until his or her death or resignation or until he or she shall have been removed from office in the manner hereinafter provided.

Section 7.03 Any officer or agent elected or appointed by the Commission may be removed by the Commission whenever, in its judgment, the Commission’s best interests will be served thereby. Such removal shall be accomplished by having such matter appear on the agenda of the meeting provided with the notice and such vote occurring according to Roberts Rules of Order by a majority of the members in attendance, provided a quorum has been satisfied.

Section 7.04 A vacancy in any principal office because of death, resignation, removal, disqualification or otherwise, shall be filled by the Commission for the unexpired portion of the term.

Section 7.05 The Chairperson shall be the Commission’s principal executive officer and, subject to the control of the Commission, shall, in general, supervise all of the business and affairs of the Commission. The Chairperson shall, when present, preside at all meetings of the Commission. The Chairperson shall have the authority, either alone, with another officer or through his designee, to sign, execute and acknowledge, on behalf of the Commission, all deeds, mortgages, bonds, contracts and other documents or instruments which are necessary or proper in the regular course of the Commission’s business or which may be authorized by the Commission, except in cases where the signing and execution thereof shall be expressly delegated by the Commission or by the Bylaws to some other officer or agent of the Commission, or shall be required by law to be otherwise signed or executed. The Chairperson shall in general perform all duties incidental to the office of the Chairperson and such other duties as may be prescribed by the Commission from time to time. The Chairperson shall be an ex-officio member of all of the Commission’s committees. In the absence of actual knowledge by third parties to the contrary, the execution of an instrument of the Commission by the Chairperson shall be conclusive evidence,

as to such third parties, of his or her authority to execute the instrument on behalf of the Tourism Zone.

Section 7.06 In the absence of the Chairperson, or in the event of the Chairperson's death or inability or refusal to act as directed by the Commission, the Vice-Chairperson shall perform the duties of the Chairperson; and when so acting, shall have all the powers of and be subject to all the restrictions upon the Chairperson. The Vice-Chairperson may sign, with the Secretary/Treasurer, bonds or notes of the Commission and shall perform all other duties as from time to time may be assigned by the Chairperson and/or the Commission. In the absence of actual knowledge by third parties to the contrary, the execution of any instrument of the Commission by the Vice-Chairperson shall be conclusive evidence, as to such third parties, of his or her authority to act in the stead of the Chairperson.

Section 7.07 The Secretary/Treasurer shall:

- (a) Keep or appoint someone to keep the minutes of the meetings of the Commission in one or more books provided for that purpose.
- (b) See that all notices are duly given in accordance with the provisions of these Bylaws or as required by law.
- (c) Act as the custodian or designate an individual to act as custodian of the Commission's records and see that books, reports, statements, certificates and all other documents and records required by law are properly kept and filed.
- (d) Keep a register of the post office address of each Commissioner and each officer, which shall be furnished to the Secretary/Treasurer by each such person.
- (e) Sign with the Chairperson and/or Vice-Chairperson, all bonds, notes, agreements, deeds, instruments, certificates and other documents of the Commission which shall have been authorized by resolution of the Commission.
- (f) Oversee and report on expenditures, balance sheets, and income statements.
- (g) In general perform all duties incidental to the office of the Secretary/Treasurer and such other duties as from time to time may be assigned to him or her by the Chairperson and/or the Commission.

Section 7.08 The Commission may, from time to time, appoint, hire and employ such other personnel as it shall deem necessary to exercise and carry out the powers, duties and functions of the Commission. The qualifications, duties and numbers of such personnel shall be consistent with the policies determined by the Commission.

Section 7.09 Officers shall receive no salaries for their services, nor shall they be entitled to reimbursement for their actual and necessary expenses incurred in the performance of their duties, unless approved by the Commission.

ARTICLE VIII. CONTRACTS AND FINANCIAL TRANSACTIONS

Section 8.01 The Commission may authorize any officer or officers and/or employees, to enter into any contract, or to execute and deliver any instrument in the name of and on behalf of the Commission, and such authorization may be general or confined to specific instances. The Chairperson shall have the authority to enter into any contract or to deliver any instrument in the name and on behalf of the Commission with respect to any approved budgetary item or as may be granted by the Commission for other specific items from time to time.

Section 8.02 No loans shall be contracted on behalf of the Commission and no evidence of indebtedness shall be issued in its name unless authorized by or under the authority of a resolution of the Commission. Such authorization may be general or confined to specific instances.

Section 8.03 The Commission shall have the power and authority to enact such rules and regulations, consistent with the provisions of applicable Wisconsin Statutes, as it may deem necessary concerning the issue, transfer, registration and verification of the Commission's financial transactions.

ARTICLE IX. INDEMNIFICATION

Section 9.01 The Commission shall not indemnify any Commissioner, officer or employee of the Commission for any actions taken or expenses incurred in any proceeding, including those in which the Commissioner, officer or employee was a party to such action because he or she is or was at the time of the events upon which proceeding was based, a Commissioner, officer or employee of the Commission.

Section 9.02 Each Commissioner, officer and employee of the Commission shall be responsible for obtaining their own liability coverage or making arrangements to extend their employer's liability coverage, to cover the Commissioner, officer or employee's activities on or in connection with the Commission.

ARTICLE X. ROOM TAX COLLECTION

Section 10.01 It will be each member municipality's responsibility to collect room taxes in accordance with established state and local laws ~~from all hotels, motels, bed and breakfasts, and any other short term rentals ("Establishments") comprising stays of less than thirty (30) consecutive calendar days.~~ As stated in the Inter-Governmental Agreement, member municipalities must pay to the designated entity all room taxes collected.

Section 10.02 Member municipalities must use all lawful measures to collect room taxes and do so within a reasonable amount of time. Lawful measures and reasonable amounts of time will include but are not limited to:

- (a) Phone calls and letters for Establishments less than thirty (30) days late.

- (b) Phone calls and letters related to rescinding the license for Establishments between thirty (30) and sixty (60) days late.
- (c) Rescinding license for Establishments between sixty (60) and ninety (90) days late.
- (d) Legal action to collect room taxes for Establishments between ninety (90) and one hundred twenty (120) days late

Section 10.03 As determined by the Commission, municipalities not paying collected room taxes to the designated entity or municipalities not using all lawful measures to collect room taxes or not doing so in a reasonable amount of time, taking into account the circumstances of each instance, will be fined one-half percent (0.5%) of the room tax owed (once determined) but in any case not less than twenty five dollars (\$25) per calendar day the room tax owed is late. This fine will be invoiced monthly to the member municipality with late room tax collections and will include a one and one-half percent (1.5%) monthly interest charge on late invoice payments. In the event the actual amount of money owed is unknown or in dispute, an estimated amount will be invoiced and a settlement of differences will occur after actual amounts are determined. Revenue from fines will become part of the Commission's Discretionary Funds. The Commission may use all lawful and reasonable means to collect amounts owed.

Section 10.04 All efforts, legal or otherwise, made by or on behalf of the Commission will be reimbursed by the member municipality for which efforts against were made.



Business Improvement District 2017 Operating Plan



Downtown Appleton Business Improvement District Operating Plan 2017

I. Preface

Wisconsin Act 184, signed into law in 1984, gives Wisconsin municipalities the power to establish business improvement districts (BIDs) within their communities upon petition of at least one property owner within the proposed district. The State Legislature created 66.1109 of the Wisconsin Statutes (the “BID Law”) to provide a mechanism by which business properties within an established district could voluntarily assess themselves to pay for programs aimed at promoting, developing, redeveloping, managing and maintaining the district. In many instances, BIDs are established in downtowns so property owners can jointly attract tenants and increase the value of their properties.

Business improvement district assessments are quite similar to traditional special assessments wherein property owners are assessed for improvements or services that benefit them. Unlike traditional special assessments, however, business improvement district assessments can be used to finance a wide range of activities, services, and improvements. Business improvement districts in Wisconsin have been used to fund a broad scope of activity including business retention and recruitment programs, marketing and promotional activities, environmental enhancement and maintenance programs, and crime prevention and security activities.

Pursuant to the BID Law, this shall be, when adopted, the 2017 Operating Plan for the Downtown Appleton Business Improvement District. This Operating Plan has been prepared by Appleton Downtown Incorporated (ADI).

As used herein, BID shall refer to the business improvement district’s operating and governance mechanism, and “District” shall refer to the property located within the physical boundaries of the business improvement district, as provided herein.

Further development of the District through establishment of the BID is proposed because:

1. The BID law provides a mechanism whereby private property owners can work together in conjunction with the City to develop the district.
2. Existing public funding sources used to maintain and promote the district may not be sufficient. Unified development efforts will have to be financed with new private resources as well as existing public dollars.
3. The District is dynamic, including properties of varying types and sizes. Some form of cost sharing is necessary because it is not feasible for a small group alone or the City of Appleton to support District development efforts. The BID Plan provides a fair and equitable mechanism for cost sharing which will benefit all businesses and properties within the district.
4. Use of the BID mechanism helps to ensure that the entire District will be promoted, programmed and developed as expeditiously as possible.

The property owners advocating the continuation of the BID view it as a method to build on work previously done in the community to improve the downtown. These property owners and the board of directors of Appleton Downtown Inc. have pledged to work cooperatively with other organizations and the City of Appleton to enhance the vibrancy and overall health of downtown Appleton.

This Plan, when adopted by the City Council of the City of Appleton, after public hearing and recommendation of the Plan Commission in the manner required by the BID Law, shall govern the BID for the calendar year of 2017 which shall be the Fifteenth “Plan Year”. However, it is anticipated that the BID shall continue to be so successful that it will be renewed, upon essentially the same terms and conditions for subsequent years, each of which shall be the “Plan Year”. In the manner allowed under Section 66.1109 (3)(b) of the BID Law, although with changes to the budget, work plans and assessment Appendices.

II. Plan Development

This shall be the Business Improvement District Operating Plan for the Downtown Appleton Business Improvement District, for the year 2017.

A. Plan of Action

The Plan of Action was developed by the BID and ADI Board of Directors and Standing Committees with approval from the BID and ADI Board of Directors. Those participating in this process were ever conscious of the need to represent the full membership of the BID and of ADI. The following Primary objectives, goals, initiatives and key performance indicators are identified in the Plan of Action (**Appendix A**)

B. Goals and Objectives

The BID seeks to protect public and private investments in downtown Appleton and to attract new investment to the district. The BID exists to promote the orderly development of the district in cooperation with the City of Appleton, including implementation of the Downtown Plan (Chapter 14 of the Comprehensive Plan) and to develop, redevelop, maintain, operate, and promote the District. The BID shall work to preserve and improve economic, cultural, and social conditions within the District by facilitating partnerships of people and organizations to achieve mutual goals. The BID provides the necessary funding to plan, evaluate, facilitate and implement District development projects, planning activities, and promotional activities that fit within the identified mixed-use strategy for developing viable and sustainable markets that the District in downtown Appleton can serve.

C. Benefits

Money collected by the BID under this plan will be spent within the District or for the benefit of the District, and used to help property owners attract and retain tenants, keep downtown clean, safe and attractive, increase the value of property downtown and expand on a strong brand and marketing campaign for downtown. **Appendix A** outlines the goals, objectives and initiatives for the plan year.

D. 2015 Annual Report

The 2015 annual report is attached. The total assessed value of properties for the District for 2015 was \$120,855,100 and experienced a 1% reduction over the previous year. The vacancy rate of 21% was calculated based on a total of 426 units within the district and increased by one percent over the previous year.

Also included as **Appendix B** is the Downtown Vitality Index that tracks the key performance indicators for yearend 2013, 2014 and 2015.

E. 2017 Budget

All of the estimated expenditures of the BID are shown on **Appendix C**, the Budget. All of the expected expenditures will be financed by the collection of BID assessments and with other revenues generated by Appleton Downtown Incorporated including but not limited to sponsorships and donations, ADI memberships, and by revenues of events and promotional activities. Ownership of all activities, programs, promotions, and events, along with any related revenues shall remain with ADI but shall be applied to programs and services that further goals of the BID.

It is anticipated that the BID will contract with ADI to carry out the BID's Operational Plan, and that the BID will have no paid staff of its own. Funds collected through BID assessments shall be used to pay for this contract with ADI, and are expected to pay for about 30 percent of the costs projected by Appleton Downtown Inc. (ADI) to implement a full downtown management program. Additional funds will be raised by ADI from public and private sources to cover the remaining 70 percent, and any other projects not identified herein.

Except as identified herein, all expenditures will be incurred during the Plan Year. Any funds remaining on any line item above may be moved to another budget line item, as determined by the Board of the BID. Any unused funds remaining at the end of the year shall be deposited into a contingency fund for the following Plan Year. If any additional funds are received by the BID, whether from gifts, grants, government programs, or other sources, they shall be expended for the purposes identified herein, and in the manner required by the source of such funds, or, if the funds have no restrictions, in the manner determined by the Board of the BID, in keeping with the objectives of this BID Plan. All physical improvements made with these funds shall be made in the BID District. The location of other expenditures shall be determined by the BID Board, but for the benefit of the District.

F. Powers

The BID, and the Board managing the BID shall have all the powers authorized by law, and by this Plan, and shall have all powers necessary or convenient, to implement the Operating Plan, including, but not limited to, the following powers:

1. To manage the affairs of the District.
2. To promote new investment and appreciation in value of existing investments in the District.
3. To contract with Appleton Downtown Incorporated on behalf of the BID to implement the Operational Plan.
4. To develop, advertise and promote the existing and potential benefits of the District.
5. To acquire, improve, lease and sell properties within the District, and otherwise deal in real estate.
6. To undertake on its own account, public improvements and/or to assist in development, underwriting or guaranteeing public improvements within the District.
7. To apply for, accept, and use grants and gifts for these purposes.
8. To elect officers, and contract out work as necessary to carry out these goals.
9. To add to the security of the district.

10. To elect Officers to carry out the day to day work authorized by the BID Board, including signing checks and contracts on behalf of the Board, and to adopt, if the Board wishes, By-Laws governing the conduct of the Board and its Officers, not inconsistent with this Operating Plan.
11. To adopt by-laws related to the day to day operation of the Board and Board meetings.

G. Relationship to Plans for the Orderly Development of the City

Creation of a business improvement district to facilitate District development is consistent with the City of Appleton's Downtown Plan and will promote the orderly development of the City in general and downtown in particular.

H. Public Review Process

The BID Law establishes a specific process for reviewing and approving the proposed Operating Plan, and the boundaries of the proposed District. All statutory requirements to create the BID were followed.

III. District Boundaries - -- no change has been made to this section from the previous year.

The District is defined as those tax key parcels, which are outlined in pink and indicated by property in blue on **Appendix G**, attached hereto and incorporated herein by this reference, reflecting the parcels as they existed in the City of Appleton Assessor's records as of September 1, 2001. The District is generally bounded on the south by the south right of way line of Lawrence Street, on the north by the north right of way line of Franklin Street, on the east by the right of way line of Drew Street and on the west by the west right of way line of Richmond Street/Memorial Drive, with additional corridors extending north on Richmond Street to Packard Street and west along college Avenue to Badger Avenue. Properties zoned for commercial use by the City of Appleton Assessor on both sides of boundary streets are included in the District. The District includes 202 contributing parcels. Notwithstanding the parcels of property which are not subject to general real estate taxes, shall be excluded from the District by definition, even though they lie within the boundaries of the BID as in the map in **Appendix G**.

IV. Organization – no change has been made to this section from the previous year.

A. Operating Board

The BID Board ("Board") as defined below, shall be appointed by the Mayor of the City of Appleton, with substantial input from ADI and the property owners in the District. Appointments by the Mayor must be confirmed by the City Council and voted in by the BID Board. The appointments and confirmation shall be made before the commencement of the Plan Year for which the Operating Plan was adopted.

This Board's primary responsibility shall be to implement the current year's Operating Plan, to contract for the carrying out of the Operating Plan, contracting for preparation of an annual report and audit on the District, annually considering and making changes to the Operating Plan including suggestions made by Appleton Downtown Incorporated and submitting the Operating Plan for the following Plan Year to the Common Council of

the City of Appleton for approval, and other powers granted in this Plan. This requires the Board to negotiate with providers of service and materials to carry out the Plan; to enter into various contracts; to monitor development activity; and to ensure District compliance with provisions of applicable statutes and regulations.

The BID Board shall be structured as follows:

1. Board size maximum of 9
 2. Composition – A majority (at least 5) members shall be owners or occupants of the property within the District. Any non-owner, non-occupant appointee to the Board shall be a resident of the City of Appleton. At least 2 members shall be representative of each of the 3 identified market sectors, service/retail, hospitality, and office. One member shall be a representative of the Mayor or City Council. Any Board member who because of transfer of ownership of property is no longer eligible to act as a representative for a particular sector, or where such transfer of property shall cause the make-up of the Board to fall out of compliance with this Operational Plan shall be replaced. The Board shall make a recommendation for replacement to the Mayor who shall appoint a new Board member within 30 days of the recommendation.
 3. Term – Appointments to the Board shall be for a period of 3 years-for staggered terms, each ending on December 31 of the applicable year. The Board may remove by majority vote, any BID Board member who is absent for more than 3 meetings, without a valid excuse, and may recommend to the Mayor replacement members, which the Mayor shall act upon within 30 days of the recommendation.
 4. Compensation – None.
 5. Meetings – all Meetings of the Board shall be governed by Wisconsin Open Meetings Law. Minutes will be recorded and submitted to the City and the Board. The Board shall adopt rules of order to govern the conduct of its meetings and meet regularly, at least annually.
 6. Record keeping – Files and records of the Board’s affairs shall be kept pursuant to public records requirements.
 7. Staffing – The Board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof. Unless requested otherwise by the Board, and any staff members or employees of contractors may attend all meetings of the Board, but will not have voting authority.
 8. Officers – The Board shall appoint a Chairman, Treasurer and Secretary, any two of the three of which shall have the authority to execute documents on behalf of the full Board, for the purposes authorized by the full Board, including the writing of checks. Attached Board list
- Appendix D**
9. For purposes of this section “person” means an individual owner of a parcel, or a representative of an entity owner of such parcel. No one individual, and no more than one representative of any entity, may hold more than one Board position. If, during the course of a term, a Board member’s situation changes, so that they no longer fit the definition for that seat, such as by selling their parcel, they shall resign within 10 days of selling their parcel.

B. Amendments

This Operating Plan, when adopted, shall be the governing plan for the Plan Year. However, section 66.1109 (3) (b) of the BID Law requires the Board of the city to annually review and make changes as appropriate to the district Plan, when adopting a new Operating Plan for later Plan Years. Approval by the City’s Common Council of such Plan updates shall be conclusive evidence of compliance of such Plan with the BID Law.

The BID Law allows the BID to annually present amendments to its Plan. The following process for approval of the amended Plan will be followed.

1. A joint strategy session of the BID Board and the ADI Board of Directors will develop the objectives of the Operational Plan for the next Plan Year.
2. The proposed Goals and Objectives for the Plan Year will be drafted by Appleton downtown Incorporated Staff and submitted to the BID Board for review and input.
3. ADI Staff and Board will edit the plan and submit it to the BID Board for approval based on comments by the BID Board.
4. The BID Board will review the proposed BID Plan and submit to Planning Commission for approval.
5. The Common Council will act on the proposed BID Operational Plan for the following Plan Year.
6. The Mayor of Appleton will appoint new members to the BID Board at least 30 days prior to the expiration of outgoing Board members' terms.

It is anticipated that the BID will continue to revise and develop the master Operating Plan for later Plan Years, in response to changing development needs and opportunities in the District, within the purpose and objectives defined herein and therein.

Included in these changes for later Plan years will be changes in the BID budget and assessments.

V. Finance Method - no change has been made to this section from the previous year.

The proposed expenditures contained in Section II (D) above, will be financed with moneys collected from the BID assessment, and will be made, from time to time, throughout the year, in accordance with the BID Budget, attached hereto as Appendix C.

Moneys collected from BID assessments by the City will be used to pay Appleton Downtown Incorporated in accordance with the implementation contract between the BID and ADI

VI. Method of Assessment - no change has been made to this section from the previous year.

A. Parcels Assessed – Appendix E

All tax parcels within the District required to pay real estate taxes, including those taxed by the State as manufacturing, will be assessed with the exception of those parcels used solely for parking and those parcels subject to a recorded condominium declaration, and zoned for commercial use as shown on the City of Appleton Assessors records. Commercial Condominiums shall be assessed as if the entire building in which the Commercial Condominiums are located were not subject to the Condominium act and instead were assessed as one building, and the assessment for that entire building shall be levied against each Commercial Condominium unit in such proportion as the condominium assessments of that condominium are prorated, as defined in the Declaration of Condominium for that building. Real property used exclusively for residential purposes may not be assessed, as required by the BID Law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

The Business Improvement District reassessment was completed by the City of Appleton Assessor's Office. The current property assessment list was generated by the Assessor's office and reviewed by the Finance Department and BID Board. As is stated below, the assessment rate of \$2.50 for each \$1000 of assessed value remains for the thirteenth year with no increase recommended. The minimum and maximum also remain with no increase recommended.

B. Levy of Assessments

Special assessments under this Operating Plan are hereby levied, by the adoption of this Operating Plan by the City Council against each tax parcel of property within the District which has a separate tax key number, in the amount shown on the assessment schedule which is attached hereto as **Appendix E**.

The 2017 assessment shown in Appendix E was calculated as \$2.50 for each \$1000 of assessed value for each parcel in the District with no parcel assessed more than \$5,000 and no parcel assessed less than \$250, with parcels used solely for parking excluded, with parcels solely used for residences excluded, and with the adjustments for the Commercial Condominiums and adjustments for relocation of the caps and minimums. The assessment was based on the assessed value of that parcel (land and improvements) as shown in the records of the City Assessor's Office except as otherwise identified below. It is understood that some properties within the BID may be re-assessed. The changes in the tax assessment may impact the BID assessment for these properties.

The principal behind the assessment methodology is that each non-exempt parcel's owner should pay for District development in proportion to the benefit derived. Obviously, not every parcel in the District will benefit equally, nor should each parcel, regardless of size or value contribute in exact ratio of property value. It is assumed that a minimum and maximum benefit can be achieved for each parcel, thus, minimum and maximum BID assessments have been established.

For those parcels identified as Commercial Condominiums, the minimum and maximum assessments shall be established for the entire building of which the Commercial Condominium is a part, in the ratios identified above.

C. Schedule of Assessments

The final form of this 2017 Operating Plan has attached as **Appendix E** are schedules of all the tax key numbers within the BID which are being assessed, and their assessment using this formula.

The 2017 BID assessment total is anticipated to be \$196,387.50
Assessment adjustments compared to previous year:

Added						
31-2-0017-00	Lou's Brews Café and Lounge	LOUBERTS PROPERTIES LLC	233 E COLLEGE AVE		\$ 875.00	
Removed						
31-3-1005-00	EVERGREEN STORAGE LLC	EVERGREEN STORAGE LLC	513 W COLLEGE AVE		\$528.25	
31-3-1006-00	EVERGREEN STORAGE LLC	EVERGREEN STORAGE LLC	516 W LAWRENCE ST		\$250.00	
Increase						
31-2-0235-00	NAKASHIMA	HIROYUKI NAKASHIMA	342 W COLLEGE AVE		\$ 1,770.25	57%
31-2-0236-00	NAKASHIMA	HIROYUKI NAKASHIMA	338 W COLLEGE AVE		\$ 2,554.75	87%
31-2-0313-00	SOMA CORPORATION	SOMA CORPORATION	204 E COLLEGE AVE		\$ 847.50	6%
31-5-1100-00	KWIK TRIP INC	KWIK TRIP INC	306 N RICHMOND ST		\$ 4,869.75	49%
31-5-1101-00	400 NORTH LLC	400 NORTH LLC	400 N RICHMOND ST		\$ 1,407.00	55%
31-5-1918-00	500 W FRANKLIN STREET	500 W FRANKLIN STREET LLC	500 W FRANKLIN ST		\$ 562.50	49%
Decrease						
31-2-0243-00	BATRA HOSPITALITY	BATRA HOSPITALITY GROUP INC	318 W COLLEGE AVE		\$ 1,675.50	-62%

D. Assessment Collection and Dispersal

The City of Appleton shall include the special assessment levied herein as a separate line item on the real estate bill for each parcel. The City shall collect such assessments with the taxes as a special assessment, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Plan.

All BID assessments shall be shown on the tax bill as due and owing with the first installment of taxes and shall carry the same penalties and interest if not so paid.

Any money collected by the City of Appleton for BID assessments shall be held by the City in a segregated account.

The City of Appleton Finance Department shall provide to the BID Board by the 15th day of each month or as requested a separate financial statement for the BID along with a list of collections and source of such collections identified by tax parcel number for which the amount was collected.

Any BID assessments collected by the City before or after the Plan Year for which the assessments were made shall be held by the city in a segregated account and are to be used by the BID Board in the manner as if received during the applicable Plan Year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Plan Year, as well as to delinquent and late payments made after the Plan Year.

The BID Board shall prepare and make available to the public and the City Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Plan to the City for the following year. Following the end of the fiscal year an independent certified audit shall be obtained by the Board, and which shall be paid for out of the BID Budget. Copies of the 2014 audit are available in the ADI office and a copy was submitted to the Community Development Department with this plan.

Disbursement of BID funds shall be made in accordance with approved BID Operational Plan and Budget. Disbursements for contracted services such as those provided by Appleton Downtown Incorporated shall be done on a reimbursement basis. Invoices and documentation of services performed shall be submitted on a monthly basis to the BID Board. The BID Board shall forward these invoices for payment to the City of Appleton Finance Department. The Finance Department shall issue payment on the invoice once it has received evidence that the expenditures are eligible for reimbursement in accordance with the BID Operational Plan and Budget. This reimbursement shall be made to the service provider within seven business days of the submittal of the request to the City.

The presentation of the proposed Plan to the City shall deem a standing order of the Board under 66.1109 (4) Wis. Stats. To disburse the BID assessments in the manner provided herein. This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method, or accounting method. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

E. Annual Report

The Board shall prepare an annual report as required by section 66.1109 (3) (c) of the Wisconsin Statutes. A copy of the 2015 report is attached.

The report shall include the required audit. The required audit shall be prepared by the auditing firm conducting the annual audit for the City of Appleton. The BID shall be solely responsible for payment of any funds specified for the BID Audit related to BID activities for said BID Audit. **2015 BID Audit attached.**

The City of Appleton Finance Department shall provide an estimate of the cost of said BID audit for the following year to the BID Board no later than September 1 of the previous year.

VII. City Role

The City of Appleton is committed to helping private property owners in the District promote development. To this end, the City intends to play a significant role in the implementation of the Downtown plan. In particular, the City will:

1. Encourage the County and State Governments to support activities of the district.
2. Monitor and when appropriate, apply for outside funds, which could be used in support of the district.
3. Collect assessments and maintain a segregated account.
4. Provide disbursement of BID funds to service providers in accordance with the BID Operational Plan and Budget.

5. Contract with an auditing firm to conduct the Audit. Said firm shall be the same firm that conducts the City of Appleton annual audit.
6. Provide a cost estimate for said audit no later than September 1 for the following year.
7. Provide a separate monthly financial statement to the BID Board.
8. Review annual audits as required per 66.1109 (3) (c) of the BID Law.
9. Provide the BID Board through the Assessor's Office on or before June 1 each Plan Year, with the official City records on assessed value for each tax key number within the District, as of that date in each Plan Year, for purposes of calculating the BID assessment.
10. Adopt this plan in the manner required by the BID Law.
11. Appoint and confirm new BID Board members as required herein.

VIII. Required Statements - no change has been made to this section from the previous year.

The Business Improvement District Law requires the Plan to include several specific statements.

66.1109 (1) (f) (1.m): The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.

66.1109 (5) (a) Property known to be used exclusively for residential purposes may not be assessed, and such properties will be identified as BID exempt properties.

66.1109(1)(f)(5): Michael, Best & Friedrich, LLP has previously opined that the Operating Plan complies with the provisions of Wis Stat. sec. 66.1109(1)(f)(1-4). Michael, Best & Friedrich, LLP has confirmed that, because no substantive changes are proposed in this amendment, no additional opinion is required.

IX. Appleton Downtown Incorporated - no change has been made to this section from the previous year.

A. Appleton Downtown Incorporated

The BID shall be a separate entity from Appleton Downtown Incorporated (ADI). ADI shall remain a private not-for-profit organization, not subject to the open meeting law, and not subject to the public records law except for its records generated in connection with its contract with the BID Board, and may, and it is intended, shall contract with the BID to provide services to the BID in accordance with the Plan. Any contracting with ADI to provide services to BID shall be exempt from the requirements of sec. 62.15, Wis. Stats., because such contracts shall not be for the construction of improvements or provision of materials. If the BID does contract for the construction of improvements or provisions of material, it shall follow the requirements of such statutes to the extent applicable to assure open, competitive procurement of contracts and purchases. Further, the annual accounting required under 66.1109 (3) (c) Wis. Stats. Shall be deemed to fulfill the requirement of 62.15 (14) Wis. Stats. Ownership of assets of Appleton Downtown Incorporated shall remain solely with Appleton Downtown Incorporated.

A. Binding Clause

The adoption of this Operating Plan is subject to the BID Board contracting with Appleton Downtown Incorporated to carry out this Operational Plan, and if such contract is not entered into by the first day of the Plan Year, then the Plan shall be null and void.

X. Severability and Expansion - no change has been made to this section from the previous year.

The Business Improvement District has been created under authority of 66.1109 of the Statutes of the State of Wisconsin.

Should any court find any portion of the BID Law or this Plan invalid or unconstitutional, said decision will not invalidate or terminate the Business Improvement District and this Business Improvement District Operating Plan should be amended by the Common Council of the City of Appleton as and when it conducts its annual budget approval and without necessity to undertake any other act.

All of the above is specifically authorized under 66.1109 (3) (b) of the BID Law.

If it is determined by a court or administrative body that the parcel of property not be subject to general real estate taxes may not be included within the District, then said parcels shall be excluded from the definition of the district.

All appendices are hereby incorporated by this reference.

APPENDIX A

2017 Plan of Action

**APPLETON DOWNTOWN INC., BUSINESS IMPROVEMENT DISTRICT and
CREATIVE DOWNTOWN APPLETON INC.
2017 Plan of Action**

Mission

Our mission to establish a vibrant and accessible destination for business, learning, living and leisure is anchored in our focus to create an environment of success and sustainability for the new exhibition center, a robust employment center and a more liveable Downtown. Our strategic initiatives build support for an exceptional visitor experience, a strong business climate and an attractive, accessible and inclusive downtown where more people want to live.

Vision Statement (proposed pending):

Downtown strives to be the premier urban neighborhood and talent center in the Fox Cities with world class arts and entertainment.

Guiding Principles (Downtown plan rewrite)

- Fully embrace and leverage the diverse arts, cultural, and educational assets of the community
- Support additional neighborhood serving businesses
- Provide more housing options downtown
- Increase connectivity between the downtown, the river, and the region
- Support trails and recreational development along the Fox River
- Foster a culture of walking and biking
- Stimulate investment north of College Ave.
- Promote quality development along the Fox River by embracing the region's industrial and natural heritage
- Support diverse partnerships which make downtown more attractive for residents and visitors through: activities and events; public art and place making; on-going maintenance; and promotion and marketing
- Promote a safe, welcoming downtown
- Embrace diversity while fostering inclusiveness and accessibility for all
- Supporting downtown as an employment center for the region.
- Continue to support events and entertainment which draw visitors to Downtown Appleton including the exhibition center

Key Accomplishments from The Past Year

Over the last 12 months our organization has experienced significant progress through several key initiatives and new projects including:

- The development of the CARE (Clean.Assess.Refresh.Enhance) Team established in partnership with Riverview Gardens and the City of Appleton. The CARE program is designed to provide employability skills to those experiencing homelessness or other barriers to employment while providing general cleaning service to the public areas of the Downtown district.

- Involvement in the Downtown Plan (Chapter 14) rewrite and community engagement resulting in guiding principles, unified vision statement, updated market study, cultural plan framework and strategic initiatives. The process has engaged over 1000 community members to discuss their hopes for the future and share ideas for growth. The plan will be finished in September and will be the basis for future ADI programs of work.
- Downtown engaged in important conversation hosted by the Plunge: Being Black in the Fox Cities whereby we identified and more fully unearthed the challenges and shortfalls we face as a community struggling with diversity and inclusion.
- ADI invested in expanding our capacity by hiring a Director of Community Partnerships to further our message of One Great Place and establish long lasting relationships with a variety of partners.
- Creative Downtown Appleton Inc. expanded the reach of public art with the addition of the Water Street Mural and the traffic control box project.

The State of Downtown Appleton

The state of Downtown Appleton is strong. Across the nation there is a trend toward urban living amidst vibrant cultural districts. People, especially those without children, are desiring convenient, car-optional neighborhoods where residents can walk to work, shop and access entertainment. Downtown Appleton has benefited from this trend and the ADI board is optimistic that we are still in the very early stages of that trend.

Downtown Appleton has become the central social district in the area. ADI sponsored programs such as the Saturday Farm Market and Thursday concerts continue to grow in popularity. Special events such as the Mile of Music and Oktoberfest are attended by tens of thousands of people. With funding approved for the Exhibition Center, Downtown Appleton is poised to see even greater growth in visitors.

The employer base in Downtown Appleton is thriving and demand for office space has increased of late. Opportunities exist to further engage workers to take advantage of what Downtown Appleton has to offer.

Downtown Appleton enjoys many assets, and the opportunity to better leverage these assets is exciting: a riverfront district that is growing in popularity; a highly regarded university that brings world-class entertainment to Downtown Appleton; and historic buildings that are the core of good urban design.

Statistics indicate that Appleton is one of the safest cities in the country. However, as more people come downtown there are more security incidents and a concern about the safety of downtown.

More crowds also make it challenging to keeping our downtown clean. Today, downtown cleanliness is of utmost importance. Our recent launch of the CARE program is expected to improve downtown cleanliness, but we need to do more and ensure that we have a long term solution in place for continued financial support and growth.

In the last 25 years Downtown Appleton has become more diverse racially and ethnically. It is increasingly obvious that we need to be proactive about inclusivity. This is a challenge that ADI is recently recognizing. ADI has much to learn and our goal for this year is to better understand how we can make positive improvements. We look forward to our participation in the formation of a business diversity council under the arm of the Fox Cities Chamber of Commerce. Our goal is a downtown where ALL people feel safe and welcome.

Our work to create One Great Place is also about talent attraction. As the premier arts and entertainment district of the Fox Cities, downtown is a quality of life benefit highlighted by employers throughout the region to attract and retain a talented workforce. Employees are more often making decision on job selection based on community and quality of life. By adopting a creative placemaking approach to activating public spaces, recruiting a healthy business mix and integrating public art, we position downtown for employment growth and increased residential capacity.

Trends Impacting Future Downtown Development

Placemaking

In creative placemaking, partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired. In turn, these creative locales foster entrepreneurs and cultural industries that generate jobs and income, spin off new products and services, and attract and retain unrelated businesses and skilled workers. Together, creative placemaking's livability and economic development outcomes have the potential to radically change the future of American towns and cities. (Source: *Creative Placemaking*, National Endowment for the Arts)

New Urbanism and Urban Living

New Urbanism promotes the creation and restoration of diverse, walkable, compact, vibrant, mixed-use communities composed of the same elements as conventional development, but assembled in a more integrated fashion, in the form of complete communities. These contain housing, work places, shops, entertainment, schools, parks, and civic facilities essential to the daily lives of the residents, all within easy walking distance of each other. New Urbanism promotes the increased use of multi-modal transportation options. Urban living is rapidly becoming the preferred way to live for people of all ages.

An annual outlook on real estate trends by the non-profit Urban Land Institute said urban living has ceased to be an emerging trend and is now the "new normal." "Younger workers in particular, though not exclusively, continue to flock to the urban core, preferring to work where they live, rather than take on long commutes," the report says. Members of the millennial generation are not the only ones giving up the more generous living space of suburbia for downtown living. Baby boomers with empty nests and the generation following the millennials, which the report calls "Generation Z," are also joining the trend.

Walking and Biking

According to Smart Growth America, "Local economic development has revolved around enticing companies to relocate with tax breaks and subsidies. There are a lot of problems with this approach, but perhaps the biggest is that today, it's a strategy that often simply doesn't work. A

new trend in local economic development is emerging. Talented workers—and the companies who want to employ them—are increasingly moving to walkable neighborhoods served by transit, with a vibrant mix of restaurants, cafes, shops, cultural attractions, and affordable housing options.” Homeowners are increasingly looking for walkable neighborhoods to settle down in. According to [walkscore.com](https://www.walkscore.com) Appleton’s most walkable neighborhood is downtown. Walking score: average for downtown between 600W. College – 300 E. College: Current score average is: 82 <https://www.walkscore.com>

Trends and preliminary recommendations for Future Development: Source: Redevelopment Resources from the Downtown Plan rewrite
Trends:

- Consumers demand a multi-media, primarily mobile approach to shopping.
- Consumers are spending in a more focused, deliberate manner; less overall.
- Retailers must be adept at marketing in multiple channels.
- Retail and office space is being leased and used more efficiently, so needs appear to be shrinking.
- Downtown residential demand is growing.

Recommendations:

- **Retail:** Existing space should be absorbed; any new development will be demand-driven per project.
- **Office:** Demand driven by project, estimates indicate +/-30,000 sq. ft. will be required over the next five years.
- **Hospitality:** Some absorption of existing bar/restaurant space ideal; additional capacity to follow housing increases in the downtown. Current market could absorb 2-3 mid-to- high end restaurants, and limited additional small meeting space.
- **Residential:** Over the next five years, downtown rental housing demand expected to total 385 units, where 245 units command rents of \$700-\$799; 140 units to command over \$1,000 per month. Townhomes and condos are expected to experience modest demand increases of 50 units. Single family homes are expected to add 470 units city-wide.

Forward

For the next year, the ADI board has identified three imperatives for advancing ADI’s Mission:

1. ADI needs to continue to play a vital role in the creation and launch of a successful Exhibition Center
2. Advance downtown living to increase the number of downtown residents and the economic diversity of those residents.
3. Play a more integrated role in business recruitment and retention efforts in partnership with Downtown property owners

Goals

The following goals are crafted to be inclusive of the work by Appleton Downtown Inc. and Creative Downtown Appleton Inc. supported in part by Business Improvement District funds. Please note several of the key performance indicators are tracked on the Vitality Index attached. New key performance indicators have also been included.

Goal A: The premier destination of the Fox Cities		
Key objectives		
Convention and visitor attraction	Tell the One Great Place story	Provide an exceptional visitor experience
Initiatives		
<ul style="list-style-type: none"> Assist the Convention and Visitors Bureau (CVB) and the Radisson with convention and event attraction Continue to host 100+ events annually Advocate for the redevelopment of Jones Park including the addition of an amphitheater Continue to partner with Mile of Music and Octoberfest on event coordination 	<ul style="list-style-type: none"> Enhance our social media depth with content creation One Great Place for your convention promotion Expand our message about the role downtown and ADI's work plays in talent attraction for the region 	<ul style="list-style-type: none"> Develop an Ambassador program focused on enhancing the convention visitor's experience outside of the Exhibition Center Explore opportunities to connect visitors to the riverfront Continue the CARE program in partnership with Riverview Gardens and the City of Appleton Plan to respond to visitor feedback
Key Performance Indicators – Please reference the Vitality Index		
<ul style="list-style-type: none"> Downtown hotels increase occupancy Exhibition Center bookings are attained 	<ul style="list-style-type: none"> Social media numbers increase Number of talent recruitment programs that ADI participates in or leads increases 	<ul style="list-style-type: none"> CVB reports high satisfaction from visitor groups and meeting planners Exhibition Center meets revenue targets

Goal B: A liveable and walkable downtown neighborhood		
Key Objectives		
Increased residential demand and capacity	Enhanced walkability	Strengthened Neighborhood
Initiatives		
<ul style="list-style-type: none"> Define trends and craft a vision and messaging for residential investment Host a Tour of Homes event to showcase the variety and quality of downtown living options Encourage second floor residential improvements to increase property values, retain tenants and increase rental rates Partner with the City and private developers to identify sides for potential housing options and projects 	<ul style="list-style-type: none"> Continue to support and expand the Downtown CARE program (Clean.Assess.Refresh.Enhance) in partnership with Riverview Gardens and the City of Appleton Add more seating options to public spaces Add dog friendly amenities to the district Promote the Fox Trot Trail to further enhance connectivity to the riverfront Explore the creation of a dog park within the district 	<ul style="list-style-type: none"> In partnership with the Downtown Appleton Neighborhood Group (DANG), administer a Downtowner survey to identify needs and desired amenities Establish a grocery store recruitment taskforce Explore amenities like: bike, kayak and car sharing programs Work with law enforcement, business and residents to develop a security strategy with specific initiatives for the 2018 plan. Develop a residential garbage strategy
Key Performance Indicators – Please reference the Vitality Index		
<ul style="list-style-type: none"> Residential rental rates increase Housing stock options expands 	<ul style="list-style-type: none"> CARE reports indicate less high level maintenance needs Walkability Score (82) 	<ul style="list-style-type: none"> A needs and amenities baseline list is compiled and a Livability Score established Grocery store is recruited to the district

Goal C: A healthy business climate		
Key Objectives		
Entrepreneurism Support	Employment Center Growth	Riverfront Development Support
Initiatives		
<ul style="list-style-type: none"> Continue grant programs: business recruitment, façade improvement, marketing Distribute new market study data Participate in the development of a Business Diversity Council Provide exhibit and sales opportunities for local artisans 	<ul style="list-style-type: none"> Develop a multimedia business recruitment packet in partnership with the City of Appleton and the Fox Cities Regional Partnership Present and distribute new Downtown plan initiatives and opportunities at a development summit and open house event Administer a business retention survey 	<ul style="list-style-type: none"> Riverfront BID feasibility task force
Key Performance Indicators - Please reference the Vitality Index		
<ul style="list-style-type: none"> Increased number of businesses in the district Number of minority owned businesses increases 	<ul style="list-style-type: none"> Employment numbers increase Occupancy rate increase 	<ul style="list-style-type: none"> Recommendation for a riverfront BID or other development support tool is determined

Goal D: An inclusive physical and social architecture		
Key Objectives		
Improved accessibility	An inclusive environment	Activated public spaces
Initiatives		
<ul style="list-style-type: none"> Continue to include accessibility improvements in façade grant criteria in partnership with Access Appleton Preparation for Mobility study recommendations: communication and parking adjustments Add bike friendly amenities Participate in Jones Park renovation planning Bike to work program established 	<ul style="list-style-type: none"> Provide diversity training sessions for our members that reflects our aspiration for all cultures and communities of people to feel safe and welcome downtown Provide opportunities for multicultural inclusion in events and public art projects Adopt a policy for vendor and sponsor conduct at ADI events 	<ul style="list-style-type: none"> Develop an arts and culture plan in partnership with Fox Arts Network (FAN) New placemaking initiatives that create social and safe public places
Key Performance Indicators		
<ul style="list-style-type: none"> 10 Big Bell or access grants are awarded Number of employees biking to work increases – baseline established this year 	<ul style="list-style-type: none"> Feedback from community leaders representing the cultural communities 	<ul style="list-style-type: none"> Arts and Culture plan for the CBD and Riverfront is adopted

Appendix B

Vitality Index

Downtown BID Vitality Index

Measurement	2013	2014	2015	Source
Downtown Employment	7425	7493	7596	ADI
Student count		1519	1570	LU/Valley New School
BID District property value	\$121,992,200	\$121,863,600	\$120,855,100	City of Appleton
Traffic count on College Ave.	13,100 – 19,600	13,100-19,600	19,000 at Badger & Story 13,700 at Drew St. & College	2010 and 2013 City Traffic Counts
New Businesses	27	23	24	ADI
Business Closing or Move	13	16	11	ADI
Overall vacancy rate based on total number of available units	21%	20%	21%	ADI: 426 total units
Business Mix By Property				
Office	25%	33%	23%	ADI
Attractions	3%	3%	3%	ADI
Hospitality	17%	21%	16%	ADI
Retail	21%	20%	16%	ADI
Service	18%	23%	20%	ADI
Trolley riders	5756	6904	5864	Lamers
Event Attendance				
Death by Chocolate	400	450	450	tickets sold
Farm Market Summer	Up to 10,000	Up to 10,000	Up to 10,000	
Farm Market Winter	Up to 1000	Up to 1500	Up to 2000	
Concerts in the Park	1500-2000	1750 - 2500	1750-2500	
Art on the Town	Up to 1000	Up to 1000	Up to 1000	
Soup Walk	400	450	450	tickets sold
BYGD	180	195	200	tickets sold

Walkability Score		N/A	79	82 average	Walkscore.com
APD Calls for Service in BID		197	226		APD reported
Hotel occupancy Radisson Increase over previous year			16.6% increase	7.7% increase	Radisson PVH
Hotel occupancy Copper Leaf Increase over previous year				4.4% increase	Copper Leaf Hotel
Residential rental rates – range				\$450 - \$1500	Loopnet
Commercial rental rates Class A – range				\$14 - \$22/sq ft	Loopnet
Commercial retail space rental rates – range				\$6 - \$12/sq ft	Loopnet

Appleton Downtown Facebook Page Likes	8958		Website Page Views	97,073
Downtown Appleton Farm Market Facebook	13000		Website Sessions	54,113
Downtown Appleton Food & Fun Facebook Page Likes	1789		Top Referral Sites	
			com.google.android.googlequicksearchbox	1801
			Facebook	2022
			bing.com	666
			travelwisconsin.com	349
Dwtnappleton Twitter	5680		Top Landing Pages	
			Events Calendar	22948
			2016 Summer Concerts	13117
			Business Directory	12748
			Farm Market	7880
Appletonfarmmkt Twitter	2922		Eblast Active Contacts	4175
Instagram Followers	1072		By Device: Desktop 43%, Mobile 46%, Other 11%	
Website Visits by Location			Website Visits from Social Media	
Appleton, WI	37.5%		Facebook	95%
Neenah, WI	5.9%		Twitter	4%
Unknown	5.4%		LinkedIn	1%
Chicago, IL	4.2%			
Green Bay, WI	3.9%			
Milwaukee, WI	3.3%			
Oshkosh, WI	2.2%			

APPENDIX C

2017

Budget

Business Improvement District Budget 2017

REVENUE		2016 Budget	2017 Budget
	BID Assessments	193,125	196,387
	Carry Over from Prior Year	7,200	
	Interest Income		
EXPENSES			
Contracted Services			
	ADI Staff	37,500	35,000
	Security Washington Sq	2,500	2,500
Administrative		7,000	6,387
	Telephone		
	Food/Provisions		
	Office Supplies		
	Postage		
	Conferences/Workshops		
	Dues, Fees, Subscriptions		
	Space Lease/Rental Fees		
	General Insurance		
	Parking Permits		
	Internet Fees		
BID Audit/Accounting Services		2,500	2,500
Marketing		87,000	85,000
	Website		
	Image Advertising		
	Design services		
Economic Development			
	Façade Grants	25,000	20,000
	Marketing Grant	10,000	10,000
	Recruitment Grant	10,000	10,000
	Maintenance	11,325	15,000
	Business Recruitment	7,500	10,000
	- Recruitment Packet		
	- Advertising		
		200,325	196,387

APPENDIX D

2016 BID Board List

Board Member	Business	Category
Monica Stage – Treasurer	City of Appleton	City Government
Pam Ulness	Ulness Health and Downtown Resident	Property owner / service & Residential
Brad Schweb	Newmark Grubb Pfefferle	Property owner representative
Gary Schmitz – President	Universal Insurance	Business office / service
Steve Winter	Real Estate developer	Property Owner / retail
Mark Behnke – Secretary	Behnke Enterprises	Property Owner / hospitality & Retail
Jason Druxman	Avenue Jewelers	Retail & property/co-owner
Leah Fogle	Appleton Beer Factory	Hospitality owner
Nate Weyenberg	Angels Forever Windows of Light	Property Owner / retail

Appendix E

Schedule of Assessments

FULLTAXKEY	AGKEY	Last name	First Name	Owner Name	Ownership	Property Address	Property City	Property State	AGA2D	Improvements	Land Value	total value	%of condo	Assess	Total Assess
31-0-0044-00	0-0044	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	119 E COLLEGE AVE	APPLETON	WI		269000	0	269000		\$ 672.50	\$ 672.50
31-0-0069-00	0-0069	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	109 W COLLEGE AVE	APPLETON	WI		259300	0	259300		\$ 648.25	\$ 648.25
31-0-0337-00	0-0337	BGO LLC		BGO LLC	PRIVATE	304 E COLLEGE AVE	APPLETON	WI		73500	0	73500		\$ 183.75	\$ 250.00
31-0-0976-02	0-0976-2	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	104 S MEMORIAL DR	APPLETON	WI		37300	0	37300		\$ 93.25	\$ 250.00
31-2-0002-00	2-0002	WP & R INC NOYCE MANAGEMENT LLC		WP & R INC NOYCE MANAGEMENT LLC	PRIVATE	303 E COLLEGE AVE	APPLETON	WI		161200	128600	289800		\$ 724.50	\$ 724.50
31-2-0003-00	2-0003	311 COLLEGE AVE LLC		311 COLLEGE AVE LLC	PRIVATE	305 E COLLEGE AVE	APPLETON	WI		84300	54900	139200		\$ 348.00	\$ 348.00
31-2-0004-00	2-0004	311 COLLEGE AVE LLC		311 COLLEGE AVE LLC	PRIVATE	311 E COLLEGE AVE	APPLETON	WI		82700	43000	125700		\$ 314.25	\$ 314.25
31-2-0007-00	2-0007	PHIMMASENE LOUBERTS	JIMMY	PHIMMASENE LOUBERTS	PRIVATE	321 E COLLEGE AVE	APPLETON	WI		237800	68300	306100		\$ 765.25	\$ 765.25
31-2-0017-00	2-0017	PROPERTIES LLC		PROPERTIES LLC	PUBLIC SERVI	233 E COLLEGE AVE	APPLETON	WI		281400	68600	350000		\$ 875.00	\$ 875.00
31-2-0020-00	2-0020	ISAKSON	PETER	PETER ISAKSON	PRIVATE	227 E COLLEGE AVE	APPLETON	WI		81100	30700	111800		\$ 279.50	\$ 279.50
31-2-0021-00	2-0021	GREENE ET AL	THOMAS	THOMAS GREENE ET AL	PRIVATE	225 E COLLEGE AVE	APPLETON	WI		82600	32100	114700		\$ 286.75	\$ 286.75
31-2-0022-00	2-0022	PLAMANN	JAY	JAY PLAMANN	PRIVATE	223 E COLLEGE AVE	APPLETON	WI		111700	59400	171100		\$ 427.75	\$ 427.75
31-2-0023-00	2-0023	SJSOCZKA LLC		SJSOCZKA LLC	PRIVATE	219 E COLLEGE AVE	APPLETON	WI		40400	59400	99800		\$ 249.50	\$ 250.00
31-2-0025-00	2-0025	MUELLER	ANTHONY	ANTHONY MUELLER	PRIVATE	217 E COLLEGE AVE	APPLETON	WI		85900	59400	145300		\$ 363.25	\$ 363.25
31-2-0026-00	2-0026	KORN ACQUISITIONS		KORN ACQUISITIONS	PRIVATE	215 E COLLEGE AVE	APPLETON	WI		268900	59700	328600		\$ 821.50	\$ 821.50
31-2-0027-00	2-0027	STUDIO 213 LLC		STUDIO 213 LLC	PRIVATE	213 E COLLEGE AVE	APPLETON	WI		129400	59700	189100		\$ 472.75	\$ 472.75
31-2-0029-00	2-0029	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	209 E COLLEGE AVE	APPLETON	WI		84700	118900	203600		\$ 509.00	\$ 509.00
31-2-0030-00	2-0030	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	207 E COLLEGE AVE	APPLETON	WI		51700	59400	111100		\$ 277.75	\$ 277.75
31-2-0031-00	2-0031	WELLS	JOSEPH	JOSEPH WELLS	PRIVATE	201 E COLLEGE AVE	APPLETON	WI		203600	125500	329100		\$ 822.75	\$ 822.75
31-2-0038-00	2-0038	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	101 E COLLEGE AVE	APPLETON	WI		188400	37900	226300		\$ 565.75	\$ 565.75
31-2-0039-00	2-0039	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	103 E COLLEGE AVE	APPLETON	WI		437300	122300	559600		\$ 1,399.00	\$ 1,399.00
31-2-0040-00	2-0040	ASPLUND	RAYMON	RAYMON ASPLUND	PRIVATE	107 E COLLEGE AVE	APPLETON	WI		124000	49400	173400		\$ 433.50	\$ 433.50
31-2-0041-00	2-0041	DKS REALTY WISCONSIN		DKS REALTY WISCONSIN IV LLC	PRIVATE	109 E COLLEGE AVE	APPLETON	WI		93700	53000	146700		\$ 366.75	\$ 366.75
31-2-0042-00	2-0042	DKS REALTY WISCONSIN		DKS REALTY WISCONSIN IV LLC	PRIVATE	111 E COLLEGE AVE	APPLETON	WI		82100	53000	135100		\$ 337.75	\$ 337.75
31-2-0043-00	2-0043	ISAKSON	PETER	PETER ISAKSON	PRIVATE	113 E COLLEGE AVE	APPLETON	WI		92000	55100	147100		\$ 367.75	\$ 367.75

31-2-0044-00	2-0044	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	115 E COLLEGE AVE	APPLETON	WI		104600	152900	257500		\$ 643.75	\$ 643.75	\$ 643.75
31-2-0046-00	2-0046	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	121 E COLLEGE AVE	APPLETON	WI		113200	46400	159600		\$ 399.00	\$ 399.00	\$ 399.00
31-2-0047-00	2-0047	ECO PROPERTIES LLC		ECO PROPERTIES LLC	PRIVATE	123 E COLLEGE AVE	APPLETON	WI		98700	44900	143600		\$ 359.00	\$ 359.00	\$ 359.00
31-2-0048-00	2-0048	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	125 E COLLEGE AVE	APPLETON	WI		165500	47500	213000		\$ 532.50	\$ 532.50	\$ 532.50
31-2-0049-00	2-0049	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	127 E COLLEGE AVE	APPLETON	WI		126100	58700	184800		\$ 462.00	\$ 462.00	\$ 462.00
31-2-0050-00	2-0050	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	129 E COLLEGE AVE	APPLETON	WI		171200	58700	229900		\$ 574.75	\$ 574.75	\$ 574.75
31-2-0051-00	2-0051	TAYLOR-CHANCE LLC		TAYLOR-CHANCE LLC	PRIVATE	133 E COLLEGE AVE	APPLETON	WI		247600	58700	306300		\$ 765.75	\$ 765.75	\$ 765.75
31-2-0051-01	2-0051-1	GREENSIDE PROPERTIES	LLC	GREENSIDE PROPERTIES LLC	PRIVATE	135 E COLLEGE AVE	APPLETON	WI		135600	61900	197500		\$ 493.75	\$ 493.75	\$ 493.75
31-2-0069-00	2-0069	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	107 W COLLEGE AVE	APPLETON	WI		120000	90100	210100		\$ 525.25	\$ 525.25	\$ 525.25
31-2-0070-00	2-0070	SAFFORD BUILDING LLC		SAFFORD BUILDING LLC	PRIVATE	101 W COLLEGE AVE	APPLETON	WI		1789000	133100	1922100		\$ 4,805.25	\$ 4,805.25	\$ 4,805.25
31-2-0072-00	2-0072	APPLETON CENTER	ASSOCIATES	APPLETON CENTER	PRIVATE	100 W LAWRENCE ST	APPLETON	WI		6045400	519100	6564500		\$ 16,411.25	\$ 5,000.00	\$ 5,000.00
31-2-0074-00	2-0074	BMO HARRIS BANK NA		BMO HARRIS BANK NA	PRIVATE	221 W COLLEGE AVE	APPLETON	WI		2318100	480300	2798400		\$ 6,996.00	\$ 5,000.00	\$ 5,000.00
31-2-0078-00	2-0078	BAD BADGER INVESTMENTS	LLC	BAD BADGER INVESTMENTS LLC	PRIVATE	215 W COLLEGE AVE	APPLETON	WI		207500	98400	305900		\$ 764.75	\$ 764.75	\$ 764.75
31-2-0079-00	2-0079	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	211 W COLLEGE AVE	APPLETON	WI		308100	146200	454300		\$ 1,135.75	\$ 1,135.75	\$ 1,135.75
31-2-0080-00	2-0080	TUSLER LAW LLC		TUSLER LAW LLC	PRIVATE	207 W COLLEGE AVE	APPLETON	WI		214300	73000	287300		\$ 718.25	\$ 718.25	\$ 718.25
31-2-0081-00	2-0081	HECKENLAIBLE	STEVEN	HECKENLAIBLE	PRIVATE	205 W COLLEGE AVE	APPLETON	WI		231800	43200	275000		\$ 687.50	\$ 687.50	\$ 687.50
31-2-0082-00	2-0082	CLEO'S REAL ESTATE	PARTNERSHIP	CLEO'S REAL ESTATE PARTNERSHIP	PRIVATE	203 W COLLEGE AVE	APPLETON	WI		260100	44200	304300		\$ 760.75	\$ 760.75	\$ 760.75
31-2-0083-00	2-0083	PARILLA PROPERTIES LLC		PARILLA PROPERTIES LLC	PRIVATE	201 W COLLEGE AVE	APPLETON	WI		226900	53100	280000		\$ 700.00	\$ 700.00	\$ 700.00
31-2-0084-00	2-0084	THEOBALD- APPLETON	RENTAL	THEOBALD- APPLETON RENTAL	PRIVATE	117 S APPLETON ST	APPLETON	WI		83800	24200	108000		\$ 270.00	\$ 270.00	\$ 270.00
31-2-0092-00	2-0092	MCGREGORS LLC		MCGREGORS LLC	PRIVATE	343 W COLLEGE AVE	APPLETON	WI		93800	56200	150000		\$ 375.00	\$ 375.00	\$ 375.00
31-2-0092-01	2-0092-1	FALCO INVESTMENTS LLC		FALCO INVESTMENTS LLC	PRIVATE	345 W COLLEGE AVE	APPLETON	WI		120900	44000	164900		\$ 412.25	\$ 412.25	\$ 412.25
31-2-0095-00	2-0095	APPLETON HOLDINGS LLC		APPLETON HOLDINGS LLC	PRIVATE	333 W COLLEGE AVE	APPLETON	WI		3040400	289500	3329900	21.00%	\$ 8,324.75	\$ 5,000.00	\$ 1,050.00
31-2-0096-00	2-0096	APPLETON HOLDINGS LLC		APPLETON HOLDINGS LLC	PRIVATE	333 W COLLEGE AVE	APPLETON	WI		10659900	1745600	12405500	79.00%	\$ 31,013.75	\$ 5,000.00	\$ 3,950.00
31-2-0233-00	2-0233	FOX CITIES CHAMBER OF	COMMERCE	FOX CITIES CHAMBER OF COMMERCE	PRIVATE	125 N SUPERIOR ST	APPLETON	WI		475400	179600	655000		\$ 1,637.50	\$ 1,637.50	\$ 1,637.50
31-2-0235-00	2-0235	NAKASHIMA	HIROYUKI	NAKASHIMA	PRIVATE	342 W COLLEGE AVE	APPLETON	WI		519900	188200	708100		\$ 1,770.25	\$ 1,770.25	\$ 1,770.25
31-2-0236-00	2-0236	NAKASHIMA	HIROYUKI	NAKASHIMA	PRIVATE	338 W COLLEGE AVE	APPLETON	WI		823200	198700	1021900		\$ 2,554.75	\$ 2,554.75	\$ 2,554.75
31-2-0238-00	2-0238	EVANS	STEPHEN	STEPHEN EVANS	PRIVATE	330 W COLLEGE AVE	APPLETON	WI		1677600	314100	1991700		\$ 4,979.25	\$ 4,979.25	\$ 4,979.25

31-2-0242-00	2-0242	STREUR TRUST ET AL	THOMAS	THOMAS STREUR TRUST ET AL	PRIVATE	322 W COLLEGE AVE	APPLETON	WI		161700	110500	272200		\$ 680.50	\$ 680.50	\$ 680.50
31-2-0243-00	2-0243	BATRA HOSPITALITY	GROUP INC	BATRA HOSPITALITY GROUP INC	PRIVATE	318 W COLLEGE AVE	APPLETON	WI		359800	310400	670200		\$ 1,675.50	\$ 1,675.50	\$ 1,675.50
31-2-0248-00	2-0248	WEYENBERG	NATHAN INVESTORS LLC	NATHAN WEYENBERG FOX CITIES HOTEL INVESTORS LLC	PRIVATE	310 W COLLEGE AVE	APPLETON	WI		94200	57000	151200		\$ 378.00	\$ 378.00	\$ 378.00
31-2-0250-00	2-0250	FOX CITIES HOTEL			PRIVATE	300 W COLLEGE AVE	APPLETON	WI		6201500	317000	6518500		\$ 16,296.25	\$ 5,000.00	\$ 5,000.00
31-2-0253-00	2-0253	BANK ONE		BANK ONE	PRIVATE	131 N APPLETON ST	APPLETON	WI		158300	378300	536600		\$ 1,341.50	\$ 1,341.50	\$ 1,341.50
31-2-0257-00	2-0257	222 BUILDING LLC		222 BUILDING LLC	PRIVATE	222 W COLLEGE AVE	APPLETON	WI		9559900	511000	10070900		\$ 25,177.25	\$ 5,000.00	\$ 5,000.00
31-2-0260-00	2-0260	PATTEN PROPERTIES LLC		PATTEN PROPERTIES LLC	PRIVATE	210 W COLLEGE AVE	APPLETON	WI		655800	144200	800000		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00
31-2-0263-00	2-0263	BANK ONE		BANK ONE	PRIVATE	200 W COLLEGE AVE	APPLETON	WI		1833600	240400	2074000		\$ 5,185.00	\$ 5,000.00	\$ 5,000.00
31-2-0272-01	2-0272-1	COUTU LLC		COUTU LLC	PRIVATE	124 N APPLETON ST	APPLETON	WI		239100	57700	296800		\$ 742.00	\$ 742.00	\$ 742.00
31-2-0272-02	2-0272-2	HIETPAS	DAVID	DAVID HIETPAS	PRIVATE	115 W WASHINGTON ST	APPLETON	WI		161900	49800	211700		\$ 529.25	\$ 529.25	\$ 529.25
31-2-0273-02	2-0273-2	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50A	191500	16500	208000	3.70%	\$ 520.00	\$ 520.00	\$ 185.00
31-2-0273-03	2-0273-3	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50B	100	5800	5900	1.30%	\$ 14.75	\$ 250.00	\$ 65.00
31-2-0273-04	2-0273-4	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50C	100	3600	3700	0.80%	\$ 9.25	\$ 250.00	\$ 40.00
31-2-0273-05	2-0273-5	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50D	100	3600	3700	0.80%	\$ 9.25	\$ 250.00	\$ 40.00
31-2-0273-06	2-0273-6	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50E	100	2200	2300	0.50%	\$ 5.75	\$ 250.00	\$ 25.00
31-2-0273-08	2-0273-8	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 50G	100	20100	20200	4.50%	\$ 50.50	\$ 250.00	\$ 225.00
31-2-0273-10	2-0273-10	THE BUILDING FOR KIDS	INC	THE BUILDING FOR KIDS INC	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 100A	42600	0	42600	0.00%	\$ 106.50	\$ 250.00	\$ -
31-2-0273-12	2-0273-12	PFEFFERLE FAMILY LTD	PARTNERSHIP	PFEFFERLE FAMILY LTD PARTNERSHIP	PRIVATE	116 N APPLETON ST	APPLETON	WI	UNIT 100C	83100	5400	88500	1.20%	\$ 221.25	\$ 250.00	\$ 60.00
31-2-0273-30	2-0273-30	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 300A	890700	67000	957700	15.00%	\$ 2,394.25	\$ 2,394.25	\$ 750.00
31-2-0273-40	2-0273-40	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 400A	898500	67400	965900	15.10%	\$ 2,414.75	\$ 2,414.75	\$ 755.00
31-2-0273-41	2-0273-41	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 400B	100	500	600	0.10%	\$ 1.50	\$ 250.00	\$ 5.00
31-2-0273-42	2-0273-42	ISLAND MEDICAL LLC	ET AL	ISLAND MEDICAL LLC ET AL	PRIVATE	100 W COLLEGE AVE	APPLETON	WI	UNIT 400C	100	500	600	0.10%	\$ 1.50	\$ 250.00	\$ 5.00
31-2-0282-00	2-0282	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 001	2040600	335300	2375900	34.00%	\$ 5,939.75	\$ 5,000.00	\$ 1,700.00
31-2-0282-01	2-0282-1	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 002	7300	2000	9300	0.17%	\$ 23.25	\$ 250.00	\$ 8.50
31-2-0282-02	2-0282-2	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 101	1225600	92900	1318500	9.42%	\$ 3,296.25	\$ 3,296.25	\$ 471.00
31-2-0282-03	2-0282-3	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 102	21700	4900	26600	0.54%	\$ 66.50	\$ 250.00	\$ 27.00

31-2-0282-04	2-0282-4	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 103	74600	9200	83800	0.93%	\$ 209.50	\$ 250.00	\$ 46.50
31-2-0282-05	2-0282-5	HOFFMAN HOLDINGS LLC	ET AL	HOFFMAN HOLDINGS LLC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 104	20700	5900	26600	0.58%	\$ 66.50	\$ 250.00	\$ 29.00
31-2-0282-07	2-0282-7	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 201	1648400	125100	1773500	12.68%	\$ 4,433.75	\$ 4,433.75	\$ 634.00
31-2-0282-08	2-0282-8	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 202	14900	3900	18800	0.38%	\$ 47.00	\$ 250.00	\$ 19.00
31-2-0282-10	2-0282-10	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 204	2388300	182700	2571000	18.52%	\$ 6,427.50	\$ 5,000.00	\$ 926.00
31-2-0282-11	2-0282-11	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 205	10800	2600	13400	0.26%	\$ 33.50	\$ 250.00	\$ 13.00
31-2-0282-12	2-0282-12	PFEFFERLE INVESTMENTS	INC ET AL	PFEFFERLE INVESTMENTS INC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 206	10600	2700	13300	0.27%	\$ 33.25	\$ 250.00	\$ 13.50
31-2-0282-13	2-0282-13	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 301	422100	34000	456100	3.45%	\$ 1,140.25	\$ 1,140.25	\$ 172.50
31-2-0282-14	2-0282-14	WASHINGTON STREET R.E.	INVESTMENT	WASHINGTON STREET R.E. INVESTMENT	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 106	569200	43100	612300	4.37%	\$ 1,530.75	\$ 1,530.75	\$ 218.50
31-2-0282-15	2-0282-15	HOFFMAN HOLDINGS LLC	ET AL	HOFFMAN HOLDINGS LLC ET AL	PRIVATE	122 E COLLEGE AVE	APPLETON	WI	UNIT 107	893600	65500	959100	6.64%	\$ 2,397.75	\$ 2,397.75	\$ 332.00
31-2-0287-00	2-0287	APPLETON HOTEL GROUP	LLC	APPLETON HOTEL GROUP LLC	PRIVATE	100 E COLLEGE AVE	APPLETON	WI		227700	60300	288000		\$ 720.00	\$ 720.00	\$ 720.00
31-2-0290-01	2-0290-1	TAM LLC		TAM LLC	PRIVATE	10 COLLEGE AVE	APPLETON	WI		951700	1007800	1959500		\$ 4,898.75	\$ 4,898.75	\$ 4,898.75
31-2-0302-00	2-0302	DAUNTLESS PROPERTIES	LLC	DAUNTLESS PROPERTIES LLC	PRIVATE	130 N MORRISON ST	APPLETON	WI		97400	26000	123400		\$ 308.50	\$ 308.50	\$ 308.50
31-2-0303-00	2-0303	MORRISON BUILDING LLC		MORRISON BUILDING LLC	PRIVATE	120 N MORRISON ST	APPLETON	WI		293500	96500	390000		\$ 975.00	\$ 975.00	\$ 975.00
31-2-0311-00	2-0311	ROBERT BROUILLARD	ROBERT	ROBERT BROUILLARD	PRIVATE	129 N DURKEE ST	APPLETON	WI		36200	37100	73300		\$ 183.25	\$ 250.00	\$ 250.00
31-2-0312-00	2-0312	200 EAST LLC		200 EAST LLC	PRIVATE	200 E COLLEGE AVE	APPLETON	WI		502400	102600	605000		\$ 1,512.50	\$ 1,512.50	\$ 1,512.50
31-2-0313-00	2-0313	SOMA CORPORATION		SOMA CORPORATION	PRIVATE	204 E COLLEGE AVE	APPLETON	WI		241500	97500	339000		\$ 847.50	\$ 847.50	\$ 847.50
31-2-0315-00	2-0315	FRISCH	BRIAN	BRIAN FRISCH	PRIVATE	208 E COLLEGE AVE	APPLETON	WI		92500	47500	140000		\$ 350.00	\$ 350.00	\$ 350.00
31-2-0316-00	2-0316	VANDINTER	BRADLEY	BRADLEY VANDINTER	PRIVATE	212 E COLLEGE AVE	APPLETON	WI		64800	49700	114500		\$ 286.25	\$ 286.25	\$ 286.25
31-2-0317-00	2-0317	QUEEN BEE RESTAURANT	INC	QUEEN BEE RESTAURANT INC	PRIVATE	216 E COLLEGE AVE	APPLETON	WI		242300	97200	339500		\$ 848.75	\$ 848.75	\$ 848.75
31-2-0319-00	2-0319	SCOTT	HELEN	HELEN SCOTT	PRIVATE	218 E COLLEGE AVE	APPLETON	WI		275600	94000	369600		\$ 924.00	\$ 924.00	\$ 924.00
31-2-0321-00	2-0321	HALEY'S PROPERTIES ONE	LLC	HALEY'S PROPERTIES ONE LLC	PRIVATE	222 E COLLEGE AVE	APPLETON	WI		115400	45900	161300		\$ 403.25	\$ 403.25	\$ 403.25
31-2-0322-00	2-0322	THE WEIDERS LLC		THE WEIDERS LLC	PRIVATE	224 E COLLEGE AVE	APPLETON	WI		337500	78500	416000		\$ 1,040.00	\$ 1,040.00	\$ 1,040.00
31-2-0323-00	2-0323	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	228 E COLLEGE AVE	APPLETON	WI		102500	67300	169800		\$ 424.50	\$ 424.50	\$ 424.50

31-2-0324-00	2-0324	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	232 E COLLEGE AVE	APPLETON	WI		125400	60500	185900		\$	464.75	\$	464.75	\$	464.75
31-2-0325-00	2-0325	CJW PROPERTIES LLC		CJW PROPERTIES LLC	PRIVATE	109 N DURKEE ST	APPLETON	WI		45000	8400	53400		\$	133.50	\$	250.00	\$	250.00
31-2-0326-00	2-0326	GILL	GREGORY SR	GREGORY SR GILL	PRIVATE	128 N DURKEE ST	APPLETON	WI		110800	34700	145500		\$	363.75	\$	363.75	\$	363.75
31-2-0327-01	2-0327-1	WAGNER ET AL	TIMOTHY	WAGNER ET AL	PRIVATE	118 N DURKEE ST	APPLETON	WI		109600	37400	147000		\$	367.50	\$	367.50	\$	367.50
31-2-0328-00	2-0328	RICKS TRUST	DREW	DREW RICKS TRUST	PRIVATE	309 E WASHINGTON ST	APPLETON	WI		51600	107400	159000		\$	397.50	\$	397.50	\$	397.50
31-2-0334-00	2-0334	331 PROPERTIES LLP		331 PROPERTIES LLP	PRIVATE	331 E WASHINGTON ST	APPLETON	WI		195500	42500	238000		\$	595.00	\$	595.00	\$	595.00
31-2-0337-00	2-0337	BGO LLC		BGO LLC	PRIVATE	300 E COLLEGE AVE	APPLETON	WI		120700	193400	314100		\$	785.25	\$	785.25	\$	785.25
31-2-0340-00	2-0340	FREEMAN REAL ESTATE	PARTNERSHIP	FREEMAN REAL ESTATE PARTNERSHIP	PRIVATE	308 E COLLEGE AVE	APPLETON	WI		152800	96300	249100		\$	622.75	\$	622.75	\$	622.75
31-2-0342-00	2-0342	TESKE	RONALD	RONALD TESKE	PRIVATE	314 E COLLEGE AVE	APPLETON	WI		136500	45600	182100		\$	455.25	\$	455.25	\$	455.25
31-2-0353-00	2-0353	FIRSTAR BANK APPLETON		FIRSTAR BANK APPLETON	PRIVATE	200 N DURKEE ST	APPLETON	WI		1072500	492500	1565000		\$	3,912.50	\$	3,912.50	\$	3,912.50
31-2-0363-00	2-0363	230 N MORRISON LLC		230 N MORRISON LLC	PRIVATE	230 N MORRISON ST	APPLETON	WI		193400	115600	309000		\$	772.50	\$	772.50	\$	772.50
31-2-0366-00	2-0366	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 100-A	359700	70300	430000	8.19%	\$	1,075.00	\$	1,075.00	\$	409.50
31-2-0366-01	2-0366-1	PFEFFERLE ENTERPRISES		PFEFFERLE ENTERPRISES	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 200	954400	140600	1095000	20.73%	\$	2,737.50	\$	2,737.50	\$	1,036.50
31-2-0366-02	2-0366-2	FOND DU LAC BLDG ASSOC	LLP	FOND DU LAC BLDG ASSOC LLP	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 300	947500	140600	1088100	20.73%	\$	2,720.25	\$	2,720.25	\$	1,036.50
31-2-0366-03	2-0366-3	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 400	947500	140600	1088100	20.73%	\$	2,720.25	\$	2,720.25	\$	1,036.50
31-2-0366-04	2-0366-4	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 500	947500	140600	1088100	20.73%	\$	2,720.25	\$	2,720.25	\$	1,036.50
31-2-0366-05	2-0366-5	FOND DU LAC BLDG ASSOC		FOND DU LAC BLDG ASSOC	PRIVATE	200 E WASHINGTON ST	APPLETON	WI	UNIT 100-B	435400	70300	505700	8.89%	\$	1,264.25	\$	1,264.25	\$	444.50
31-2-0371-00	2-0371	CONNER LLC	ETHEL	ETHEL CONNER LLC	PRIVATE	229 E FRANKLIN ST	APPLETON	WI		120000	65000	185000		\$	462.50	\$	462.50	\$	462.50
31-2-0384-00	2-0384	VALLEY PREMIER SEC PROPERTIES LLC	ETHEL PROPERTY LLC	VALLEY PREMIER PROPERTY LLC	PRIVATE	222 N ONEIDA ST	APPLETON	WI		118900	92100	211000		\$	527.50	\$	527.50	\$	527.50
31-2-0404-00	2-0404	214 SUPERIOR LLC		214 SUPERIOR LLC	PRIVATE	231 W FRANKLIN ST	APPLETON	WI		107800	132200	240000		\$	600.00	\$	600.00	\$	600.00
31-2-0405-00	2-0405	214 SUPERIOR LLC		214 SUPERIOR LLC	PRIVATE	214 N SUPERIOR ST	APPLETON	WI		138500	21500	160000		\$	400.00	\$	400.00	\$	400.00
31-2-0408-00	2-0408	BERKEN	SCOTT	SCOTT BERKEN	PRIVATE	233 N APPLETON ST	APPLETON	WI		120600	86500	207100		\$	517.75	\$	517.75	\$	517.75
31-2-0417-00	2-0417	MALZHAN ET AL	LISA	LISA MALZHAN ET AL	PRIVATE	211 N APPLETON ST	APPLETON	WI		105000	30500	135500		\$	338.75	\$	338.75	\$	338.75
31-2-0418-00	2-0418	JK APOLLON LLC		JK APOLLON LLC	PRIVATE	207 N APPLETON ST	APPLETON	WI		159400	34600	194000		\$	485.00	\$	485.00	\$	485.00
31-2-0419-00	2-0419	S & S ENTREPRENEURS	LLC	S & S ENTREPRENEURS LLC	PRIVATE	201 N APPLETON ST	APPLETON	WI		221700	58300	280000		\$	700.00	\$	700.00	\$	700.00

31-2-0428-00	2-0428	GANNETT MIDWEST	PUBLISHING INC	GANNETT MIDWEST PUBLISHING INC	PRIVATE	306 W WASHINGTON ST	APPLETON	WI	1245800	455200	1701000	\$ 4,252.50	\$ 4,252.50	\$ 4,252.50
31-2-0430-06	2-0430-6	HOERSCH AVRIL	ROBERT	ROBERT HOERSCH AVRIL	PRIVATE	218 N DIVISION ST	APPLETON	WI	103400	71100	174500	\$ 436.25	\$ 436.25	\$ 436.25
31-2-0458-00	2-0458	PROPERTIES LLC		PROPERTIES LLC	PRIVATE	130 E FRANKLIN ST	APPLETON	WI	189800	42000	231800	\$ 579.50	\$ 579.50	\$ 579.50
31-3-0847-00	3-0847	MCGUINNESS	JOHN	MCGUINNESS	PRIVATE	201 S WALNUT ST	APPLETON	WI	307600	64800	372400	\$ 931.00	\$ 931.00	\$ 931.00
31-3-0849-00	3-0849	DEXTERS PUB LLC		DEXTERS PUB LLC	PRIVATE	211 S WALNUT ST	APPLETON	WI	111200	28800	140000	\$ 350.00	\$ 350.00	\$ 350.00
31-3-0855-00	3-0855	NORWEST BANK WISCONSIN	APPLETON	NORWEST BANK WISCONSIN APPLETON	PRIVATE	516 W EIGHTH ST	APPLETON	WI	141900	375900	517800	\$ 1,294.50	\$ 1,294.50	\$ 1,294.50
31-3-0876-00	3-0876	THAO PROPERTIES LLC		THAO PROPERTIES LLC	PRIVATE	206 S MEMORIAL DR	APPLETON	WI	144800	61200	206000	\$ 515.00	\$ 515.00	\$ 515.00
31-3-0877-00	3-0877	THAO REVOCABLE TRUST	CHUNGYIA	THAO CHUNGYIA THAO REVOCABLE TRUST	PRIVATE	625 W LAWRENCE ST	APPLETON	WI	15700	34800	50500	\$ 126.25	\$ 250.00	\$ 250.00
31-3-0879-00	3-0879	BEHNKE PROPERTIES LLC		BEHNKE PROPERTIES LLC	PRIVATE	617 W LAWRENCE ST	APPLETON	WI	45600	42900	88500	\$ 221.25	\$ 250.00	\$ 250.00
31-3-0883-00	3-0883	DECLEENE- ZELLNER LLC		DECLEENE- ZELLNER LLC	PRIVATE	215 S MEMORIAL DR	APPLETON	WI	448300	145700	594000	\$ 1,485.00	\$ 1,485.00	\$ 1,485.00
31-3-0934-00	3-0934	BOYLE	JAMES	JAMES BOYLE	PRIVATE	131 S BADGER AVE	APPLETON	WI	47400	77600	125000	\$ 312.50	\$ 312.50	\$ 312.50
31-3-0937-00	3-0937	S & K FOOD MART INC		S & K FOOD MART INC	PRIVATE	911 W COLLEGE AVE	APPLETON	WI	289600	132800	422400	\$ 1,056.00	\$ 1,056.00	\$ 1,056.00
31-3-0938-00	3-0938	NEVINS TRUST	LANCE	LANCE NEVINS TRUST	PRIVATE	843 W COLLEGE AVE	APPLETON	WI	316200	109900	426100	\$ 1,065.25	\$ 1,065.25	\$ 1,065.25
31-3-0943-00	3-0943	823 AND 825 BUILDING	LLC	823 AND 825 BUILDING LLC	PRIVATE	823 W COLLEGE AVE	APPLETON	WI	19400	60600	80000	\$ 200.00	\$ 250.00	\$ 250.00
31-3-0943-02	3-0943-2	827 BUILDING LLC		827 BUILDING LLC	PRIVATE	827 W COLLEGE AVE	APPLETON	WI	400	44600	45000	\$ 112.50	\$ 250.00	\$ 250.00
31-3-0944-00	3-0944	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	819 W COLLEGE AVE	APPLETON	WI	76100	21400	97500	\$ 243.75	\$ 250.00	\$ 250.00
31-3-0945-00	3-0945	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	815 W COLLEGE AVE	APPLETON	WI	132400	36400	168800	\$ 422.00	\$ 422.00	\$ 422.00
31-3-0945-01	3-0945-1	PIERRI TRUST	SARA	SARA PIERRI TRUST	PRIVATE	813 W COLLEGE AVE	APPLETON	WI	47900	17700	65600	\$ 164.00	\$ 250.00	\$ 250.00
31-3-0946-00	3-0946	PIONEER PROFESSIONAL	CARPET CARE	PIONEER PROFESSIONAL CARPET CARE	PRIVATE	809 W COLLEGE AVE	APPLETON	WI	45000	17100	62100	\$ 155.25	\$ 250.00	\$ 250.00
31-3-0947-00	3-0947	BOARDWALK RENTALS LLP		BOARDWALK RENTALS LLP	PRIVATE	807 W COLLEGE AVE	APPLETON	WI	70800	17100	87900	\$ 219.75	\$ 250.00	\$ 250.00
31-3-0948-00	3-0948	WENZ RENTAL PROPERTIES	LLC	WENZ RENTAL PROPERTIES LLC	PRIVATE	801 W COLLEGE AVE	APPLETON	WI	115200	40300	155500	\$ 388.75	\$ 388.75	\$ 388.75
31-3-0960-00	3-0960	745 COLLEGE LLC		745 COLLEGE LLC	PRIVATE	745 W COLLEGE AVE	APPLETON	WI	274500	29500	304000	\$ 760.00	\$ 760.00	\$ 760.00
31-3-0961-00	3-0961	VANEGEREN PROPERTIES	LLC	VANEGEREN PROPERTIES LLC	PRIVATE	741 W COLLEGE AVE	APPLETON	WI	51700	77100	128800	\$ 322.00	\$ 322.00	\$ 322.00
31-3-0963-01	3-0963-1	THEADOCIA LLC		THEADOCIA LLC	PRIVATE	733 W COLLEGE AVE	APPLETON	WI	142700	64400	207100	\$ 517.75	\$ 517.75	\$ 517.75
31-3-0964-00	3-0964	CHI-LING KONG		CHI-LING KONG	PRIVATE	719 W COLLEGE AVE	APPLETON	WI	185300	114500	299800	\$ 749.50	\$ 749.50	\$ 749.50
31-3-0972-00	3-0972	ANCHOR BANK FSB		ANCHOR BANK FSB	PRIVATE	127 S MEMORIAL DR	APPLETON	WI	445500	269500	715000	\$ 1,787.50	\$ 1,787.50	\$ 1,787.50

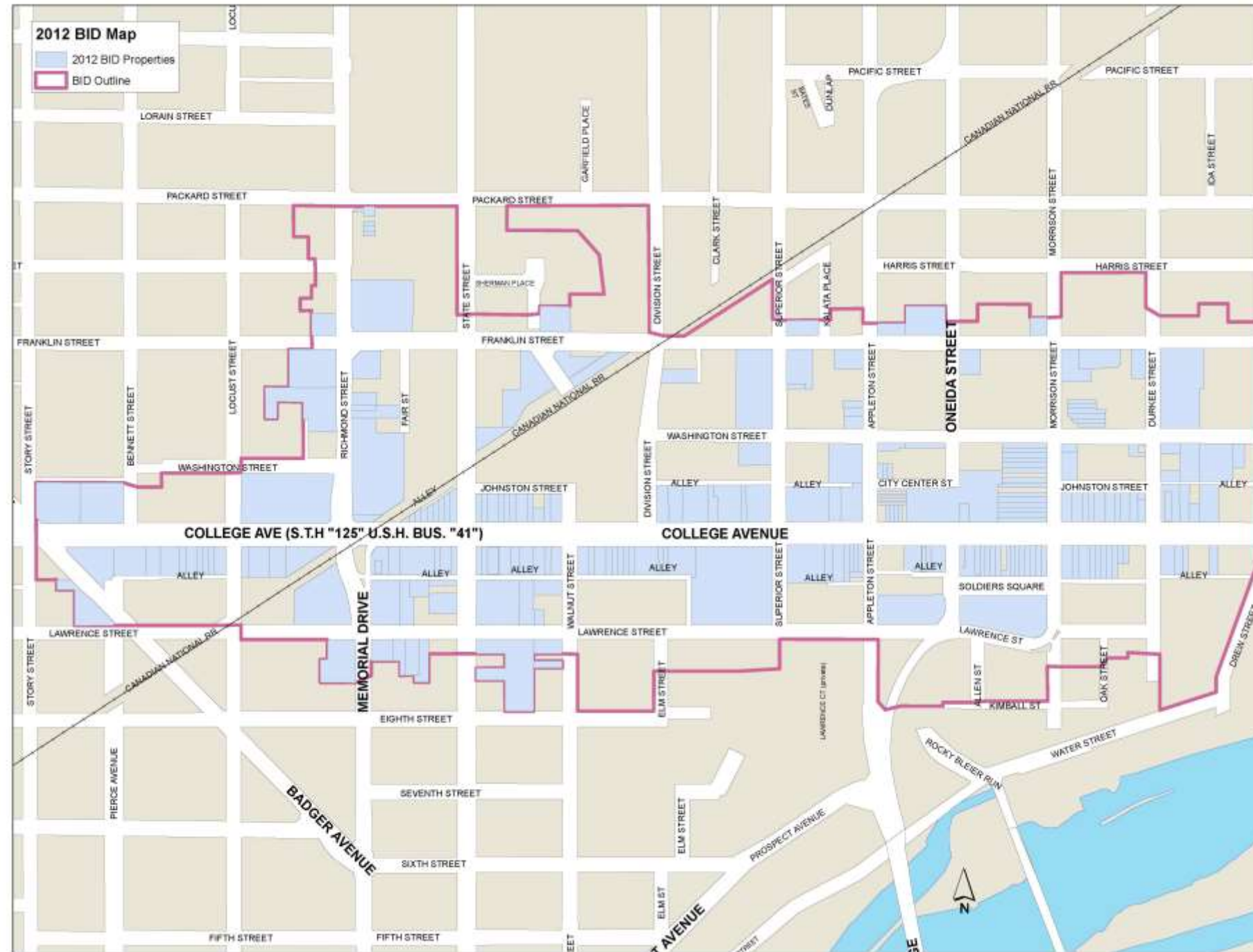
31-3-0976-00	3-0976	MILLER	WILLIAM	WILLIAM MILLER	PRIVATE	623 W COLLEGE AVE	APPLETON	WI	207000	69400	276400	\$ 691.00	\$ 691.00	\$ 691.00
31-3-0976-01	3-0976-1	LINDBERG	ROBERT	ROBERT LINDBERG	PRIVATE	100 S MEMORIAL DR	APPLETON	WI	48100	95100	143200	\$ 358.00	\$ 358.00	\$ 358.00
31-3-0979-00	3-0979	APPLETON WEST END	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	609 W COLLEGE AVE	APPLETON	WI	198700	179900	378600	\$ 946.50	\$ 946.50	\$ 946.50
31-3-0983-00	3-0983	DAS VENTURES HOLDINGS	LLC	DAS VENTURES HOLDINGS LLC	PRIVATE	603 W COLLEGE AVE	APPLETON	WI	401800	112500	514300	\$ 1,285.75	\$ 1,285.75	\$ 1,285.75
31-3-0985-00	3-0985	LISON	JAMES	JAMES LISON	PRIVATE	601 W COLLEGE AVE	APPLETON	WI	158800	43200	202000	\$ 505.00	\$ 505.00	\$ 505.00
31-3-0986-00	3-0986	MCFLESHMAN'S COMMONS	LLC	MCFLESHMAN'S COMMONS LLC	PRIVATE	115 S STATE ST	APPLETON	WI	79400	29100	108500	\$ 271.25	\$ 271.25	\$ 271.25
31-3-0988-00	3-0988	HINZMAN	PAUL	PAUL HINZMAN	PRIVATE	121 S STATE ST	APPLETON	WI	106300	83000	189300	\$ 473.25	\$ 473.25	\$ 473.25
31-3-0993-00	3-0993	BOXER ENTERPRISES LLC		BOXER ENTERPRISES LLC	PRIVATE	620 W LAWRENCE ST	APPLETON	WI	83100	59900	143000	\$ 357.50	\$ 357.50	\$ 357.50
31-3-0996-00	3-0996	VANDEHEY FOUNDATION	ROBERT	ROBERT VANDEHEY FOUNDATION	PRIVATE	122 S MEMORIAL DR	APPLETON	WI	207900	182000	389900	\$ 974.75	\$ 974.75	\$ 974.75
31-3-0998-00	3-0998	BOXER ENTERPRISES LLC		BOXER ENTERPRISES LLC	PRIVATE	613 W COLLEGE AVE	APPLETON	WI	21000	24400	45400	\$ 113.50	\$ 250.00	\$ 250.00
31-3-0999-00	3-0999	GREINER	JOHN	JOHN GREINER	PRIVATE	535 W COLLEGE AVE	APPLETON	WI	151100	49000	200100	\$ 500.25	\$ 500.25	\$ 500.25
31-3-1003-00	3-1003	EFS LLC		EFS LLC	PRIVATE	523 W COLLEGE AVE	APPLETON	WI	724800	246400	971200	\$ 2,428.00	\$ 2,428.00	\$ 2,428.00
31-3-1004-00	3-1004	KOROLL PROPERTIES LLC		KOROLL PROPERTIES LLC	PRIVATE	519 W COLLEGE AVE	APPLETON	WI	364500	77600	442100	\$ 1,105.25	\$ 1,105.25	\$ 1,105.25
31-3-1008-00	3-1008	NORWEST BANK WISCONSIN	APPLETON	NORWEST BANK WISCONSIN APPLETON	PRIVATE	118 S STATE ST	APPLETON	WI	1009000	341000	1350000	\$ 3,375.00	\$ 3,375.00	\$ 3,375.00
31-3-1015-00	3-1015	VICTORIA	CRESENCIO	CRESENCIO VICTORIA	PRIVATE	510 W LAWRENCE ST	APPLETON	WI	59500	24300	83800	\$ 209.50	\$ 250.00	\$ 250.00
31-3-1017-00	3-1017	HAUSSERMAN ET AL	ROBERT	ROBERT HAUSSERMAN ET AL	PRIVATE	119 S WALNUT ST	APPLETON	WI	78000	82000	160000	\$ 400.00	\$ 400.00	\$ 400.00
31-3-1020-00	3-1020	NAKASHIMA TRUST	HIROYUKI	HIROYUKI NAKASHIMA TRUST	PRIVATE	509 W COLLEGE AVE	APPLETON	WI	443600	109400	553000	\$ 1,382.50	\$ 1,382.50	\$ 1,382.50
31-3-1021-00	3-1021	VICTORIAS APPLETON INC		VICTORIAS APPLETON INC	PRIVATE	507 W COLLEGE AVE	APPLETON	WI	201800	57600	259400	\$ 648.50	\$ 648.50	\$ 648.50
31-3-1022-00	3-1022	VICTORIAS APPLETON INC		VICTORIAS APPLETON INC	PRIVATE	503 W COLLEGE AVE	APPLETON	WI	238200	121400	359600	\$ 899.00	\$ 899.00	\$ 899.00
31-3-1023-00	3-1023	THE BAR GROUP LLC		THE BAR GROUP LLC	PRIVATE	427 W COLLEGE AVE	APPLETON	WI	837700	138200	975900	\$ 2,439.75	\$ 2,439.75	\$ 2,439.75
31-3-1025-00	3-1025	OTTPERTIES LLC		OTTPERTIES LLC	PRIVATE	425 W COLLEGE AVE	APPLETON	WI	183800	66200	250000	\$ 625.00	\$ 625.00	\$ 625.00
31-3-1027-00	3-1027	MILL ROAD REAL ESTATE	CO LLC	MILL ROAD REAL ESTATE CO LLC	PRIVATE	423 W COLLEGE AVE	APPLETON	WI	163000	132500	295500	\$ 738.75	\$ 738.75	\$ 738.75
31-3-1028-00	3-1028	M & H PROPERTIES LLC		M & H PROPERTIES LLC	PRIVATE	417 W COLLEGE AVE	APPLETON	WI	242700	69300	312000	\$ 780.00	\$ 780.00	\$ 780.00
31-3-1029-00	3-1029	ZIMJET LLC		ZIMJET LLC	PRIVATE	415 W COLLEGE AVE	APPLETON	WI	167800	63500	231300	\$ 578.25	\$ 578.25	\$ 578.25
31-3-1030-00	3-1030	JTB APPLETON LLC		JTB APPLETON LLC	PRIVATE	413 W COLLEGE AVE	APPLETON	WI	238600	66200	304800	\$ 762.00	\$ 762.00	\$ 762.00
31-3-1031-00	3-1031	ELMAZI	MERIJE	MERIJE ELMAZI	PRIVATE	411 W COLLEGE AVE	APPLETON	WI	206700	66200	272900	\$ 682.25	\$ 682.25	\$ 682.25

31-3-1032-00	3-1032	GUYETTE AH&M	TIMOTHY	TIMOTHY GUYETTE AH&M	PRIVATE	409 W COLLEGE AVE	APPLETON	WI		142500	66200	208700	\$ 521.75	\$ 521.75	\$ 521.75
31-3-1033-00	3-1033	ENTERPRISES LLC		ENTERPRISES LLC	PRIVATE	403 W COLLEGE AVE	APPLETON	WI		1184400	250900	1435300	\$ 3,588.25	\$ 3,588.25	\$ 3,588.25
31-5-0693-00	5-0693	KRUEGER AK INVESTMENTS	LEWIS	LEWIS KRUEGER AK INVESTMENTS	PRIVATE	305 N RICHMOND ST	APPLETON	WI		105200	71800	177000	\$ 442.50	\$ 442.50	\$ 442.50
31-5-0712-00	5-0712	LLC		LLC	PRIVATE	225 N RICHMOND ST	APPLETON	WI		376400	239200	615600	\$ 1,539.00	\$ 1,539.00	\$ 1,539.00
31-5-1058-00	5-1058	LANG FAMILY ENTERPRISE	LLC	LANG FAMILY ENTERPRISE LLC	PRIVATE	532 W COLLEGE AVE	APPLETON	WI		197600	49000	246600	\$ 616.50	\$ 616.50	\$ 616.50
31-5-1059-00	5-1059	SHAHIN	CYRUS	CYRUS SHAHIN	PRIVATE	530 W COLLEGE AVE	APPLETON	WI		70800	49000	119800	\$ 299.50	\$ 299.50	\$ 299.50
31-5-1060-00	5-1060	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	524 W COLLEGE AVE	APPLETON	WI		173200	97900	271100	\$ 677.75	\$ 677.75	\$ 677.75
31-5-1061-00	5-1061	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	522 W COLLEGE AVE	APPLETON	WI		57900	51800	109700	\$ 274.25	\$ 274.25	\$ 274.25
31-5-1062-00	5-1062	FLANAGAN	PATRICK	PATRICK FLANAGAN	PRIVATE	518 W COLLEGE AVE	APPLETON	WI		95000	51800	146800	\$ 367.00	\$ 367.00	\$ 367.00
31-5-1063-00	5-1063	MULDOON ET AL	LINDA	LINDA MULDOON ET AL	PRIVATE	516 W COLLEGE AVE	APPLETON	WI		56100	51800	107900	\$ 269.75	\$ 269.75	\$ 269.75
31-5-1064-00	5-1064	MULDOON ET AL	LINDA	LINDA MULDOON ET AL	PRIVATE	514 W COLLEGE AVE	APPLETON	WI		55400	103100	158500	\$ 396.25	\$ 396.25	\$ 396.25
31-5-1065-00	5-1065	CHUDACOFF ET AL	BRUCE	CHUDACOFF ET AL	PRIVATE	512 W COLLEGE AVE	APPLETON	WI		108000	52400	160400	\$ 401.00	\$ 401.00	\$ 401.00
31-5-1067-00	5-1067	APPLETON WEST END	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	508 W COLLEGE AVE	APPLETON	WI		129400	55700	185100	\$ 462.75	\$ 462.75	\$ 462.75
31-5-1068-00	5-1068	APPLETON WEST END	REALTY LTD	APPLETON WEST END REALTY LTD	PRIVATE	506 W COLLEGE AVE	APPLETON	WI		121400	54700	176100	\$ 440.25	\$ 440.25	\$ 440.25
31-5-1070-00	5-1070	COLLEGE AVENUE BELFEUIL	ASSOCIATES	COLLEGE AVENUE ASSOCIATES	PRIVATE	500 W COLLEGE AVE	APPLETON	WI		105700	114000	219700	\$ 549.25	\$ 549.25	\$ 549.25
31-5-1075-00	5-1075	RENTALS LLC		RENTALS LLC	PRIVATE	509 W FRANKLIN ST	APPLETON	WI		83500	111500	195000	\$ 487.50	\$ 487.50	\$ 487.50
31-5-1075-02	5-1075- 2	HAHNEMANN	TODD	TODD HAHNEMANN	PRIVATE	437 W FRANKLIN ST	APPLETON	WI		58500	55500	114000	\$ 285.00	\$ 285.00	\$ 285.00
31-5-1076-00	5-1076	CASTON	ROBERT	ROBERT CASTON	PRIVATE	136 N STATE ST	APPLETON	WI		54800	43200	98000	\$ 245.00	\$ 250.00	\$ 250.00
31-5-1100-00	5-1100	KWIK TRIP INC		KWIK TRIP INC	PRIVATE	306 N RICHMOND ST	APPLETON	WI		1546200	401700	1947900	\$ 4,869.75	\$ 4,869.75	\$ 4,869.75
31-5-1101-00	5-1101	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	APPLETON	WI	UNIT 1	495100	67700	562800	\$ 1,407.00	\$ 1,407.00	\$ 1,407.00
31-5-1101-20	5-1101- 20	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	APPLETON	WI	UNIT 2	117800	16800	134600	\$ 336.50	\$ 336.50	\$ 336.50
31-5-1101-21	5-1101- 21	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	APPLETON	WI	UNIT 3	334000	85200	419200	\$ 1,048.00	\$ 1,048.00	\$ 1,048.00
31-5-1101-22	5-1101- 22	400 NORTH LLC		400 NORTH LLC	PRIVATE	400 N RICHMOND ST	APPLETON	WI	UNIT 4	141900	14100	156000	\$ 390.00	\$ 390.00	\$ 390.00
31-5-1139-00	5-1139	PETROLEUM REALTY IV	LLC	PETROLEUM REALTY IV LLC	PRIVATE	226 N RICHMOND ST	APPLETON	WI		34400	104500	138900	\$ 347.25	\$ 347.25	\$ 347.25
31-5-1147-00	5-1147	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	208 N RICHMOND ST	APPLETON	WI		60300	34700	95000	\$ 237.50	\$ 250.00	\$ 250.00
31-5-1148-00	5-1148	BOYCE	JAMIE	JAMIE BOYCE	PRIVATE	200 N RICHMOND ST	APPLETON	WI		81500	50500	132000	\$ 330.00	\$ 330.00	\$ 330.00
31-5-1148-01	5-1148- 1	BOYCE OLD BRICK	JAMIE	JAMIE BOYCE OLD BRICK	PRIVATE	204 N RICHMOND ST	APPLETON	WI		66300	14700	81000	\$ 202.50	\$ 250.00	\$ 250.00
31-5-1158-00	5-1158	PROPERTIES	LLC	PROPERTIES LLC	PRIVATE	110 N RICHMOND ST	APPLETON	WI		489100	630900	1120000	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00
31-5-1159-00	5-1159	HANSEN TRUST	JOHN	JOHN HANSEN TRUST	PRIVATE	638 W COLLEGE AVE	APPLETON	WI		35900	41700	77600	\$ 194.00	\$ 250.00	\$ 250.00

31-5-1160-00	5-1160	SPARKY MARK LLC		SPARKY MARK LLC	PRIVATE	600 W COLLEGE AVE	APPLETON	WI	58800	53500	112300	\$ 280.75	\$ 280.75	\$ 280.75
31-5-1162-00	5-1162	KRUEGER DOUBLE G	SHANE	SHANE KRUEGER DOUBLE G	PRIVATE	602 W COLLEGE AVE	APPLETON	WI	73500	32600	106100	\$ 265.25	\$ 265.25	\$ 265.25
31-5-1163-00	5-1163	PROPERTIES	LLC	FREDERICK PROPERTIES LLC	PRIVATE	604 W COLLEGE AVE	APPLETON	WI	70500	28500	99000	\$ 247.50	\$ 250.00	\$ 250.00
31-5-1164-00	5-1164	VANHANDEL	FREDERICK	FREDERICK VANHANDEL	PRIVATE	606 W COLLEGE AVE	APPLETON	WI	82500	24300	106800	\$ 267.00	\$ 267.00	\$ 267.00
31-5-1165-00	5-1165	VANHANDEL	FREDERICK	VANHANDEL	PRIVATE	610 W COLLEGE AVE	APPLETON	WI	88400	20200	108600	\$ 271.50	\$ 271.50	\$ 271.50
31-5-1166-00	5-1166	INVESTMENT CREATIONS	LLC	INVESTMENT CREATIONS LLC	PRIVATE	612 W COLLEGE AVE	APPLETON	WI	86700	16300	103000	\$ 257.50	\$ 257.50	\$ 257.50
31-5-1167-00	5-1167	ASCHENBRENER	JAMES	JAMES ASCHENBRENER	PRIVATE	614 W COLLEGE AVE	APPLETON	WI	63900	15100	79000	\$ 197.50	\$ 250.00	\$ 250.00
31-5-1168-00	5-1168	YDE	JOHN	JOHN YDE	PRIVATE	616 W COLLEGE AVE	APPLETON	WI	54500	11000	65500	\$ 163.75	\$ 250.00	\$ 250.00
31-5-1169-00	5-1169	BARQUET-LEYTE	ANTAR	ANTAR BARQUET- LEYTE	PRIVATE	618 W COLLEGE AVE	APPLETON	WI	30900	9700	40600	\$ 101.50	\$ 250.00	\$ 250.00
31-5-1173-00	5-1173	GNI OF APPLETON LLC		GNI OF APPLETON LLC	PRIVATE	700 W COLLEGE AVE	APPLETON	WI	1409300	790700	2200000	\$ 5,500.00	\$ 5,000.00	\$ 5,000.00
31-5-1184-00	5-1184	CHRISTENSEN LAND CO		CHRISTENSEN LAND CO	PRIVATE	137 N RICHMOND ST	APPLETON	WI	410700	227200	637900	\$ 1,594.75	\$ 1,594.75	\$ 1,594.75
31-5-1212-00	5-1212	MAY REVOCABLE TRUST	JOHN	JOHN MAY REVOCABLE TRUST	PRIVATE	900 W COLLEGE AVE	APPLETON	WI	864000	231000	1095000	\$ 2,737.50	\$ 2,737.50	\$ 2,737.50
31-5-1216-00	5-1216	CAPITAL CREDIT UNION		CAPITAL CREDIT UNION	PRIVATE	926 W COLLEGE AVE	APPLETON	WI	455000	243300	698300	\$ 1,745.75	\$ 1,745.75	\$ 1,745.75
31-5-1918-00	5-1918	500 W FRANKLIN STREET	LLC	500 W FRANKLIN STREET LLC	PRIVATE	500 W FRANKLIN ST	APPLETON	WI	155100	69900	225000	\$ 562.50	\$ 562.50	\$ 562.50
31-5-2226-01	5-2226-1	GRISHABER	FRANK	FRANK GRISHABER	PRIVATE	407 W FRANKLIN ST	APPLETON	WI	30800	39800	70600	\$ 176.50	\$ 250.00	\$ 250.00

Appendix G

Map of District



DOWNTOWN

4925
Public
Parking
Stalls

6146

HOUSEHOLDS
within one mile

70
Retail
Stores

Months
of Farm
Market

7500
EMPLOYEES

12

WORLD-CLASS

2000
PERFORMING

SEAT
ARTS CENTER

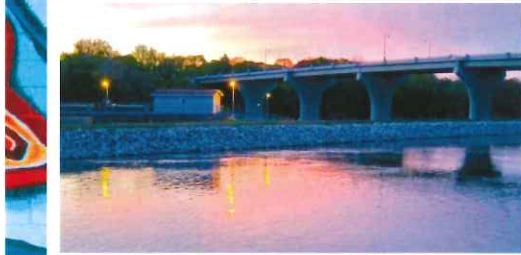
10 Attractions &
Museums

470 HOTEL
ROOMS

65 **18**
RESTAURANTS
COFFEE SHOPS
PUBS & CLUBS

110+ Community
EVENTS

Welcoming **500,000+** Visitors



1530 LAWRENCE
UNIVERSITY
STUDENTS

FROM 43 DIFFERENT
COUNTRIES

65,000 SQ. FT. COMING
EXHIBITION CENTER SOON

*The Perfect Space
for Your Business!*

ONE GREAT PLACE



Appleton
DOWNTOWN
incorporated

& BUSINESS IMPROVEMENT DISTRICT

2015 ANNUAL REPORT

CREATING A VIBRANT & ACCESSIBLE DESTINATION

2015 was an exciting year for ADI and for downtown Appleton. Downtown saw major progress in the completion of the city parking study, the initiation of the mobility (traffic) study, significant progress on the exhibition center, continuing work on the library, and the beginning of a revisit to the City of Appleton's long range plan being funded cooperatively by the city and ADI. We have seen both new businesses open and some existing businesses relocate or expand. The vision for downtown continues to develop and more importantly **the realization of that vision is steadily progressing.**

The board of ADI had a retreat several months ago. We re-examined our mission by asking ourselves what it is that we do best. How do we make downtown a vibrant and accessible destination for business, learning, living and leisure? We concluded that most of our efforts and **success revolves around bringing people downtown, and our programs to do that continue to grow.** Our year-round Farm Market, the fabulous Summer Concert Series, Death by Chocolate, Soup Walk, Mini Golf On The Town, and our Holiday Fun Fest drew record numbers of people into downtown. We continue to support the incredibly successful Mile of Music which now draws thousands of people from all over Wisconsin and beyond.

The early growth and success of Creative Downtown Appleton, Inc. has also been exciting. From the renovation of the parklet, to the generation of public murals, Creative Downtown has helped our downtown to be an even more

pleasant and artistic destination. We also helped local artists through our support of the new ARTiculture program. Creative Downtown is really having an impact in making our downtown **ONE GREAT PLACE**, the new brand we unveiled at our 2015 Annual Dinner.

Finally, the year has also seen exciting changes in the structure of ADI itself. We have restructured our personnel and job responsibilities to allow us to be more successful in both improving our current programs and expanding our efforts to bring yet more people to our downtown. We have also added new positions to our staff and have developed a very ambitious budget aimed at insuring our continued growth and success. Of course we are always **extremely appreciative of our business partners, our sponsors, and the many volunteers who make our success possible.**

The Fox Cities is in competition with other urban communities, both within Wisconsin and outside. Our vibrant downtown is the hub of what makes our greater community such an attractive destination for both a talented workforce and new businesses. At ADI we take our responsibility seriously to continue to make our downtown ONE GREAT PLACE.



John Peterson
President of the Board

2016 GOAL: BUILD AN EVEN GREATER PLACE!

The addition of an Exhibition Center to our district brings excitement, opportunity and focus to our work to support the growth of the Central Business District.

Support entrepreneurship and promote a vital business climate

- Participate in Downtown Plan update including a current market study, public art plan, recruitment strategies to enhance the growth of the district
- Administer BID Grant programs: business recruitment, façade and signage improvements and marketing
- Retention and recruitment efforts to support a strong mixed use commercial district

Enhance Downtown's urban design, accessibility, inclusiveness and walkability through placemaking initiatives

- Develop and launch the Downtown CARE Maintenance program
- Participate in community inclusiveness program and support accessibility in the district
- Continue placemaking efforts that include public art, gathering spaces, pop-up exhibits and more

Promote Downtown as a tourism attraction and enhance the visitor experience through a strong unified brand

- Produce a brand video series featuring the businesses and people that make Downtown One Great Place
- Work with the Fox Cities Convention and Visitor's Bureau and the Radisson Paper Valley Hotel to promote the Exhibition Center
- Produce and support more than 100 community events hosted in Downtown

Support the attraction and development of residential density and enhance downtown's livability

- Work with the newly formed Downtown neighborhood district to identify amenities and improvements that will support residential growth
- Engage Downtown residents in the downtown plan update process and new neighborhood initiatives



2015 ADI & BID HIGHLIGHTS

ECONOMIC DEVELOPMENT SUPPORT

- 24 new businesses
- 11 business recruitment grants*
- 25 façade improvement grants supported \$53,425 in building and signage improvements*
- 28 marketing grants*
- 5 businesses relocated and expanded within the district
- Exhibition Center advocacy to support approval
- City parking and mobility study participation

CLEAN, SAFE AND FRIENDLY

- General sidewalk cleaning*
- Flowers for the planters on College Ave.*
- Washington Square neighborhood monitor*
- Valley Transit partnership to provide the Downtown Trolley

*BID funding contributed

COMMUNICATION AND MARKETING BY THE NUMBERS*

- One Great Place brand development
- New mobile-friendly website
- 25,000 Downtown Guides
- 3,000 Trolley brochures
- 10,000 Holiday guides
- 5,500 Summer pocket guides
- 7,500 Bag stuffers
- 7,500 Coupon books
- 993 Blog posts
- 70,871 Website visits
- 22,109 Facebook likes
- 6,609 Twitter followers
- 468 Instagram followers
- 4,126 Eblast recipients
- 1,700+ Paid image promotional ads

110 COMMUNITY EVENTS WELCOMING MORE THAN 500,000 VISITORS

CREATIVE DOWNTOWN APPLETON INC. & PLACEMAKING

- Parklet Place renovation
- Public art murals, community paintings and photo contest
- Art on the Town and Holiday Fun Fest
- Houdini Plaza community chairs
- Partnership projects with the City of Appleton, ARTiculture, Mile of Music and Sculpture Valley

2015 PLACEMAKERS

Angels Forever/Windows of Light
Karen Bruno & Mark Scheffler
Jamie Cartwright & Fanny Lau
Andrew Dane
Joshua Dukelow
Fox Valley Chorus of Sweet Adelines, Intl.
Janelle Fuhrmann
Trevor & Carol Frank
Travis & Shannon Full
Karen Harkness
Tom Hanks
John & Barb Hendrickson
Joe Martin
Alison Mayer
Charles Ollila
Bonnie & Joe Pankratz
Sarah Riley & Joel Christopher
Kathryn & Michael Sahli
Rich & Joan Schmidt
Joseph Simmons
Anthony Snyder
Spats Food & Spirits
Gloria Springer
Monica Stage
Jennifer & Jay Stephany
Renee Torzala
Maria Van Laanen
Elizabeth Watson
Will & Pam Weider
Anne & Bruce Wiegman
Christine & Todd Williams

2015 BID YEAR IN REVIEW

	PROPOSED 2016 BUDGET	2015 BID ACTUAL
Total Assessments	\$193,125	\$192,683
Carryover	\$7,452	\$2,567
Actual interest earned		\$722
Total	\$200,577	\$195,972
EXPENSES		
Wages	\$37,500	\$41,334
Security Services	\$2,700	\$2,402
Administrative	\$7,000	\$7,516
BID Audit	\$2,500	\$2,500
Marketing and Printing	\$87,000	\$84,720
Façade Grants	\$20,000	\$16,500
Sidewalk/Maintenance	\$9,125	\$12,398
Marketing Grants	\$10,000	\$6,910
Business Recruitment	\$7,300	\$3,940
Recruitment Grants	\$10,000	\$10,445
Total Expenses	\$193,125	\$188,665
Carry Over		\$7,307

BID Property Data

Total assessed value of BID properties: \$120,855,100

Value comparison to previous year is an .8% reduction in total assessed value

205 BID Properties containing 426 total units

79% Occupancy rate: 337 units

21% Vacancy rate: 89 units

Vacancy rate increased by 1% over previous year

BID Property Classification





APPLETON DOWNTOWN, INC. AND CREATIVE DOWNTOWN APPLETON, INC. BOARD OF DIRECTORS

EXECUTIVE COMMITTEE

John Peterson, *Peterson, Berk & Cross*
PRESIDENT

John M. Hendrickson, *Bank of Kaukauna*
PAST PRESIDENT

Will Weider, *Ministry Health*
VICE PRESIDENT

Angela Rust, *Johnson Bank*
TREASURER

Pat Murray, *Murray Photo & Video*
SECRETARY

Lynn Hagee, *Lawrence University*
EXECUTIVE OFFICER

BOARD MEMBERS

Joshua Dukelow, *Fox Valley Technical College*

Mary Greiner, *Schenck SC*

Robyn K. Gruner, *AT&T*

Deb Johnson, *CopperLeaf Boutique Hotel & Spa*

Lyssa King, *King Brokerage & OuterEdge Stage*

Joe Kohlbeck, *The Bar on the Avenue*

Steve Lonsway, *Stone Cellar Brewpub*

Elizabeth Ringgold, *Newmark Grubb Pfefferle*

Sarah Schneider, *Thrivent Financial*

Monica Stage, *City of Appleton*

Jill VanderLoop, *Joseph's Shoes*

Kevin Wirth, *Skyline Technologies*

APPLETON DOWNTOWN, INC. STAFF

Jennifer Stephany
EXECUTIVE DIRECTOR

Anne Wiegman
MARKETING DIRECTOR

Djuanna Hugdahl
EVENT DIRECTOR

Greg Otis
PROJECT & AMBASSADOR
COORDINATOR

Traci Ebrecht
OFFICE MANAGER

Karie Mindock
FARM MARKET STAFF

Travis Nagle
FARM MARKET STAFF

Meghan Warner
FARM MARKET STAFF

Alex Hugdahl
FARM MARKET STAFF

BUSINESS IMPROVEMENT DISTRICT BOARD OF DIRECTORS

Mark Behnke, *Bazil's Pub & Provisions*
SECRETARY

Paul Heid, *Heid Music Co.*

Monica Stage, *City of Appleton*
TREASURER

John Reader, *Good Company*

Gary Schmitz, *Universal Insurance/Investments Inc.*
PRESIDENT

Brad Schwebs, *Newmark Grubb Pfefferle*

Pam Ulness, *Ulness Health and Wellness*

Nate Weyenberg, *Angels Forever Windows of Light*

Steve Winter, *Rollie Winter & Associates*

THANK YOU to our business partners, sponsors, and the many volunteers who make our success possible.



Thank you to the photographers and artists whose work appears in this report and graces the walls, sidewalks, windows and public spaces of our downtown.



#onegreatplace    

appletondowntown.org

Appleton Downtown Inc.
Creative Downtown Appleton Inc.
Business Improvement District
116 N. Appleton St.
Appleton, WI 54911
920-954-9112
Fax 920-954-0219
info@appletondowntown.org

CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT
Appleton, Wisconsin

COMMUNICATION TO THOSE CHARGED
WITH GOVERNANCE AND MANAGEMENT

As of and for the Year Ended December 31, 2015

APPLETON BUSINESS IMPROVEMENT DISTRICT

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Baker Tilly Virchow Krause, LLP
Ten Terrace Ct, PO Box 7398
Madison, WI 53707-7398
tel 608 249 6622
fax 608 249 8532
bakertilly.com

May 27, 2016

To the Board of Directors
Appleton Business Improvement District
Appleton, Wisconsin

We have completed the financial audit for the Appleton Business Improvement District for the year ending December 31, 2015. This document includes a Two Way Communication Regarding Your Audit. We have also included informational points that we would like to bring to your attention which are located on page 4. These points are not considered material weaknesses or significant deficiencies. This document concludes with a Required Communication to Those Charged with Governance of the Appleton Business Improvement District.

We appreciate our working relationship with the Appleton Business Improvement District and are happy to discuss any of the matters outlined in this letter in further detail.

Sincerely,

BAKER TILLY VIRCHOW KRAUSE, LLP

A handwritten signature in black ink, appearing to read "Carla A. Gogin", is written over a light blue horizontal line.

Carla A. Gogin, CPA, Partner

OTHER COMMUNICATIONS TO THOSE CHARGED WITH GOVERNANCE

TWO WAY COMMUNICATION REGARDING YOUR AUDIT

As part of our audit of your financial statements, we are providing communications to you throughout the audit process. Auditing requirements provide for two-way communication and are important in assisting the auditor and you with more information relevant to the audit.

As this past audit is concluded, we use what we have learned to begin the planning process for next year's audit. It is important that you understand the following points about the scope and timing of our next audit:

- a. We address the significant risks of material misstatement, whether due to fraud or error, through our detailed audit procedures.
- b. We will obtain an understanding of the five components of internal control sufficient to assess the risk of material misstatement of the financial statements whether due to error or fraud, and to design the nature, timing, and extent of further audit procedures. We will obtain a sufficient understanding by performing risk assessment procedures to evaluate the design of controls relevant to an audit of financial statements and to determine whether they have been implemented. We will use such knowledge to:
 - > Identify types of potential misstatements.
 - > Consider factors that affect the risks of material misstatement.
 - > Design tests of controls, when applicable, and substantive procedures.

We will not express an opinion on the effectiveness of internal control over financial reporting or compliance with laws, regulations, and provisions of contracts or grant programs.

- c. The concept of materiality recognizes that some matters, either individually or in the aggregate, are important for fair presentation of financial statements in conformity with generally accepted accounting principles while other matters are not important. In performing the audit, we are concerned with matters that, either individually or in the aggregate, could be material to the financial statements. Our responsibility is to plan and perform the audit to obtain reasonable assurance that material misstatements, whether caused by errors or fraud, are detected.

We are very interested in your views regarding certain matters. Those matters are listed here:

- a. We typically will communicate with your top level of management unless you tell us otherwise.
- b. We understand that the district board has the responsibility to oversee the strategic direction of your organization, as well as the overall accountability of the entity. Management has the responsibility for achieving the objectives of the entity.
- c. We need to know your views about your organization's objectives and strategies, and the related business risks that may result in material misstatements.
- d. Which matters do you consider warrant particular attention during the audit, and are there any areas where you request additional procedures to be undertaken?
- e. Have you had any significant communications with regulators or grantor agencies?
- f. Are there other matters that you believe are relevant to the audit of the financial statements?

TWO WAY COMMUNICATION REGARDING YOUR AUDIT (cont.)

Also, is there anything that we need to know about the attitudes, awareness, and actions of the district concerning:

- a. The district's internal control and its importance in the entity, including how those charged with governance oversee the effectiveness of internal control?
- b. The detection or the possibility of fraud?

We also need to know if you have taken actions in response to developments in financial reporting, laws, accounting standards, governance practices, or other related matters, or in response to previous communications with us.

With regard to the timing of our audit, here is some general information. If necessary, we may perform preliminary audit work during the months of October-December, and sometimes early January. Our final fieldwork is scheduled during the spring to best coincide with your readiness and report deadlines. After fieldwork, we wrap up our audit procedures at our office and may issue drafts of our report for your review. Final copies of our report and other communications are issued after approval by your staff. This is typically 6-12 weeks after final fieldwork, but may vary depending on a number of factors.

Keep in mind that while this communication may assist us with planning the scope and timing of the audit, it does not change the auditor's sole responsibility to determine the overall audit strategy and the audit plan, including the nature, timing, and extent of procedures necessary to obtain sufficient appropriate audit evidence.

We realize that you may have questions on what this all means, or wish to provide other feedback. We welcome the opportunity to hear from you.

**COMMUNICATION OF INFORMATIONAL POINTS TO MANAGEMENT THAT ARE
NOT MATERIAL WEAKNESSES OR SIGNIFICANT DEFICIENCIES**

INFORMATIONAL POINTS

GOVERNMENT FRAUD PREVENTION AND DETECTION: NOW IS THE TIME TO ACT

When it comes to preventing and detecting fraud in government, being proactive is critical. In fact, government is the second most likely industry to be impacted by fraud. According to the audit standards, the primary responsibility for the prevention and detection of fraud rests with both those charged with governance of the entity and management. To get started, your government should conduct a fraud risk assessment to identify where and how fraud might occur and what individuals may be in a position to commit fraud. Once you've identified your entity's fraud risk areas, the next step is to develop a fraud risk assessment and investigation policy.

As you begin your fraud risk assessment or develop tools to prevent and detect fraud, it is important to keep in mind the following information provided by the Association of Certified Fraud Examiners:

- > Misappropriation of assets accounts for 80 percent of fraud
- > The primary internal control weaknesses observed are lack of internal controls, lack of management review, override of existing internal controls and poor tone at the top
- > A tip is the most effective tool to catch a fraudster followed by management review
- > The professional requirements and objectives of a financial audit are different than a forensic audit. Due to the nature of a financial audit, less than 10 percent of frauds have been discovered as a result of a financial audit conducted by an independent accounting firm.

If your government has not gone through a fraud risk assessment or does not have a plan to prevent and detect fraud, we recommend that this be done and then updated on a regular basis. We are available to assist you with this process.

NEW RESOURCES FOR STATE AND LOCAL GOVERNMENT BOARDS

In recent years, our clients have told us that the roles of their board members have become increasingly demanding. Expectations and accountability are at all-time high and the knowledge required to be an effective board member is substantial. For these reasons, we have compiled a number of resources dedicated to educating state and local government board members. Go to our website www.bakertilly.com and click on the State and Local Government page.

Included in the "insights" section at the bottom of the State and Local Government page are four quick-hitting, informative videos:

1. Government financial statements 101
2. Understanding your government's fraud risk
3. Financial ratios and benchmarks
4. Fund balance and other financial policies

Also included are links to other videos, case studies and news / events that you might find of interest.

We encourage you to subscribe to our complimentary newsletter "Government Connection" to stay abreast of the latest issues impacting state and local governments. You can do so by clicking on the "subscribe" button and indicating "State and Local Government" as an area of interest on the subscription form. Also, if you or your board members have suggested topics to feature on our Board Governance webpage or Government Connection newsletter, we invite you to submit your ideas in person or online.

REQUIRED COMMUNICATIONS BY THE AUDITOR TO THOSE CHARGED WITH GOVERNANCE

To the Board of Directors
Appleton Business Improvement District
Appleton, Wisconsin

We have completed our audit of the financial statements of the Appleton Business Improvement a component unit of the City of Appleton, Wisconsin as of December 31, 2015 and have issued our report thereon dated May 27, 2016. This letter presents communications required by our professional standards.

***OUR RESPONSIBILITY UNDER AUDITING STANDARDS
GENERALLY ACCEPTED IN THE UNITED STATES OF AMERICA***

The objective of a financial statement audit is the expression of an opinion on the financial statements. We conducted the audit in accordance with auditing standards generally accepted in the United States of America. These standards require that we plan and perform our audit to obtain reasonable, rather than absolute, assurance about whether the financial statements prepared by management with your oversight are free of material misstatement, whether caused by error or fraud. Our audit included examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing accounting principles used and significant estimates made by management, and evaluating the overall financial statement presentation. Our audit does not relieve management or those charged with governance of their responsibilities.

As part of the audit we obtained an understanding of the Appleton Business Improvement District and its environment, including internal control, sufficient to assess the risks of material misstatement of the financial statements and to design the nature, timing and extent of further audit procedures. The audit was not designed to provide assurance on internal control or to identify deficiencies in internal control.

OTHER INFORMATION IN DOCUMENTS CONTAINING AUDITED FINANCIAL STATEMENTS

Our responsibility does not extend beyond the audited financial statements identified in this report. We do not have any obligation to and have not performed any procedures to corroborate other information contained in client prepared documents, such as official statements related to debt issues.

PLANNED SCOPE AND TIMING OF THE AUDIT

We performed the audit according to the planned scope and timing previously communicated to the district in our 2014 Communication to Those Charged with Governance and Management dated June 8, 2015.

QUALITATIVE ASPECTS OF THE ENTITY'S SIGNIFICANT ACCOUNTING PRACTICES

Accounting Policies

Management is responsible for the selection and use of appropriate accounting policies. In accordance with the terms of our engagement letter, we will advise management about the appropriateness of accounting policies and their application. The significant accounting policies used by the Appleton Business Improvement District are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2015. We noted no transactions entered into by the Appleton Business Improvement District during the year that were both significant and unusual, and of which, under professional standards, we are required to inform you, or transactions for which there is a lack of authoritative guidance or consensus.

To the Board of Directors
Appleton Business Improvement District

QUALITATIVE ASPECTS OF THE ENTITY'S SIGNIFICANT ACCOUNTING PRACTICES (cont.)

Accounting Estimates

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events. Certain accounting estimates are particularly sensitive because of their significance to the financial statements and because of the possibility that future events affecting them may differ significantly from those expected.

Financial Statement Disclosures

The disclosures in the notes to the financial statements are neutral, consistent, and clear.

DIFFICULTIES ENCOUNTERED IN PERFORMING THE AUDIT

We encountered no significant difficulties in dealing with management in performing our audit.

CORRECTED AND UNCORRECTED ADJUSTMENTS

Professional standards require us to accumulate all known and likely misstatement identified during the audit, other than those that are trivial, and communicate them to the appropriate level of management.

There were no such misstatements identified.

DISAGREEMENTS WITH MANAGEMENT

For purposes of this letter, professional standards define a disagreement with management as a matter, whether or not resolved to our satisfaction, concerning a financial accounting, reporting, or auditing matter that could be significant to the financial statements or the auditors' report. We are pleased to report that no such disagreements arose during the course of our audit.

CONSULTATIONS WITH OTHER INDEPENDENT ACCOUNTANTS

In some cases, management may decide to consult with other accountants about auditing and accounting matters. If a consultation involves application of an accounting principle to the governmental unit's financial statements or a determination of the type of auditors' opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

MANAGEMENT REPRESENTATIONS

We have requested certain representations from management that are included in the management representation letter. This letter follows the required communication.

INDEPENDENCE

We are not aware of any relationships between Baker Tilly Virchow Krause, LLP and the Appleton Business Improvement District that, in our professional judgment, may reasonably be thought to bear on our independence.

To the Board of Directors
Appleton Business Improvement District

INDEPENDENCE (cont.)

Relating to our audit of the financial statements of the Appleton Business Improvement District for the year ended December 31, 2015, Baker Tilly Virchow Krause, LLP hereby confirms that we are, in our professional judgment, independent with respect to the Appleton Business Improvement District in accordance with the Code of Professional Conduct issued by the American Institute of Certified Public Accountants. We provided no services to the Appleton Business Improvement District other than audit services provided in connection with the audit of the current year's financial statements and non-audit services consisting of financial statement preparation which in our judgment do not impair our independence.

OTHER AUDIT FINDINGS OR ISSUES

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Appleton Business Improvement District's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

RESTRICTION ON USE

This information is intended solely for the use of the board of directors and management and is not intended to be, and should not be, used by anyone other than the specified parties.

We welcome the opportunity to discuss the information included in this letter and any other matters. Thank you for allowing us to serve you.

Baker Tilly Virchow Krause, LLP

Madison, Wisconsin
May 27, 2016

MANAGEMENT REPRESENTATIONS



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

May 27, 2016

Baker Tilly Virchow Krause, LLP
Ten Terrace Court
P.O. Box 7398
Madison, WI 53707-7398

Dear Baker Tilly Virchow Krause, LLP:

We are providing this letter in connection with your audit of the basic financial statements of the City of Appleton Business Improvement District (BID) as of December 31, 2015 and December 31, 2014 and for the years then ended for the purpose of expressing an opinion as to whether the basic financial statements present fairly, in all material respects, the financial position of the BID and the respective changes in financial position and cash flows, where applicable, in conformity with accounting principles generally accepted in the United States of America. We confirm that we are responsible for the fair presentation of the previously mentioned financial statements in conformity with accounting principles generally accepted in the United States of America. We are also responsible for adopting sound accounting policies, establishing and maintaining internal control over financial reporting, and preventing and detecting fraud.

Certain representations in this letter are described as being limited to matters that are material. Items are considered material, regardless of size, if they involve an omission or misstatement of accounting information that, in the light of surrounding circumstances, makes it probable that the judgment of a reasonable person relying on the information would be changed or influenced by the omission or misstatement. An omission or misstatement that is monetarily small in amount could be considered material as a result of qualitative factors.

We confirm, to the best of our knowledge and belief, the following representations made to you during your audit.

Financial Statements

1. We have fulfilled our responsibilities, as set out in the terms of the audit engagement letter.
2. The financial statements referred to above are fairly presented in conformity with accounting principles generally accepted in the United States of America. We have engaged you to advise us in fulfilling that responsibility. The financial statements include all properly classified funds of the primary government and all component units required by accounting principles generally accepted in the United States of America to be included in the financial reporting entity.
3. We acknowledge our responsibility for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.
4. We acknowledge our responsibility for the design, implementation, and maintenance of internal control to prevent and detect fraud.
5. Significant assumptions we used in making accounting estimates, if any, are reasonable.

6. All events subsequent to the date of the financial statements and for which accounting principles generally accepted in the United States of America require adjustment or disclosure have been adjusted or disclosed. No other events, including instances of noncompliance, have occurred subsequent to the balance sheet date and through the date of this letter that would require adjustment to or disclosure in the aforementioned financial statements.
7. All material transactions have been recorded in the accounting records and are reflected in the financial statements.
8. There are no known or possible litigation, claims, and assessments whose effects should be considered when preparing the financial statements. There are no unasserted claims or assessments that our lawyer has advised us are probable of assertion and must be disclosed in accordance with accounting principles generally accepted in the United States of America.
9. Guarantees, whether written or oral, under which the BID is contingently liable, if any, have been properly recorded or disclosed.

Information Provided

10. We have provided you with:
 - a. Access to all information, of which we are aware, that is relevant to the preparation and fair presentation of the financial statements, such as financial records and related data, documentation, and other matters.
 - b. Additional information that you have requested from us for the purpose of the audit.
 - c. Unrestricted access to persons within the entity from whom you determined it necessary to obtain audit evidence.
 - d. Minutes of the meetings of Appleton Business Improvement District or summaries of actions of recent meetings for which minutes have not yet been prepared.
11. We have not completed an assessment of the risk that the financial statements may be materially misstated as a result of fraud.
12. We have no knowledge of any fraud or suspected fraud that affects the entity and involves:
 - a. Management,
 - b. Employees who have significant roles in internal control, or
 - c. Others where the fraud could have a material effect on the financial statements.
13. We have no knowledge of any allegations of fraud or suspected fraud affecting the entity received in communications from employees, former employees, regulators, or others.
14. We have no knowledge of known instances of noncompliance or suspected noncompliance with provisions of laws, regulations, contracts, or grant agreements, or abuse, whose effects should be considered when preparing financial statements.
15. There are no known related parties or related party relationships and transactions of which we are aware.

Other

16. There have been no communications from regulatory agencies concerning noncompliance with, or deficiencies in, financial reporting practices.
17. We have identified to you any previous financial audits, attestation engagements, and other studies related to the audit objectives and whether related recommendations have been implemented.

18. The BID has no plans or intentions that may materially affect the carrying value or classification of assets, liabilities, or equity.
19. We are responsible for compliance with federal, state, and local laws, regulations, and provisions of contracts and grant agreements applicable to us, including tax or debt limits, debt contracts, and IRS arbitrage regulations; and we have identified and disclosed to you all federal, state, and local laws, regulations and provisions of contracts and grant agreements that we believe have a direct and material effect on the determination of financial statement amounts or other financial data significant to the audit objectives, including legal and contractual provisions for reporting specific activities in separate funds.
20. There are no:
- a. Violations or possible violations of budget ordinances, federal, state, and local laws or regulations (including those pertaining to adopting, approving and amending budgets), provisions of contracts and grant agreements, tax or debt limits, and any related debt covenants whose effects should be considered for disclosure in the financial statements or as a basis for recording a loss contingency, or for reporting on noncompliance, except those already disclosed in the financial statement, if any.
 - b. Other liabilities or gain or loss contingencies that are required to be accrued or disclosed by accounting principles generally accepted in the United States of America.
21. In regards to the nonattest services performed by you listed below; we have 1) accepted all management responsibility; 2) designated an individual with suitable skill, knowledge, or experience to oversee the services; 3) evaluated the adequacy and results of the services performed, and 4) accepted responsibility for the results of the services.
- a. Financial statement preparation
- None of these nonattest services constitute an audit under generally accepted auditing standards, including *Government Auditing Standards*.
22. The City of Appleton Business Improvement District (BID) has satisfactory title to all owned assets, and there are no liens or encumbrances on such assets nor has any asset been pledged as collateral.
23. The City of Appleton Business Improvement District (BID) has complied with all aspects of contractual agreements that would have a material effect on the financial statement in the event of noncompliance.
24. The financial statements properly classify all funds and activities.
25. Components of net position (net investment in capital assets; restricted; and unrestricted) and components of fund balance (nonspendable, restricted, committed, assigned and unassigned) are properly classified and, if applicable, approved.
26. The City of Appleton Business Improvement District (BID) has no derivative financial instruments such as contracts that could be assigned to someone else or net settled, interest rate swaps, collars or caps.
27. Expenses have been appropriately classified in or allocated to functions and programs in the statement of activities, and allocations have been made on a reasonable basis.
28. Revenues are appropriately classified in the statement of activities within program revenues and general revenues.
29. Deposits and investment securities are properly classified as to risk, and investments are properly valued. Collateralization agreements with financial institutions, if any, have been properly disclosed.

30. We have appropriately disclosed the City of Appleton Business Improvement District (BID)'s policy regarding whether to first apply restricted or unrestricted resources when an expense is incurred for purposes for which both restricted and unrestricted net position are available and have determined that net position were properly recognized under the policy. We have also disclosed our policy regarding which resources (that is, restricted, committed, assigned or unassigned) are considered to be spent first for expenditures for which more than one resource classification is available.

Sincerely,


City of Appleton Business Improvement District (BID)

Signed:



Tony Saucerman, City of Appleton Finance Director

Signed:



Jennifer Stephany, Executive Director of ADI

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

(A Component Unit of the City of Appleton)
Appleton, Wisconsin

FINANCIAL STATEMENTS

Including Independent Auditors' Report

As of and for the Years Ended December 31, 2015 and 2014



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**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

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INDEPENDENT AUDITORS' REPORT

To the Board of Directors
Appleton Business Improvement District
Appleton, Wisconsin

Report on the Financial Statements

We have audited the accompanying financial statements of the Appleton Business Improvement District, a component unit of the City of Appleton, Wisconsin, as of and for the years ended December 31, 2015 and 2014, and the related notes to the financial statements, which collectively comprise the Appleton Business Improvement District's basic financial statements as listed in the table of contents.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the Appleton Business Improvement District's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Appleton Business Improvement District's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

To the Board of Directors
Appleton Business Improvement District

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Appleton Business Improvement District as of December 31, 2015 and 2014, and the changes in financial position and cash flows and budgetary comparison for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Other Matter

Required Supplementary Information

Management has omitted the management's discussion and analysis that accounting principles generally accepted in the United States of America require to be presented to supplement the basic financial statements. Such missing information, although not a part of the basic financial statements, is required by the Governmental Accounting Standards Board who considers it to be an essential part of financial reporting for placing the basic financial statements in an appropriate operational, economic, or historical context. Our opinion on the basic financial statements is not affected by this missing information.

Report on Other Legal and Regulatory Requirements

We have also issued our report dated May 27, 2016 on our tests of its compliance with Wisconsin State Statutes Section 66.1109. The purpose of that report is to describe the scope of our testing of compliance and the results of that testing, and not to provide an opinion on compliance.

Baker Tilly Virchow Krause, LLP

Madison, Wisconsin
May 27, 2016

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

STATEMENT OF NET POSITION
As of and for the Years Ended December 31, 2015 and 2014

	<u>2015</u>	<u>2014</u>
ASSETS		
Cash and investments	\$ 152,578	\$ 164,651
Accounts receivable	<u>60,374</u>	<u>70,407</u>
Total Assets	<u>212,952</u>	<u>235,058</u>
LIABILITIES		
Accounts payable	<u>12,627</u>	<u>39,806</u>
Total Liabilities	<u>12,627</u>	<u>39,806</u>
DEFERRED INFLOWS OF RESOURCES		
Unearned revenue	<u>193,125</u>	<u>192,684</u>
NET POSITION		
Unrestricted	<u>7,200</u>	<u>2,568</u>
TOTAL NET POSITION	<u>\$ 7,200</u>	<u>\$ 2,568</u>

See accompanying notes to financial statements.

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

STATEMENT OF REVENUES, EXPENSES, AND CHANGES IN
NET POSITION - ACTUAL AND BUDGET
For the Years Ended December 31, 2015 and 2014

	2015		2014	
	Original and Final Budget	Actual	Final Budget	Actual
OPERATING REVENUES				
Assessments	\$ 192,211	\$ 192,684	\$ 193,130	\$ 193,131
OPERATING EXPENSES				
Operations				
Marketing	88,000		85,000	-
Advertising		84,719	-	83,828
Printing	-	-	-	3,254
Total Marketing	88,000	84,719	85,000	87,082
Administrative	7,000		7,000	
Conferences/workshops/classes	-	-	-	69
Other service contracts	-	252	-	-
Office supplies	-	2,238	-	1,607
Equipment	-	-	-	322
Telephone	-	2,909	-	2,389
Dues, fees, and subscriptions	-	1,400	-	816
Postage	-	362	-	1,008
Facility rent	-	355	-	683
Total Administrative	7,000	7,516	7,000	6,894
Audit and accounting services	2,500	2,500	2,500	2,500
Economic Development Projects				
Sidewalk cleaning/amenities	9,000	12,398	12,130	7,043
Facade grants	20,000	16,845	20,000	20,050
Marketing grant	10,000	6,560	10,000	7,959
Recruitment grant	10,000	10,445	10,000	8,975
Business recruitment	6,000	3,940	7,000	6,205
Total Economic Development Projects	55,000	50,188	59,130	50,232
Contracted services	39,500	43,734	39,500	45,768
Total Expenses	192,000	188,657	193,130	192,476
Operating Income	211	4,027	-	655
NONOPERATING REVENUES				
Investment income	-	605	-	1,874
CHANGE IN NET POSITION	211	4,632	-	2,529
NET POSITION - Beginning of Year	2,568	2,568	39	39
NET POSITION - END OF YEAR	\$ 2,779	\$ 7,200	\$ 39	\$ 2,568

See accompanying notes to financial statements.

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

STATEMENT OF CASH FLOWS
For the Years Ended December 31, 2015 and 2014

	<u>2015</u>	<u>2014</u>
CASH FLOWS FROM OPERATING ACTIVITIES		
Received from customers	\$ 203,158	\$ 186,639
Payments to suppliers	<u>(215,836)</u>	<u>(159,820)</u>
Net Cash Provided by (Used for) Operating Activities	<u>(12,678)</u>	<u>26,819</u>
CASH FLOWS FROM INVESTING ACTIVITIES		
Investment income	<u>605</u>	<u>1,874</u>
Net Change in Cash and Cash Equivalents	(12,073)	28,693
CASH AND CASH EQUIVALENTS, Beginning	<u>164,651</u>	<u>135,958</u>
CASH AND CASH EQUIVALENTS, ENDING	<u>\$ 152,578</u>	<u>\$ 164,651</u>
RECONCILIATION OF OPERATING INCOME (LOSS) TO NET CASH PROVIDED BY (USED FOR) OPERATING ACTIVITIES		
Operating Income	\$ 4,027	\$ 655
Adjustments to Reconcile Operating Income (Loss) to Net Cash Provided by (Used for) Operating Activities		
Changes in Assets and Liabilities		
Accounts receivable	10,033	(6,045)
Accounts payable	(27,179)	32,656
Unearned revenue	<u>441</u>	<u>(447)</u>
NET CASH PROVIDED BY (USED FOR) OPERATING ACTIVITIES	<u>\$ (12,678)</u>	<u>\$ 26,819</u>
NONCASH ACTIVITIES		
None.		

See accompanying notes to financial statements.

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS As of and for the Years Ended December 31, 2015 and 2014

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

The accounting policies of the City of Appleton's Business Improvement District (the "district") conform to accounting principles as applicable to governmental units. The accepted standard-setting body for establishing governmental accounting and financial reporting principles is the Government Auditing Standards Board (GASB).

A. DESCRIPTION OF REPORTING ENTITY

This report contains the financial information of the City of Appleton's Business Improvement District, which is a component unit of the City of Appleton, Wisconsin.

The district was created under the provisions of Wisconsin Statute Section 66.1109. It is the purpose of that section to authorize municipalities to create one or more business improvement districts to allow businesses within those districts to develop, manage, and promote the districts and to establish an assessment method to fund these activities.

The district is a legal entity separate and distinct from the City of Appleton, Wisconsin. The district is governed by a nine member board appointed and approved by the city council. The members serve staggered, two-year terms. A majority of the board members shall own or occupy real property in the district.

B. BASIS OF ACCOUNTING/MEASUREMENT FOCUS

The accounting and financial reporting treatment applied to the district is determined by its measurement focus. The transactions of the district are accounted for on a flow of economic resources measurement focus. With this measurement focus, all assets, deferred outflows of resources, liabilities, and deferred inflows of resources associated with the operations are included on the statement of net position. Net position is segregated into "net investment in capital assets"; "restricted"; and "unrestricted" components.

The statement of net position and statement of revenues, expenses, and changes in net position are reported using the accrual basis of accounting. Under the accrual basis of accounting, revenues are recognized when earned and expenses are recorded when the liability is incurred or economic asset used. Revenues, expenses, gains, losses, assets, and liabilities resulting from exchange and exchange-like transactions are recognized when the exchange takes place. Assessments are levied upon all property within the district and are recognized as revenues in the year for which they are levied. Taxes receivable for the following year are recorded as receivables and unearned revenue. Grants and similar items are recognized as revenues as soon as all eligibility requirements imposed by the provider are met. Special assessments are recorded as revenue when earned. Unbilled receivables are recorded as revenues when services are provided.

The district distinguishes *operating* revenues and expenses from *nonoperating* items. Operating revenues and expenses generally result from providing services and producing and delivering goods in connection with a proprietary fund's principal ongoing operations. The principal operating revenues of the district are charges to the district members. Operating expenses for the district include salaries and wages, operation and maintenance, business development and promotions. All revenues and expenses not meeting this definition are reported as nonoperating revenues and expenses.

**CITY OF APPLETON
BUSINESS IMPROVEMENT DISTRICT**

NOTES TO FINANCIAL STATEMENTS
As of and for the Years Ended December 31, 2015 and 2014

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (cont.)

B. BASIS OF ACCOUNTING/MEASUREMENT FOCUS (cont.)

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

C. SPECIAL ASSESSMENT METHOD

The district is authorized to levy special assessments to fund its operations. The method of levy is based on assessed valuation of all real property within the district except property used exclusively for residential and manufacturing purposes.

D. DEFERRED INFLOWS OF RESOURCES

A deferred inflow of resources represents an acquisition of net position that applies to a future period and therefore will not be recognized as an inflow of resource (revenue) until that future time.

E. EQUITY CLASSIFICATIONS

Equity is classified as net position and displayed in three components:

- a. Net investment in capital assets – Consists of capital assets including restricted capital assets, net of accumulated depreciation and reduced by the outstanding balances (excluding unspent debt proceeds) of any bonds, mortgages, notes, or other borrowings that are attributable to the acquisition, construction, or improvement of those assets.
- b. Restricted net position – Consists of net position with constraints placed on their use either by 1) external groups such as creditors, grantors, contributors, or laws or regulations of other governments or, 2) law through constitutional provisions or enabling legislation.
- c. Unrestricted net position – All other net position that do not meet the definition of “restricted” or “net investment in capital assets.”

When both restricted and unrestricted resources are available for use, it is the district’s policy to use restricted resources first, then unrestricted resources as they are needed.

F. CLAIMS AND JUDGMENTS

Claims and judgments are recorded as expenses when the related liabilities are incurred.

G. OPERATING PLAN BUDGET

The budgetary information is derived from the annual operating plan budget and is presented using the same basis of accounting as described in Note 1.B.

CITY OF APPLETON BUSINESS IMPROVEMENT DISTRICT

NOTES TO FINANCIAL STATEMENTS
As of and for the Years Ended December 31, 2015 and 2014

NOTE 1 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (cont.)

H. COMPARATIVE DATA

Certain amounts presented in the prior year may have been reclassified in order to be consistent with the current year's presentation.

NOTE 2 – DEPOSITS AND INVESTMENTS

For purposes of the statement of cash flows. The district considers all highly liquid investments with an initial maturity of three months or less when acquired to be cash equivalents.

The district has not adopted an investment policy, but invests its funds in accordance with the provisions of the Wisconsin Statutes 66.0603(1m) and 67.11(2).

Investments are stated at fair value, which is the amount at which an investment could be exchanged in a current transaction between willing parties. Fair values are based on quoted market prices. No investments are reported at amortized cost. Adjustments necessary to record investments at fair value are recorded in the operating statement as increases or decreases in investment income.

The district's deposits and investments were comprised of the following at December 31, 2015:

	<u>Carrying Value</u>	<u>Bank Balance</u>	<u>Associated Risks</u>
Demand deposits	\$ 152,578	\$ 152,578	Custodial credit risk

The district's deposits and investments were comprised of the following at December 31, 2014:

	<u>Carrying Value</u>	<u>Bank Balance</u>	<u>Associated Risks</u>
Demand deposits	\$ 164,651	\$ 164,651	Custodial credit risk

The district, which is treated similar to a fund of the city, maintains separate and common cash and investment accounts at the same financial institutions utilized by the city. Federal depository insurance and the State of Wisconsin Guarantee Fund insurance apply to the city as an individual municipality and, accordingly, the amount of insured funds is not determinable for the district.

Custodial Credit Risk

Deposits – Custodial credit risk is the risk that in the event of a financial institution failure, the district's deposits may not be returned to the district.

The district's deposits are invested in a cash and investments pool maintained by the City of Appleton government. See the City of Appleton's financial statements for further information.



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INDEPENDENT AUDITORS' REPORT ON COMPLIANCE

To the Board of Directors
Appleton Business Improvement District
Appleton, Wisconsin

We have audited the financial statements of the Business Improvement District (BID), a component unit of the City of Appleton, Wisconsin as of and for the years ended December 31, 2015 and 2014 and have issued our report thereon dated May 27, 2016. We conducted our audit in accordance with auditing standards generally accepted in the United States of America.

In connection with our audit, nothing came to our attention that caused us to believe that the BID failed to comply with Wisconsin State Statutes Section 66.1109, insofar as it relates to accounting matters. However, our audit was not directed primarily toward obtaining knowledge of such noncompliance. Accordingly, had we performed additional procedures, other matters may have come to our attention regarding the BID's noncompliance with the above referenced statutes, insofar as it relates to accounting matters.

This report is intended solely for the information and use of the BID's Board and management and is not intended to be, and should not be, used by anyone other than the specified parties.

Baker Tilly Virchow Krause, LLP

Madison, Wisconsin
May 27, 2016