City of Appleton

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

Meeting Agenda - Final

Joint Review Board

Monday, July 10, 2017 | **10:30 AM** | **Council Chambers, 6th Floor**

1. Call meeting to order

2. Roll call of membership

4. Public Hearings/Appearances

5. Action Items

17-976 Election of Public Member

17-977 Election of Chairperson

6. Information Items

17-940 Review Annual Reports

Attachments: 2016 TIF 3 Report.pdf
2016 TIF 8 Report.pdf
2016 TIF 9 Report.pdf
2016 TIF 10 Report.pdf

17-978 Review - Tax Incremental Financing Districts #11 and #12 Approval Process/Schedule

Attachments: TIF #11 and #12 Calendar Revised 5-15-17.pdf

17-979 Review - Role of Joint Review Board

Attachments: Roles Attachment.pdf
WI TIF Joint Review Board Info.pdf

17-980 Project Plan and Maps for TIF #11

Attachments: TIF District 11 Project Plan 2017 FINAL DRAFT 6-22-17.pdf
TIF#11BoundaryMap.pdf
TIF#11ExistingUsesMap.pdf

17-1022 Project Plan and Maps for TIF #12

Attachments: TIF District 12 Project Plan 2017 FINAL DRAFT 6-22-17.pdf

TIF#12BoundaryMap.pdf

TIF#12ExistingUsesMap.pdf

17-981 Discuss Proposed August 3, 2017 Date for Next Joint Review Board Meeting

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.

TID Annual Report (PE-300)

Co-muni code	Municipality
44201	CITY of APPLETON
Year	Due date
2016	July 03, 2017
TID #	Report type
003	FINAL
TID type	TID name
1D - Reg pre-95 D	n/a
Creation date	Mandatory termination date
11-04-1992	11-04-2029

Beginning Balance

Fund balance at beginning of fiscal year ..... * -10,731,055

Section 2a. Expenditures

Developer grants

1	n/a	0
Subtotal		0

Does this TID allocate funds to another TID? ★ ○ Yes ◉ No

TID number and amount allocated

1	Select ...	0
Subtotal		0

Other expenditures

1	Audit Fee	1,634
2	State TIF Filing Fee	150
Subtotal		1,784

Section 2b. Expenditures

Capital expenditures	
Administration	
Professional services	
Interest and fiscal charges	503,518
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	100,000
Environmental costs	
Real property assembly costs	
Developer grants subtotal	0
Allocation to other TIDs subtotal	0
Other expenditures subtotal	1,784
Total Expenditures	605,302

Section 3a. Revenues

Does this TID receive allocated funds from another TID? ..... * ☐ Yes ◉ No

TID number and amount received from each TID

1 * Select ... * 0

Subtotal 0

Development guarantees

1 Radisson Paper Valley Hotel 40,648

Subtotal 40,648

Transfer from other funds

1 Transfer In - Parking Utility 1,400,000

Subtotal 1,400,000

Other grant sources

1

Subtotal 0

Other revenue sources

1

Subtotal 0

Section 3b. Revenues

Tax increment ★	918,462
Investment income	
Special assessments	
Exempt computer aid	6,305
Miscellaneous revenue	
Sale of property	
Allocation amount from other TIDs subtotal	0
Developer guarantees subtotal	40,648
Transfer from other funds subtotal	1,400,000
Other grant sources subtotal	0
Other revenue sources subtotal	0
Total Revenues	2,365,415

Section 4. Ending Balance

Balance at end of fiscal year	-8,970,942
Future project costs *	0
Surplus or deficit (amount not included in future project costs)	-8,970,942

Section 5. Contact Information

Contact Person

Name ?
* Anthony D Saucerman

Title
* Finance Director

Email
* tony.saucerman@appleton.org

Phone
* (920) 832-6440

Confirmation Statement

I declare this report is true, correct and complete to the best of my knowledge and belief. ? *

- (•) Yes
- ( ) No

TID Annual Report (PE-300)

Co-muni code	Municipality
44201	CITY of APPLETON
Year	Due date
2016	July 03, 2017
TID #	Report type
008	FINAL
TID type	TID name
2 - Blight post-95	n/a
Creation date	Mandatory termination date
05-20-2009	05-20-2036

Beginning Balance

Fund balance at beginning of fiscal year ..... * -577,670

Section 2a. Expenditures

Developer grants

1	Eagle Flats, LLC	63,310
2	Riverheath, LLC	199,605
Subtotal		262,915

Does this TID allocate funds to another TID? ★ Yes / ◉ No

TID number and amount allocated

1	Select ...	0
Subtotal		0

Other expenditures

1	Audit Fee	1,634
2	State TIF Filing Fee	150
Subtotal		1,784

Section 2b. Expenditures

Capital expenditures	46,238
Administration	
Professional services	
Interest and fiscal charges	86,019
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	15,000
Environmental costs	
Real property assembly costs	
Developer grants subtotal	262,915
Allocation to other TIDs subtotal	0
Other expenditures subtotal	1,784
Total Expenditures	411,956

Section 3a. Revenues

Does this TID receive allocated funds from another TID? ..... ★ Yes / ◉ No

TID number and amount received from each TID

1 ★ Select ... ★ 0

Subtotal 0

Development guarantees

1 n/a 0

Subtotal 0

Transfer from other funds

1

Subtotal 0

Other grant sources

1

Subtotal 0

Other revenue sources

1 Developer Interest Payment Reimbursement 49,760

Subtotal	49,760

Section 3b. Revenues

Tax increment	262,671
Investment income	1,918
Special assessments	
Exempt computer aid	3,527
Miscellaneous revenue	
Sale of property	
Allocation amount from other TIDs subtotal	0
Developer guarantees subtotal	0
Transfer from other funds subtotal	0
Other grant sources subtotal	0
Other revenue sources subtotal	49,760
Total Revenues	317,876

Section 4. Ending Balance

Balance at end of fiscal year	-671,750
Future project costs *	0
Surplus or deficit (amount not included in future project costs)	-671,750

Section 5. Contact Information

Contact Person

Name ?
* Anthony D Saucerman

Title
* Finance Director

Email
* tony.saucerman@appleton.org

Phone
* (920) 832-6440

Confirmation Statement

I declare this report is true, correct and complete to the best of my knowledge and belief. ? ..... * (•) Yes ( ) No

TID Annual Report (PE-300)

Co-muni code	Municipality
44201	CITY of APPLETON
Year	Due date
2016	July 03, 2017
TID #	Report type
009	FINAL
TID type	TID name
2 - Blight post-95	n/a
Creation date	Mandatory termination date
09-18-2013	09-18-2040

Beginning Balance

Fund balance at beginning of fiscal year ..... * -38,288

Section 2a. Expenditures

Developer grants

1	n/a	0
Subtotal		0

Does this TID allocate funds to another TID? ★ Yes / ◉ No

TID number and amount allocated

1	Select ...	0
Subtotal		0

Other expenditures

1	Audit Fee	1,634
2	State TIF Filing Fee	150
Subtotal		1,784

Section 2b. Expenditures

Capital expenditures	74,820
Administration	
Professional services	
Interest and fiscal charges	4,500
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	
Environmental costs	
Real property assembly costs	
Developer grants subtotal	0
Allocation to other TIDs subtotal	0
Other expenditures subtotal	1,784
Total Expenditures	81,104

Section 3a. Revenues

Does this TID receive allocated funds from another TID? ★ Yes ◉ No

TID number and amount received from each TID

1 * Select ... * 0

Subtotal 0

Development guarantees

1 n/a 0

Subtotal 0

Transfer from other funds

1

Subtotal 0

Other grant sources

1

Subtotal 0

Other revenue sources

1

Subtotal..... 0

Section 3b. Revenues

Tax increment ★	33,007
Investment income	48
Special assessments	
Exempt computer aid	70,031
Miscellaneous revenue	
Sale of property	
Allocation amount from other TIDs subtotal	0
Developer guarantees subtotal	0
Transfer from other funds subtotal	0
Other grant sources subtotal	0
Other revenue sources subtotal	0
Total Revenues	103,086

Section 4. Ending Balance

Balance at end of fiscal year	-16,306
Future project costs *	0
Surplus or deficit (amount not included in future project costs)	-16,306

Section 5. Contact Information

Contact Person

Name ?
* Anthony D Saucerman

Title
* Finance Director

Email
* tony.saucerman@appleton.org

Phone
* (920) 832-6440

Confirmation Statement

I declare this report is true, correct and complete to the best of my knowledge and belief. ? *

- (•) Yes
- ( ) No

TID Annual Report (PE-300)

Co-muni code	Municipality
44201	CITY of APPLETON
Year	Due date
2016	July 03, 2017
TID #	Report type
010	FINAL
TID type	TID name
2 - Blight post-95	n/a
Creation date	Mandatory termination date
09-18-2013	09-18-2040

Beginning Balance

Fund balance at beginning of fiscal year ..... * 32,061

Section 2a. Expenditures

Developer grants

1	n/a	0
Subtotal		0

Does this TID allocate funds to another TID? ★ Yes ◉ No

TID number and amount allocated

1	Select ...	0
Subtotal		0

Other expenditures

1	Audit Fee	1,634
2	State TIF Filing Fee	150
Subtotal		1,784

Section 2b. Expenditures

Capital expenditures	
Administration	
Professional services	
Interest and fiscal charges	
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	
Environmental costs	
Real property assembly costs	
Developer grants subtotal	0
Allocation to other TIDs subtotal	0
Other expenditures subtotal	1,784
Total Expenditures	1,784

Section 3a. Revenues

Does this TID receive allocated funds from another TID? ★ ○ Yes ◉ No

TID number and amount received from each TID

1 * Select ... * 0

Subtotal 0

Development guarantees

1

Subtotal 0

Transfer from other funds

1

Subtotal 0

Other grant sources

1

Subtotal 0

Other revenue sources

1

Subtotal 0

Section 3b. Revenues

Tax increment ★	11,924
Investment income	48
Special assessments	
Exempt computer aid	4,967
Miscellaneous revenue	
Sale of property	
Allocation amount from other TIDs subtotal	0
Developer guarantees subtotal	0
Transfer from other funds subtotal	0
Other grant sources subtotal	0
Other revenue sources subtotal	0
Total Revenues	16,939

Section 4. Ending Balance

Balance at end of fiscal year	47,216
Future project costs ★	0
Surplus or deficit (amount not included in future project costs)	47,216

Section 5. Contact Information

Contact Person

Name ?
★ Anthony D Saucerman

Title
★ Finance Director

Email
★ tony.saucerman@appleton.org

Phone
★ (920) 832-6440

Confirmation Statement

I declare this report is true, correct and complete to the best of my knowledge and belief. ? ★ (•) Yes ( ) No

City of Appleton: Proposed Tax Incremental Financing District #11 and #12

APPROVAL PROCESS - COMBINED HEARING METHOD

REVISED 5-15-2017

LEGEND:

- Common Council
- Plan Commission
- Joint Review Board
- Property Owner Notice (15 days before Public Hearing)
- Entities Notice 1st Class Mail (Prior to Final Notice in Paper)
- Class 2 Notice in Post Crescent for Plan Commission Public Hearing
- Class 1 Notice in the Post Crescent for Joint Review Board Meetings (at least 5 days prior to meeting)

JUNE

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

June 20: Property Owner Notice (15 days before public hearing required)

June 21: Tax Entities Notice by 1st Class Mail

June 26: Public Hearing and Joint Review Board Notices due to City Clerk

June 29: Class 1 Notice for Joint Review Board Meeting

June 30 & July 2: Class 2 Notices in the Post Crescent required for Plan Commission

July 10: Joint Review Board Meeting to elect chair & public member prior to public hearing

July 11: Public Hearing at Plan Commission on boundary and project plan

July 24: Joint Review Board Notice due to City Clerk

July 27: Class 1 Notice for Joint Review Board Meeting

August 2: Common Council adopts project plan & creation resolution (must be 14 days after public hearing)

August 3: Joint Review Board action possible. Must act within 45 days of Creation Resolution adoption

September 15: Joint Review Board last day it can take action. 45 days after approval of Creation Resolution

September 30: Deadline for adoption of project plan & resolution for TIF District effective January 1, 2017

Questions for JRB Members

Would the expected development occur without the aid of TIF?

What are the expected economic benefits of the TID in terms of jobs, incomes, and property values?

How much of the total projected tax increment revenue comes from my overlying taxing district?

How does this planned development fit in with the rest of the development in my district?

Is there a better alternative use for the development site? Is there a better alternative use for the tax revenue? Is there a better alternative use for the limited TIF capacity?

What is the general public sentiment among the residents of my district concerning this TID?

How will my jurisdiction know what is spent and received for this TID?

How will the planned development affect the demand for services from my district's residents (schools, police, fire, EMS)?

What guarantees are in place to ensure that the anticipated tax revenue is actually collected?

Send questions you may have for DOR to tif@revenue.wi.gov

JRB Membership

Changes made in 2004 to the TIF Law added very specific language regarding the membership of Joint Review Boards. The goal is to ensure that the members have appropriate background and experience to accurately evaluate TIF project plans.

Please Note: If the TID is served by a school district and a union high school district, the school district member shares the school vote evenly with a representative from the union high school district.

DOR Review

(For TIDs created under 66.1105 only)

The 2004 TIF Law changes created the DOR Review. This allows JRB members, by majority vote, to request that the Department of Revenue review the objective facts and planning documents involved with a TID plan.

To request a DOR Review, a letter and materials should be sent to DOR prior to the JRB's decision with the following elements:

- municipality name and TID number,
- a list of JRB members, the date of the meeting and a record of the vote,
- a copy of ***all*** the documents that are to be reviewed by DOR, and
- specifically name what item or fact is believed to be incomplete or inaccurate identified under Wis. Stats. 66.1105(4)(gm).

Wisconsin Tax Incremental Financing

A Guide For Joint Review Board Members

Wis. Stats. 66.1105, 66.1106 or 60.85

Published 7/08

State of Wisconsin
Bureau of Property Tax

PROP067 (R. 9-08)

YOU HAVE BEEN CHOSEN!

If you are reading this pamphlet, you have been designated to serve on the Joint Review Board (JRB) for a Tax Incremental District (TID) in your community. You will serve a specific role, representing one of the overlying taxing jurisdictions that will help to fund the projects planned for the TID.

Tax Incremental Financing (TIF) is a partnership. The taxing jurisdictions (municipal, county, school, technical college, special districts) that overlay a group of parcels, work together to encourage development on those parcels. Tax revenue generated from the new development is used to pay for improvements that helped bring the new development to the site. Once the projects are paid off, the TID is closed and each jurisdiction has a larger tax base.

When creating a TID, or amending an existing one, the JRB has the power of final approval. They can approve or deny the creation or amendment of the district based on their review. Minutes should be taken and votes should be recorded at the JRB meetings, and these should be added to the record for the TID. The JRB must respond to the municipal officials within seven days of making a decision, and, when they reject a plan, they must cite in writing specific decision criteria that were found to be lacking.

DUTIES & RESPONSIBILITIES

Generally, the JRB members represent the interests of the taxing jurisdiction on whose behalf they are serving. For example, a school's representative will look at the TIF plans and consider the impact on the finances of the school district. Members' opinions can differ, and for this reason, there can be disagreement among members.

Specifically, JRB members are, by majority vote, **required to make a positive assertion that the development would not occur without the creation of a TID** [Wis. Stats. 66.1105(4m)(b) 2.; s. 66.1106(3)(c) 1.a & s. 60.85(4)(am)]. Local officials are required to provide the following information:

1. The specific items that constitute the project costs: the total dollar amount, and the total amount of tax increments.
2. The total value increment and the date to be terminated.
3. The reasons why the project costs may not or should not be paid solely by the TID taxpayers.
4. The share of projected tax increments from each overlying taxing district.
5. The benefits that the overlying jurisdictions will receive.
6. A copy of the plan commission and board/council TID resolutions.
7. Copies of planning documents and public record.

If you don't get something, ask for it!

DECISION CRITERIA

The criteria upon which the JRB approve or deny is laid out explicitly in the TIF Law [Wis. Stats. 66.1105(4m)(c), s. 661106(3)(c) & s. 60.85(4)(c)]. The three criteria are:

1. Whether the development expected in the TID would occur without the use of tax incremental financing.
2. Whether the economic benefits of the TID, as measured by increased employment, business and personal income, and property value, are insufficient to compensate for the cost of improvements.
3. Whether the benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing districts.

The first criterion, the "but for" test, is the most important part of the JRB deliberations. The JRB is required to assert that the planned development would not occur without the use of TIF. If the "but for" test is not met, the TID cannot be approved. The "but for" concept justifies the investment of all the overlying taxing jurisdictions in a project. If a development would have happened without TIF there is no reason for the taxpayers outside the municipality to be involved with financing.

The JRB may also hold additional public hearings as part of their deliberations.

For more information on JRB responsibilities, see "Joint Review Board Supplemental Data" (pub. PE-213), here: http://www.revenue.wi.gov/forms/govtif/pe-213.pdf

Wisconsin Tax Incremental Financing Joint Review Board Information

(sec. 66.1105(4m), sec. 66.1106(3), sec. 60.85(4), Wis. Stats.)

Wisconsin Department of Revenue

PE-213 (R. 7/16) 2016

Purpose of the Joint Review Board (JRB)

Members of the JRB represent a taxing jurisdiction (municipal, county, school, technical college) have the responsibility to approve, deny or amend a Tax Incremental District (TID). If the JRB approves the TID, it viewed or heard convincing evidence of the vital need for TIF assistance to make this development a reality. The JRB jurisdictions are agreeing to sacrifice some amount of tax revenue for many years into the future.

What is Tax Incremental Financing (TIF)?

TIF is a financing tool available to local governing bodies to encourage economic development that would not occur without public assistance. It's a partnership between the taxing jurisdictions allowing municipalities to invest in infrastructure and other project improvements. These investments are funded by collecting property tax revenue from the newly developed property. As property values rise, the property tax paid on that development is used by the municipality to pay for the eligible project costs. After the project costs are paid off, the TID is closed and the whole value of the expanded tax base is shared by the municipality, school, county and technical college.

What is a Tax Incremental District (TID)?

It's a contiguous geographical area within a municipality consisting solely of whole property units assessed for general property tax purposes. A TID does not include railroad rights-of-way, rivers or highways, or wetlands under state law (sec. 23.32, Wis. Stats.). The municipality must declare a TID type in its municipal resolution where projects are identified to encourage and facilitate the desired development.

Who are the JRB members?

The JRB consists of one representative from the school district, technical college, county, municipality and public. When creating a multijurisdictional TID, each participating municipality may appoint one representative.

District representatives

- **School –** the school board president, or his/her designee with preference to the school district's finance director. If the TID is located in a union high school district, the school seat is shared by the union high school representative and school district representative; each having one-half vote.
- **Technical college –** the technical college district director, or his/her designee with preference to the district's chief financial officer
- **County –** the county executive or the county board chairperson, or this person's designee with preference to the county treasurer
- **City/village/town –** the mayor or city manager, or the village board president, or town board chairperson or this person's designee with preference to the person who administers the economic development programs or the municipal treasurer or another person with knowledge of local government finances
- **Public member –** this member is chosen by a majority of the other members at the JRB's first meeting (held before the public hearing and within 14 days of the public notice being published). There is no guidance with respect to who is eligible for this seat, but preference should be given to residents with knowledge of finance or economic development. A public member can be appointed as chairperson.
- **JRB chairperson –** the chair of the JRB is chosen by a vote of the other members at the first JRB meeting

If more than one school, union high school, elementary school, technical college or county district have the power to levy taxes on the property within the TID, the district with the greatest **value** chooses its representative to the JRB.

Examples:

- School District "A" serves 75 percent of the area in the TID, but only 40 percent of the TID value is in "A." School District "B" serves 25 percent of the area in the TID but has 60 percent of the TID value. "B" would become the JRB member.
- In the case of a territory amendment, if adding property from one county to the existing TID in a different county, the county where the added territory is located should choose the JRB member. Once the amendment is made, any future actions for the JRB require a new calculation to determine which county has the majority of the land value and voting representation on the JRB.

Under state law (sec. 66.1105(4m)(b)4m., Wis. Stats.), the JRB must notify every local governmental unit not represented on the JRB and has power to levy taxes on the property within the TID, of each JRB meeting and agenda. This includes special districts that do not have representation on the JRB.

JRB Procedures

JRB duties

When creating or amending a TID, the JRB has the power of final approval. Based on its review, the JRB can approve or deny the creation or amendment of the TID. A TID cannot be created or amended without JRB approval. At the JRB meetings, the members should take minutes, record votes and add them to the record for the TID.

- Before the public hearing notice appears, the municipality must send the overlying taxing jurisdictions a letter with a copy of the notice (by first class mail) to request a representative to serve on the JRB
- All JRB meetings held must be published as a class 1 notice, at least five days before the meeting under state law (ch. 985, sec. 66.1105 (4m)(e), Wis. Stats.). This does not apply to town or environmental remediation TIDs.
- Within 14 days after the public hearing notice is published and before the public hearing, all board members must be appointed and the first organizational meeting held. Required actions include selecting a public member and chairperson. The meeting may include explanations of the new or amended TID.
- Additional JRB meetings or public hearings may be held on request of any member

After receiving the municipal resolution, the JRB must act to approve or deny the resolution

- City/Village – within 45 days
- Town TIDs created under sec. 60.85, Wis. Stats. or Environmental Remediation TIDs created under sec. 66.1106 – between 10 days and 45 days

JRB must respond to the municipal officials

- Within seven days of making the JRB resolution adoption
- If the JRB rejects a plan, the JRB must cite in writing specific decision criteria that was lacking

JRB Document Review

The municipality must provide the JRB with specific information under state law (sec. 66.1105(4)(i), sec. 60.85(3)(k), sec. 66.1106 (3)(b), Wis. Stats.). JRB members may request missing information.

Information the JRB may request

- **Detailed list of project costs, resolutions and public records –** copies of the planning commission and municipal resolutions, meeting and project plan, public hearings minutes and affidavits from the newspaper, signed development agreement that includes cash grants
- **For multijurisdictional TIDs - copy of the intergovernmental cooperation agreement –** must sign an intergovernmental agreement under state law (sec. 66.0301, Wis. Stats.). The agreement should outline specific provisions required under sec. 66.1105 (18)(2), Wis. Stats.
- **Economic Feasibility Study –** to review a projection of the tax increments and estimates of increased property values

JRB Decision Criteria

The JRB must make a decision based on the documents/information it receives from the municipality. The JRB uses the "JRB standards of review" listed below, for approving or denying a proposal under state law (sec. 66.1105(4m)(c,), sec. 66.1106(3)(c), sec. 60.85(4)(c), Wis. Stats.).

Each standard is important to ensure the TIF project is beneficial for all taxpayers in the overlying districts. Many consider the first standard, the "but for test," the most important. The "but for test" gets its name from the phrase, "This development would not happen but for the financial support of TIF." This means that the developer would not consider the project economically viable without the use of TIF to pay for the infrastructure improvements.

JRB standards of review

a. Would the expected development occur without (but for) the use of TIF?
b. Will the development's economic benefits measured by increased employment, business and personal income and property value, compensate for the cost of the improvements?
c. Do the benefits outweigh the taxes residents of overlying districts are expected to pay?
d. How does this planned development fit with the rest of the development in my district?
e. Is there a more viable use for the development site, the tax revenue and the limited TIF capacity?
f. What is the general opinion of my district's residents on this TID?
g. How will my jurisdiction know what is spent and received for this TID?
h. How will the planned development affect the demand for services from my district's residents (schools, police, fire, EMS)?
i. What guarantees are in place to ensure the anticipated tax revenue is actually collected?
j. For towns – will the project costs relate directly to agricultural, forestry, manufacturing or tourism projects; residential development or related retail development? (sec. 60.85(2)(b), Wis. Stats.)

Passing the "but for test"

When deciding if a proposal passes the "but for test," the municipality and the developer must demonstrate that the development will only happen with financial support of the taxpayers. One way to show this would be to compare the development's expected revenues net present value to the anticipated cost of the improvements plus the cost of developing the TID.

Examples:

a. A developer wants to construct a mall on vacant parcels near a freeway interchange. A TIF request is made to pay for roads and the sewer line connections. It is denied, but the development proceeds anyway. The developer pays for the roads and sewer lines, along with the cost of constructing the building. The increase in property value resulting from the site improvements goes onto the tax roll, and the tax payments from the development go into the general fund, increasing collections. This is the way growth usually occurs.

b. Same scenario, but after the denial the developer decides not to proceed with the project because it is not profitable. The parcels are not developed and remain vacant. The small tax revenue from the vacant parcels continues to the general fund, no new jobs are created and the tax base doesn't grow.

c. This time, the local governing body negotiates with the developer and agrees to finance some of the desired projects. TIF assistance is approved since the developer shows how the public funding of infrastructure will make the project profitable and increase the municipal tax base. The value of the vacant land will be the base value of the TID. Further improvements (ex: construction of the mall) will increase the value and constitute the value increment. The difference in value between the base and current value is termed the increment. The increment creates the tax revenue that funds the roads and sewer lines project costs.

Note: In example (c), the JRB is endorsing the use of property tax dollars to help bring growth that otherwise would not occur. A growing tax base can help control tax bill increases.

Department of Revenue (DOR) Review Procedure

Once the JRB reaches a decision and takes action to approve or deny the creation of the TID, the JRB has seven days to submit the decision to the municipality. Under state law (sec. 66.1105(4m)(b)4, Wis. Stats.), the JRB may request DOR review the facts contained in the documents listed on Page 3 in the "Information the JRB may request" section.

To request a DOR review

- A majority of the JRB members must support the request
- A written request must be submitted to DOR and must specify which fact or item the members believe is inaccurate or incomplete
- Within 10 working days of receiving a request for review that complies with the filing requirements, DOR will investigate the issues raised and send a written response to the JRB

What if the information does not comply or is inaccurate?

- If DOR determines the information does not comply with the law or contains a factual inaccuracy, DOR returns the proposal to the municipality
- The JRB may request, but may not require, that the municipality resubmit the proposal for review. If the proposal is resubmitted, the JRB votes to approve or disapprove as otherwise specified in TIF law. If the JRB requests a DOR review, the JRB must submit its decision to the municipality within 10 working days of receiving DOR's written response.
- If the municipality resubmits the proposal within 10 working days after the JRB receives DOR's written response, the JRB must submit its decision to the municipality within 10 working days after receiving the resubmitted proposal

What happens after the JRB approves the TID?

- JRB must issue a written resolution that includes the decision criteria (on page 3) the JRB used to make its decision in the "but for" finding
- As long as the TID is active, the JRB must meet yearly to review the annual performance of the TID based on the annual report (sec. 66.1105 (4m)(f), Wis. Stats.)
- Municipality sends DOR a request to approve certification and required documents. **If DOR determines procedures were followed correctly:**
  - » DOR certifies the new creation or amendment after January 1 of the year following the year in which the resolution was adopted
  - » **Exception:** For creations, territory amendments and base value redeterminations when the resolution was adopted between October 1 and December 31, certification will happen two calendar years later

For More Information

Visit the Tax Incremental Financing (TIF) Information page on our website.

FINAL DRAFT

PROJECT PLAN
FOR THE CREATION OF
TAX INCREMENTAL FINANCING DISTRICT #11
EAST COLLEGE AVENUE
CITY OF APPLETON, WISCONSIN

DATE ADOPTED BY COMMON COUNCIL:	SEPTEMBER 2017
DATE ADOPTED BY JOINT REVIEW BOARD:	SEPTEMBER 2017
EXPENDITURE DEADLINE:	SEPTEMBER 2039 (22 YEARS)
TID EXPIRATION DATE:	SEPTEMBER 2044 (27 YEARS)

TAX INCREMENT DISTRICT #11
PROJECT PLAN

CITY OF APPLETON OFFICIALS & STAFF

Timothy M. Hanna	Mayor
William Siebers	Alderperson District 1
Vered Meltzer	Alderperson District 2
Curt J. Konetzke	Alderperson District 3
Joe A. Martin	Alderperson District 4
Edward Baranowski	Alderperson District 5
Greg E. Dannecker	Alderperson District 6
Kathleen S. Plank	Alderperson District 7
Matthew Reed	Alderperson District 8
Bob Baker	Alderperson District 9
Christine Williams	Alderperson District 10
Patti S. Coenen	Alderperson District 11
Cathy M. Spears	Alderperson District 12
Kyle Lobner	Alderperson District 13
Christopher W. Croatt	Alderperson District 14
Keir Dvorachek	Alderperson District 15
James P. Walsh	City Attorney
Kami L. Lynch	City Clerk
Tony Saucerman	Finance Director
Karen E. Harkness	Community & Economic Development Director

PLANNING COMMISSION

Mayor Timothy M. Hanna	Chair
Tanya Rabec	Member
Adrienne Palm	Member
Steve Uslabar	Member
Joe Martin	Alderperson/Member
Ross Buetow	Member/Deputy Director of Public Works

JOINT REVIEW BOARD

City Representative
Outagamie County
Fox Valley Technical College
Appleton Area School District
Public Member

TAX INCREMENT DISTRICT #11
PROJECT PLAN

TABLE OF CONTENTS

1. Intent and Purpose of Tax Increment Financing District #11 4
2. Statement of Kind, Number and Location of Proposed Public Works and Improvement Projects Within the District or the ½ Mile Buffer Zone 16
3. Qualification Based on City Valuation 19
4. List of Project Costs 20
5. List of Non-Project Costs 21
6. Economic Feasibility Study 22
7. Description of the Methods of Financing and the Time When Such Costs or Monetary Obligations are to be Incurred 27
8. Proposed Changes in Zoning Ordinances, Master Plan, Building Codes, Maps and City Ordinances 31
9. Orderly Development of the City of Appleton 32
10. Estimate of Property to be Devoted to Retail Use 33
11. Proposed Relocation Plan for Displaced Persons or Businesses 34
12. Map of TIF District #11 Boundaries and TIF District #11 Boundaries with Half Mile Buffer Zone 35
13. Map of Existing Uses and Conditions 37
14. Map of Proposed Improvements and Public Works Projects by Development Area 38
15. Parcel List & Legal Description 39
16. Opinion of the City Attorney on the Compliance of the Project Plan with Wisconsin Statute 46

1

INTENT AND PURPOSE OF TAX INCREMENT FINANCING DISTRICT #11

Tax Increment Financing District Number 11 (the "District") is being created by the City of Appleton under the authority provided by Wisconsin Statute Section 66.1105 "Tax Increment Law" to eliminate blight and stimulate the redevelopment of East College Avenue approximately from Drew Street to just west of Superior Street, South to Water Street and North to E. Washington Street. A map of the proposed District boundaries is found in Section 12.

This area is primarily characterized by a large blighted and vacant commercial site and a mixture of small businesses, office space, and housing which have the potential to, and in some cases already have, created a blighting influence on the surrounding area. The District consists of approximately 59.68 acres of land with the vast majority currently zoned Central Business District. A minority of parcels in TIF #11 are currently zoned Planned Development Multi-Family, Public Institution, Single-Family Residential, and Multi-Family Residential.

The District is being created as a "Blighted District" based upon the finding that at least 50%, by area of the real property within the District, is blighted within the meaning of Wisconsin Statute Section 66.1105 and 66.1333 described below. The map exhibit in Section 13 illustrates existing uses and conditions of the District.

Blight is described as: *the presence of a substantial number of substandard or deteriorating structures or site improvements; inadequate street layout or faulty lot layout in relation to size, adequacy, accessibility or usefulness, or conditions which endanger life or property by fire and other causes, or any combination of such factors that impairs or arrests the sound growth of a city. This definition also includes land upon which building or structures have been demolished and which because of obsolete platting, diversity of ownership or deterioration of structures or site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.*

This Project Plan outlines the City of Appleton's role in assisting with the redevelopment of vacant, blighted, and underutilized properties and rehabilitation/conservation of existing properties as needed to support the urban renewal of this area. The investment in this District will:

- eliminate blight and foster urban renewal through public and private investment
- enhance the development potential of private property within and adjacent to the District
- stabilize and increase property values in the area

- promote retention, expansion, attraction and reuse through the development of an improved area thereby facilitating the creation of new jobs and increased tax base
- improve the overall appearance of public and private spaces
- strengthen the economic well-being and economic diversity of the area
- provide appropriate financial incentives to encourage business expansion
- maximize the Districts strategic location in Downtown Appleton

There are eight identified development areas within the District that include a combination of redevelopment and rehabilitation sites. The following map and narrative highlights the key development areas targeted for redevelopment and rehabilitation/conservation in this District that would not happen otherwise but for the creation of this District.

Development Area #1: The largest site in this Development Area is commonly known as "The Bluff Site". This site is comprised of Trinity Lutheran Church and Michiels Fox Banquet Rivertyme Catering.

Trinity Lutheran Church is located at 209 Allen Street and is approximately 1.86 acres. This site originally consisted of several residential lots. In 1924, Trinity English Lutheran Church was constructed on the northwest corner of Allen Street and Kimball Street. In 1954, a parish center was built on the north end of the property. The church and parish center were connected via an addition in 1963, which greatly expanded the church sanctuary. Another addition was completed in 1996 on the northwest side to create a lobby with an elevator. The building is currently vacant as the parish relocated to another site in December of 2016, and the site was purchased in January, 2017 by local developers intending to demolish the site for redevelopment. Future possible uses for this site include mixed use, public parking, public library, medical clinic, multi-family apartments and/or condos. The timing for this redevelopment is 2017-2021, and the proposed construction costs are estimated at $57 million. Potentially, a portion of this would be exempt from property taxes if owned by a not-for-profit or tax exempt entity.

Michiels Fox Banquet Rivertyme Catering is located at 111 Kimball Street and is approximately 2.15 acres. This site originally consisted of several residential lots. In 1917, the Appleton Vocational School was constructed on the southwest corner of Allen Street and Kimball Street. The school was the precursor to the Fox Valley Technical College. In 1935, the portion of Allen Street south of Kimball Street was vacated, and the Appleton Vocational School built a second building to the southeast of the original building. An addition was built onto the south end of the original building in 1952. The auto mechanics shop was expanded in 1954. The Appleton Vocational School moved to Grand Chute in 1972 and became the Fox Valley Technical Institute. The school buildings on this site were razed in 1975. The Elks Club built the present building on the site in 1982. The building and property were sold to Michiels Fox Banquet in the late 1980's. Michiels operated a banquet and catering business from this facility until December of 2016 when they moved operations to their Menasha facility, vacated this site and sold the property to a local developer in January, 2017. The local developer intends to demolish the site for redevelopment. Future possible uses for this site include public parking, commercial office building, and/or multi-family housing and condos. The timing for this redevelopment is 2017-2021, and the proposed construction costs are estimated at $80 million. Potentially, a portion of this would be exempt from property taxes if owned by a not-for-profit or tax exempt entity.

The Bluff Site is highly visible from the Oneida Street Bridge, a primary gateway into the City of Appleton and Appleton's Downtown. Redevelopment of this site would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this site. This development area would benefit from increased commercial activity from Development Area #2 and along College Avenue.

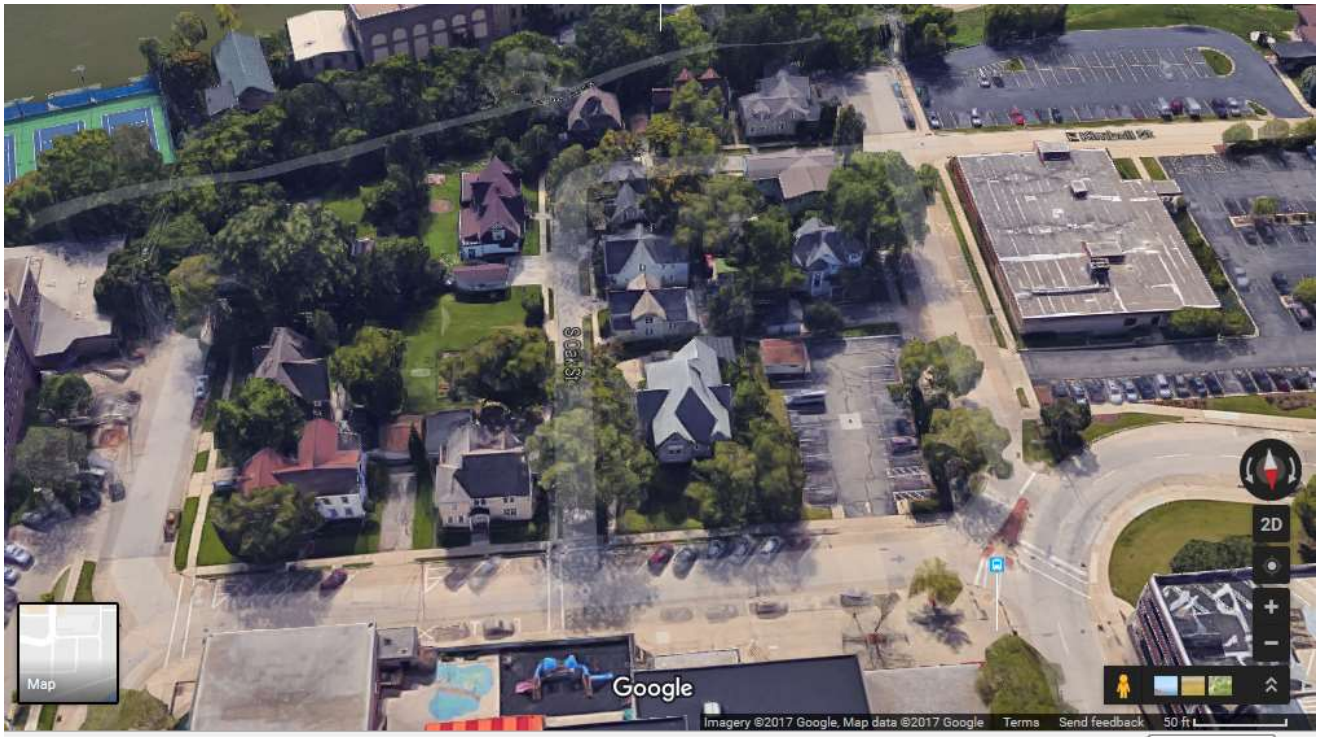
This information was largely taken from a Phase 1 Environmental Site Assessment conducted by Omnni in June, 2016.

An aerial view of the bluff site.

Development Area #2: This is the site south of Lawrence Street, north of Water Street, east of S. Morrison Street and west of S. Durkee Street and is commonly referred to as "Bluff Site 2". This site is comprised of 16 separate parcels with several owners. The YMCA of the Fox Cities owns 7 of the 16 parcels. The 7 parcels are comprised of 1 vacant lot, 2 vacant homes, 3 occupied rentals and 1 surface parking lot. Five (5) of the 7 parcels are on the tax rolls.

Other owners and uses are as follows: Housing Partnership of the Fox Cities owns one duplex which is tax exempt, and they use this property for transitional housing. Gary Trofka, et al owns one parcel which is used as a duplex. CJ Properties of the Fox Cities LLC owns one parcel, and the use is a four-plex. 220 Morrison LLC owns three parcels which are rentals (two single family and one multiple units). The remaining 3 parcels are owner-occupied, single-family residential homes.

This blighted area could benefit from redevelopment, rehabilitation and conservation or be incorporated in part or in whole into a larger site for future redevelopment. This Development Area would benefit from increased commercial activity from Development Area #1 and along College Avenue.



An aeriel view of bluff site 2.

Development Area #3: The Solider Square Ramp located at 120 S. Oneida Street was built in 1966, has 424 stalls, and is a blighted parcel in very poor condition. The YMCA purchased this ramp from the City of Appleton on February 1, 1996 for $1. The Purchase Agreement contains a reversionary and other use clause. This development area is shown in the recently adopted Comprehensive Plan as mixed use and green space. It is acknowledged that the current use of this site as parking is imperative to the continued success of the YMCA, and the lost parking stalls, due to demolition of this structure, will need to be replaced in close proximity to this site. Development Area #3 has negatively impacted other properties due to being blighted, is not aesthetically pleasing, is structurally challenging, and needs to be redeveloped to enhance the overall area and provide a positive impression.

This blighted area could benefit from redevelopment as a stand-alone project or be incorporated into a larger site for future redevelopment. This Development Area would benefit from increased commercial activity from Development Areas #1 and #2 and along College Avenue.

SOLDIER'S SQUARE/YMCA PARKING LOT PERSPECTIVE

Development Area #4: The historic Zuelke Building located at 103 W. College Avenue was built in 1931 with 5 additional floors built in 1951. There are approximately 76,540 sq.ft., and the vacancy rate is 41%.

The building has a total of 12 floors with two elevator shafts, one elevator services the original 7 floors and later serviced up to the 10th floor. The second elevator services the addition of the 11th and 12th floors. The inability of the main elevator to access the 11th and 12th floors is a significant burden and will require extensive engineering and updating to facilitate correction.

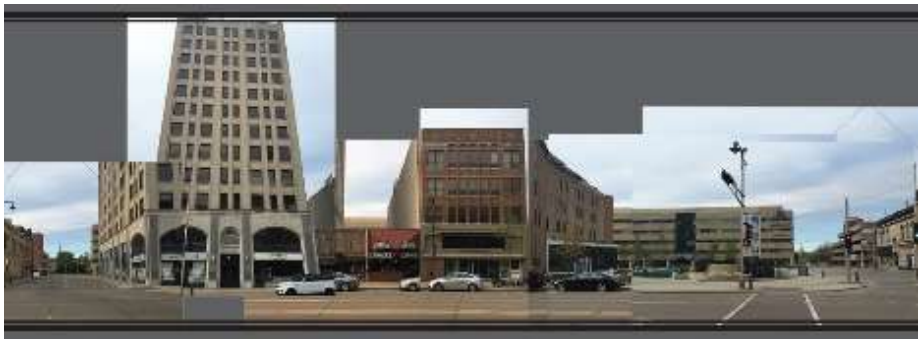
The first seven floors in the original 1931 building were largely constructed from marble designed for a church in Milwaukee. Due to the depression, the church was unable to accept delivery of the marble. The quality and uniqueness of the marble provides much character and status to the building. However, preservation of the marble makes it difficult to update the HVAC and plumbing systems, many of which are original to a 1950-1953 renovation of the building.

The building was considered "fireproof" when constructed, however new NFPA 1 rules would require installation of sprinklers throughout the entire building with any substantial renovation. The marble once again makes this endeavor very costly.

This neo-gothic high rise building, named for Irving Zuelke a local businessman and philanthropist, was added to the National Register of Historic Places in 1982 as part of the College Avenue Historic District.

The owners of this building are interested in rehabilitation into mixed use by utilizing TIF and/or Federal and State Historic Tax Credits, but they recognize the challenges of this blighted site. They have a desire to preserve the historic nature of the building, including the marble, but they recognize that the antiquated infrastructure upgrades, parking challenges, and the high cost of construction/rehab will require several layers of funding and support from the City.

Rehabilitation of this development area would further enhance the entire area by increasing commercial activity along College Avenue. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area. The timing for this redevelopment is undetermined based on proposed changes to the Historic Tax Credits Federally and State wide. The proposed construction costs are estimated at $6.5 million.



100 West College Avenue (south side) Zuelke Building to Houdini Plaza

Development Area #5: This area is comprised of City Center Plaza, the Blue Ramp, and the vacant land where Washington Place once stood.

10 College Avenue, City Center Plaza, was constructed in 1986 and is located in the heart of Appleton's Business District. This 3-story, 190,000 sq. ft. multi-use building contains both retail and office spaces. Major tenants include Appleton Area School District, Total Med Staffing, West Corporation, ThedaCare, Air Wisconsin, Joseph's Shoes and Murray Photos. The current vacancy rate is 20%, and the property is for sale. The local owners may use TIF to assist with conservation and renovations for tenants of approximately $1,000,000 within the next three years.

122 E. College Avenue, City Center East Office Condo, was constructed in 1974 as Gimbals Department Store and was converted to office condo in 2003. This 150,000 sq. ft. building contains office space with major tenants that include: ThedaCare, Appleton Area School District, and Hoffman Planning Design and Construction. The current vacancy rate is 15%. The local owners may use TIF to assist with conservation and renovations for tenants of approximately $2,000,000 within the next three years.

100 N. Appleton Street, City Center West Office Condo, was constructed in 1960 as HC Prange Company and was converted to office condo units in 1996. The City of Appleton owns the top two floors and space on the first floor. The Pfefferle group owns the balance of the condo units consisting of 62,318 sq. ft. The current vacancy rate is 5%. The local owners may use TIF for renovation and/or remodeling of tenant space of approximately $1,000,000 within the next three years.

The Blue Ramp, located at 120 N. Appleton Street, was built in 1963, with 7 ½ post-tension decks replacing original reinforced decks in 1986, has 401 stalls, and will be demolished by 2019 as it is blighted, is a substandard and/or deteriorating structure, and an inadequate layout for today's parking needs.

The vacant land located at 103 E. Washington Street was most recently Washington Place. This blighted building was demolished in 2013, and this is a prime site for redevelopment.

This blighted Development Area #5 could benefit from rehabilitation and conservation and/or incorporate portions into a larger site for future redevelopment. Since this entire area is highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity along College Avenue and the other Development Areas. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area. Potentially, a portion of this would be exempt from property taxes if owned by a not-for-profit or tax exempt entity.

100 West College Avenue (north side) Hoffman/ThedaCare to The Building for Kids Children's Museum/City Center

Development Area #6: This area includes Chase Bank, a parklet, and the 222 Building.

Chase Bank, located at 200 W. College Avenue, is a 45,000 sq. ft. building currently listed for sale. This is a prime redevelopment opportunity with JP Morgan Chase Bank remaining as the ground floor tenant. Located on College Avenue, the main street leading from the interstate into a vibrant Downtown, this site is in close proximity to Lawrence University, City and County municipal buildings, and many other attractions. The site encompasses half of a city block with access on three of the surrounding streets. Potential uses could be office, residential, and hospitality. The Downtown Mobility Study, adopted by Council in 2016, recommends converting Appleton Street from one-way southbound to two-way, creating improved access and visibility to the property.

The parklet (small parcel currently decorated with lights, tables and chairs) is owned by Pfefferle Management and located between two vibrant businesses. Use as a parklet is via a month-to-month lease with the City of Appleton.

222 Building, located at 222 W. College Avenue, was originally constructed in 1952, and then an addition on the west side was constructed in 1964. Pfefferle Group purchased the building in 2003. The current vacancy rate is 25%. The owners may use TIF for renovating the vacant floors and/or a possible restaurant on the first floor for an estimated cost of $2,000,000.

This blighted Development Area #6 could benefit from rehabilitation and conservation and/or incorporate portions into a larger site for future redevelopment. Since this entire area is highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity along College Avenue and the other Development Areas. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area.

200 West College Avenue (north side) Chase Bank to 222 Building

Development Area #7: This area encompasses Gabriel Furniture and businesses in the 200 E. block of College Avenue.

The Gabriel Furniture building has been on the corner of College Avenue and Morrison Street for over 100 years. Built in 1888 by the Konemic Lodge, International Order of the Odd Fellows, it became the first home for several local organizations including The Knights of Pythius, Elks Lodge 337, Loyal Order of the Moose, and Appleton Eagles. In 1928, Joseph Gabriel opened Gabriel Furniture at 201 E. College Avenue. Over the next 60 years, the business flourished and grew. In the 1960's, a metal covering was put on the façade to make the property "look more modern". In 1988, the current owners, Joe and Ruby Wells, bought the business and in 1990, they purchased 201 and 207 E. College Avenue. In the early 1990's, the Wells then purchased 209 and 211 E. College Avenue (former Shirley's Children's Shop) combining all the sites with interior connections. Today, the four buildings are used as a retail furniture store utilizing approximately 35,000 sq.ft. for showroom with additional basement space for storage. There currently are no vacancies in this property. The owners have no specific plans at this time but support efforts to make this blighted area more aesthetically pleasing through redevelopment, rehabilitation, and/or conservation.

Additional buildings in this area were built from 1870 thru 1978. Development Area #7 is characterized by small parcels with historic/older buildings and could be redeveloped individually. Rehabilitation of the existing buildings and property would further enhance the entire area. Since this entire area is highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity along College Avenue and the other Development Areas. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area.

200 East College Avenue (south side) Lou's Brews to Gabriel Furniture

Development Area #8: Includes the 300 block of E. College Avenue, North of Johnson Street, between N. Durkee Street and N. Drew Street. In the recently updated Comprehensive Plan approved unanimously by the Appleton Common Council on March 15, 2017, the 300 block of E. College Avenue is conceptually identified as a site for new multi-family residential development over a mix of commercial/office space which could serve the needs of existing property owners, including but not limited to, Heid Music and Lawrence University. The goal would be to fill a housing demand, transition to the small scale neighborhoods, and enhance the immediate surroundings with small commercial space to pull foot traffic north of College Avenue.

Narrative taken from Comprehensive Plan 2010-2030.

This blighted area deals with parking challenges, ingress and egress difficulties, deteriorating structures, accessibility and obsolescence. This area is characterized by small parcels with historic/older buildings and could be redeveloped individually or in groups. Rehabilitation of the existing buildings and property would further enhance the entire area. Since this entire area is highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity along College Avenue and the other Development Areas. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area.

300 East College Avenue (north side) History Museum at the Castle to Heid Music

THE CONCEPTUAL SITE PLAN SHOWS PARKING BEHIND THE PROPOSED DEVELOPMENT JUST NORTH OF JOHNSTON STREET, BETWEEN N. DURKEE STREET AND N. DREW STREET

PERSPECTIVE OF CONCEPTUAL REDEVELOPMENT OF 300 BLOCK OF E. COLLEGE AVENUE VANTAGE POINT IS LOOKING SOUTHWEST TOWARD THE FOX RIVER FROM THE CORNER OF N. DREW STREET AND E. WASHINGTON STREET.

2

STATEMENT OF KIND, NUMBER AND LOCATION OF PROPOSED PUBLIC WORKS AND IMPROVEMENT PROJECTS WITHIN THE DISTRICT OR THE ½ MILE BUFFER ZONE

The following is a list of proposed public works and improvement projects the City either directly, or through other entities, may implement in conjunction with this District. Any costs directly or indirectly related to the public works and improvements are considered "project costs" and eligible to be paid with tax increment revenues of the tax incremental district. The map exhibit in Section 14 Proposed Improvements and Public Works Projects by Development Area illustrates the proposed public works and improvement projects locations.

A. Municipal Infrastructure Improvements

- Construction and/or reconstruction of the streets, bridges, pedestrian connections and parking to facilitate development and rehabilitation projects within the District. Scope of work may include right-of-way acquisition, land assembly, grading, gravel, curb and gutter, asphalt, streetlights, traffic signals, walkways, concrete paving, lighting, signage, and related appurtenances.
- Construction and/or reconstruction of a sanitary sewer collection system to facilitate development and rehabilitation projects within the District. The scope of work may include sewer mains, manholes, laterals, force main, lift stations, and related appurtenances.
- Construction and/or reconstruction of the water distribution system to facilitate development and rehabilitation projects within the District. Projects may include water mains, valves, hydrants, service connections, laterals and other related appurtenances.
- Construction and/or reconstruction of storm water drainage facilities to support development and rehabilitation projects within the District. Projects may include retention or detention basins, biofilters, conveyance systems, storm sewer mains, manholes, inlets, drains and related appurtenances.
- Installation of electric and/or natural gas service or the relocation of existing services to facilitate blight elimination and redevelopment or rehabilitation in the District and provide better service. Acquisition of equipment to service the District.
- Installation of telephone, fiber, and cable or the relocation of existing services to facilitate blight elimination and redevelopment or rehabilitation in the District and provide better service. Acquisition of equipment to service the District.
- The costs associated with the design, implementation, purchase and maintenance of streetscape amenities to improve the aesthetic appearance of this District, including but not limited to, decorative lighting, banners and/or flags, public art, landscaping and/or planters, benches and other pedestrian elements to encourage the viability of the businesses in the district and attract high quality development.

B. Administrative Costs: These include, but not limited to, a portion of the salaries of the City employees, professional fees, and others directly involved in the projects for the District over the implementation of the project plan. Audit expenses, state filing fees, and any expenses associated with dissolving the District are also eligible costs.

C. Organizational Costs: These include, but are not limited to, publication and printing costs in connection with this Project Plan as well as the fees for the financial consultants, attorney, engineers, planners, surveyors, and other contracted services.

D. Professional Services: These include, but are not limited to, those costs incurred for architectural, planning, engineering and legal advice and services.

E. Financing Costs: Interest, finance fees, bond discounts, redemption premiums, legal opinions, credit ratings, capitalized interest, insurance and other expenses related to financing. This would also include interest on advances made by the City of Appleton.

F. Land Assembly, Clearance, and Real Estate Acquisitions: In order to eliminate blight and promote rehabilitation and redevelopment, it may be necessary to assist developers or for the City to acquire and demolish blighted or underutilized properties within the District. These may include but are not limited to, the cost of acquisitions, clearance/demolition, titles, easements, appraisals, consultant fees, closing costs, surveying and mapping, and the lease and/or the sale of property at or below market price to encourage or make feasible an economic development project that is consistent with the intent of this District.

G. Relocation Costs: In the event any property is acquired for the projects, expenses including the cost of the relocation plan, director, staff, publications, appraisals, land and property acquisition costs and relocation benefits as required by Wisconsin Statutes Section 32 are considered eligible project costs.

H. Development Incentives (Cash Grants and/or Loans): As a partner in the future redevelopment and rehabilitation/conservation of this District, the City of Appleton may enter into agreements with property owners, lessees, or developers for the purpose of sharing costs to encourage the desired kind of improvements based on the purpose of this District and assure tax base is generated sufficient to recover project costs. This assistance is regularly needed in rehabilitation and redevelopment projects to offset the additional costs in re-use versus greenfield development. Not every project will demand the same level of funding. These payments would be negotiated on a project basis in order to attract new taxable property or rehabilitate existing property in the District. No cash grants or loans will be provided until the Common Council adopts a development agreement and a copy of such agreement will be retained in the City's official records for the TID.

I. Environmental Audits and Remediation: Costs related to all environmental assessments and remediation will be considered eligible project costs.

J. Promotion and Development: Promotion and development of the District including professional services or marketing, recruitment, realtor commissions and fees in lieu of commissions, marketing services and materials, advertising costs, administrative costs and support of development organizations.

K. Project Outside the Tax Increment District: Pursuant to Wisconsin Statutes Section 66.1105(2)(f)1.n, the city may undertake projects within territory located within one-half (1/2) mile of the boundary of the district provided that (1) the project is located within the City's corporate boundaries, and (2) the projects are approved by the Joint Review Board. The cost of projects completed outside the District pursuant to this section are eligible Project Costs and may

include any project cost that would otherwise be eligible if undertaken within the District. Specific Public Works projects at the time of the District creation in the ½ mile boundary area of this District are not included at this time. Refer to Section 14 for a map of proposed improvements and Public Works projects by development area.

L. Payments Made at the Discretion of the Common Council: These payments may include but are not limited to payments which are found to be necessary or convenient to the creation of the District or the implementation of the Project Plan that support the goals of the District as outlined in Section 1.

The above-identified lists of proposed public works projects are the projected activities at this time that may be required in the District. Future development and rehabilitation of this area as it begins to occur may dictate additions or deletions from the above list. The City of Appleton reserves the right to such additions or deletions to the project list to the full extent allowed by the law.

In the event any of the projects are not reimbursable out of the TIF fund under Wisconsin Statutes Section 66.1105, in the written opinion of nationally recognized bond counsel or a court of record so rules in a final order, then such project or projects shall be deleted herefrom and the remainder of the projects hereunder shall be deemed the entirety of the projects for purposes of the project plan.

The City reserves the right to implement only those projects that remain economically viable as the project period proceeds.

Project costs as outlined in this Project Plan include any eligible expenditure made or estimated to be made or monetary obligations incurred or estimated to be incurred by the City or by the Developer. Project costs incurred by developer must be in accordance with a development agreement as approved by the Common Council. Any income, special assessments, or other revenues, including user fees or charges, will diminish project costs. To the extent the project costs benefit the municipality outside the District, a proportionate share of the cost is not a project cost. Specific Public Works projects identified at the time of the District creation in the ½ mile boundary area of this District are not included in this Project Plan. Costs identified in this plan are preliminary estimates made prior to design considerations and are subject to change after planning is completed. Prorations of costs in this plan are also estimates and subject to change based upon implementation, future assessment policies, and user fee adjustments.

3

QUALIFICATION BASED ON CITY VALUATION

The following calculations demonstrate the City is in compliance with Wisconsin Statute Section 66.1105(4)(gm)4.c, which requires the equalized value of the taxable property in the proposed District, plus the value increment of all existing Tax Increment Districts, does not exceed 12% of the total equalized value of taxable property within the City.

STEP 1: Calculation of Maximum Equalized Property Value Allowed within Tax Increment Districts in the City of Appleton

Equalized Value (as of January 1, 2016)		Maximum Allowable TIF Property Value
$4,938,725,300	x 12% =	$592,647,036

STEP 2: Calculation of Equalized Property Value Currently Located and Proposed to be Located within Tax Increment Districts

Tax Incremental Districts	Equalized Value
TIF District #3 Increment	41,515,600
TIF District #6 Increment	92,707,700
TIF District #7 Increment	17,197,100
TIF District #8 Increment	13,802,500
TIF District #9 Increment	1,763,000
TIF District #10 Increment	1,548,000
Proposed Base of TIF District #11 Creation*	78,547,500
Proposed Base of TIF District #12 Creation*	21,717,000
Total Existing Increment Plus Proposed Bases	$ 268,798,400

**Note: 2017 Base Values are final Assessed Values. The final equalized value ratio will be determined in August. The estimated ratio is 95%. 2017 TID 12 base includes two state assessed personal property full values.*

The equalized value of the increment of existing Tax Incremental Districts within the City, plus the base value of the proposed District, totals **$268,798,400.** This value equals **5.44%** of the City total equalized value and is substantially less than the maximum of **$592,647,036** in equalized value permitted for the City of Appleton. The City is, therefore, in compliance with the statutory equalized valuation test and may proceed with creation of this district.

4

LIST OF PROJECT COSTS

All costs are based on 2017 prices and are preliminary estimates that are based on best information available. The plan is not meant to be a budget nor an appropriation of funds for specific projects, but a framework within which to manage projects understanding the District can be in effect for a twenty-seven year period allowed by Wisconsin Statute. The City of Appleton reserves the right to increase these costs to reflect inflationary increases and other uncontrollable circumstances between 2017 and the time of construction. The City retains the right to delete projects or change the scope and/or timing of projects implemented as the Common Council individually authorizes them, without amending the Plan.

Project/Activity	Total Cost	Estimated Timing
• Municipal Infrastructure Improvements	$3,234,600	2018-2023
• Municipal Infrastructure within the ½ Mile Boundary	None included at this time	
• Development Incentives & Property Grants	$14,847,560	2018-2034
• Other Costs - Administrative, Professional, Environmental, and Promotion Services Costs. Filling fees and fees charged by State. Audit Costs.	$124,750	2017-2039
• Financing Costs* o General Fund Advance Interest Expense $359,374 o General Obligation $1,168,909	$1,528,283	2017-2035
TOTAL:	**$ 19,735,193**	**2017-2044**

NOTE**: The financing costs do not include potential interest reimbursement to the developers but an allowance is included in the financial forecast (chart 5) in the line Development contractual payments. The financing costs associated with the proposed project costs for this District are incorporated into the financing schedules for the District. See ***Section 7: Description of the Methods of Financing and the Time When Such Costs or Monetary Obligations are to be Incurred for financing details for the District.

5 LIST OF NON-PROJECT COSTS

There are no anticipated “non-project costs” associated with this Plan.

6

ECONOMIC FEASIBILITY STUDY

The charts and tables on the following pages show the City of Appleton will be able to obtain the necessary funds to implement the proposed projects and revenue from the District will be sufficient to pay for them. Chart 1 presents the City's equalized value and Chart 2 provides the full faith and credit borrowing capacity of the City. Equalized valuation projections were made using two methods as detailed in Chart 1. The straight-line method was chosen for purposes of this analysis to be conservative. Chart 2 projects the general obligation borrowing capacity of the City taking into account the existing debt of the City, the five-year Capital Improvement Plan, and assuming a 1% increase per year beyond the five-year plan. As shown, the debt balance projected is well below the net borrowing capacity.

Chart 3 projects revenues sufficient to finance all of the projects of the District and Chart 4 presents the allocation of increment by taxing entity assuming similar weighted average components as the 2017 rate. The pro forma is based on the following assumptions:

- The base value of the District is **$78,547,500.**
- The tax rate is projected at $24.2833 for 2017 and remaining at this amount for the life of the District.
- Valuations are projected to increase only .5% per year due to inflation.
- The base value of the District is estimated to increase **$73,712,800** in new construction value based on the following schedule:

Year	Project Increment Added
2017 Base Value Real Estate & Personal Property	$78,547,500
January 1, 2018	$ -
January 1, 2019	$ 73,712,800
January 1, 2020	$ -
January 1, 2021	$ -
January 1, 2022	$ -
January 1, 2023	$ -
Total Increment *(net of base value):*	$ 73,712,800

Chart 1

CITY OF APPLETON
EQUALIZED VALUATION PROJECTION

YEAR	VALUATION	CHANGE
2011	4,797,103,500	
2012	4,651,408,600	(145,694,900)
2013	4,622,312,200	(29,096,400)
2014	4,696,660,500	74,348,300
2015	4,816,754,800	120,094,300
2016	4,938,725,300	121,970,500
		$141,621,800

Straight Line Method $28,324,360
(Total change divided by 5)

Percentage Method 0.59%
(Total percentage change from 2011 to 2016 divided by 5)

Projected Valuations

	Straight Line	Percentage	TIF Project Plan Increment Only
2016	4,938,725,300	4,938,725,300	4,938,725,300
2017	4,967,049,660	4,967,863,779	4,938,725,300
2018	4,995,374,020	4,997,174,175	4,938,725,300
2019	5,023,698,380	5,026,657,503	5,012,438,100
2020	5,052,022,740	5,056,314,782	5,012,438,100
2021	5,080,347,100	5,086,147,039	5,012,438,100
2022	5,108,671,460	5,116,155,307	5,012,438,100
2023	5,136,995,820	5,146,340,623	5,012,438,100
2024	5,165,320,180	5,176,704,033	5,012,438,100
2025	5,193,644,540	5,207,246,587	5,012,438,100
2026	5,221,968,900	5,237,969,342	5,012,438,100
2027	5,250,293,260	5,268,873,361	5,012,438,100
2028	5,278,617,620	5,299,959,714	5,012,438,100
2029	5,306,941,980	5,331,229,476	5,012,438,100
2030	5,335,266,340	5,362,683,730	5,012,438,100
2031	5,363,590,700	5,394,323,564	5,012,438,100
2032	5,391,915,060	5,426,150,073	5,012,438,100
2033	5,420,239,420	5,458,164,358	5,012,438,100
2034	5,448,563,780	5,490,367,528	5,012,438,100
2035	5,476,888,140	5,522,760,696	5,012,438,100
2036	5,505,212,500	5,555,344,984	5,012,438,100
2037	5,533,536,860	5,588,121,519	5,012,438,100
2038	5,561,861,220	5,621,091,436	5,012,438,100
2039	5,590,185,580	5,654,255,875	5,012,438,100
2040	5,618,509,940	5,687,615,985	5,012,438,100
2041	5,646,834,300	5,721,172,919	5,012,438,100
2042	5,675,158,660	5,754,927,839	5,012,438,100
2043	5,703,483,020	5,788,881,913	5,012,438,100
2044	5,731,807,380	5,823,036,316	5,012,438,100

Chart 2

CITY OF APPLETON
GENERAL OBLIGATION BORROWING CAPACITY

Budget Year	Equalized Value	Gross Debt Limit	Debt Balance	Net G.O. Borrowing Capacity	
2016	4,938,725,300	246,936,265	45,374,327	201,561,938	0.1837
2017	4,938,725,300	246,936,265	53,366,582	193,569,683	0.2161
2018	4,938,725,300	246,936,265	64,850,375	182,085,890	0.2626
2019	5,012,438,100	250,621,905	97,694,521	152,927,384	0.3898
2020	5,012,438,100	250,621,905	109,333,929	141,287,976	0.4363
2021	5,012,438,100	250,621,905	111,859,231	138,762,674	0.4463
2022	5,012,438,100	250,621,905	112,978,000	137,643,905	0.4508
2023	5,012,438,100	250,621,905	114,108,000	136,513,905	0.4553
2024	5,012,438,100	250,621,905	115,249,000	135,372,905	0.4599
2025	5,012,438,100	250,621,905	116,401,000	134,220,905	0.4644
2026	5,012,438,100	250,621,905	117,565,000	133,056,905	0.4691
2027	5,012,438,100	250,621,905	118,741,000	131,880,905	0.4738
2028	5,012,438,100	250,621,905	119,928,000	130,693,905	0.4785
2029	5,012,438,100	250,621,905	121,127,000	129,494,905	0.4833
2030	5,012,438,100	250,621,905	122,338,000	128,283,905	0.4881
2031	5,012,438,100	250,621,905	123,561,000	127,060,905	0.4930
2032	5,012,438,100	250,621,905	124,797,000	125,824,905	0.4979
2033	5,012,438,100	250,621,905	126,045,000	124,576,905	0.5029
2034	5,012,438,100	250,621,905	127,305,000	123,316,905	0.5080
2035	5,012,438,100	250,621,905	128,578,000	122,043,905	0.5130
2036	5,012,438,100	250,621,905	129,864,000	120,757,905	0.5182
2037	5,012,438,100	250,621,905	131,163,000	119,458,905	0.5234
2038	5,012,438,100	250,621,905	132,475,000	118,146,905	0.5286
2039	5,012,438,100	250,621,905	133,800,000	116,821,905	0.5339
2040	5,012,438,100	250,621,905	135,138,000	115,483,905	0.5392
2041	5,012,438,100	250,621,905	136,489,000	114,132,905	0.5446
2042	5,012,438,100	250,621,905	137,854,000	112,767,905	0.5500
2043	5,012,438,100	250,621,905	139,233,000	111,388,905	0.5556
2044	5,012,438,100	250,621,905	140,625,000	109,996,905	0.5611

CITY OF APPLETON

Tax Incremental District # 11 **Chart 3**

Revenue Forecast

		Base Value		**78,547,500**		**Inflation Factor**			**0.50%**
	Construction Year	**Valuation Year**	**Revenue year**	**Inflation Increment**	**Value Added**	**Valuation Increment**	**Land Sales**	**Tax Rate**	**District Revenue**
	2016	2017	2018	0	0	0	0	23.3889	0
1	2017	2018	2019	392,738	0	392,738	0	23.3889	9,186
2	2018	2019	2020	394,701	73,712,800	74,500,239	0	23.3889	1,742,479
3	2019	2020	2021	765,239	0	75,265,478	0	23.3889	1,760,377
4	2020	2021	2022	769,065	0	76,034,543	0	23.3889	1,778,364
5	2021	2022	2023	772,910	0	76,807,453	0	23.3889	1,796,442
6	2022	2023	2024	776,775	0	77,584,228	0	23.3889	1,814,610
7	2023	2024	2025	780,659	0	78,364,887	0	23.3889	1,832,869
8	2024	2025	2026	784,562	0	79,149,449	0	23.3889	1,851,219
9	2025	2026	2027	788,485	0	79,937,934	0	23.3889	1,869,660
10	2026	2027	2028	792,427	0	80,730,361	0	23.3889	1,888,194
11	2027	2028	2029	796,389	0	81,526,750	0	23.3889	1,906,821
12	2028	2029	2030	800,371	0	82,327,121	0	23.3889	1,925,541
13	2029	2030	2031	804,373	0	83,131,494	0	23.3889	1,944,354
14	2030	2031	2032	808,395	0	83,939,889	0	23.3889	1,963,262
15	2031	2032	2033	812,437	0	84,752,326	0	23.3889	1,982,264
16	2032	2033	2034	816,499	0	85,568,825	0	23.3889	2,001,361
17	2033	2034	2035	820,582	0	86,389,407	0	23.3889	2,020,553
18	2034	2035	2036	824,685	0	87,214,092	0	23.3889	2,039,842
19	2035	2036	2037	828,808	0	88,042,900	0	23.3889	2,059,227
20	2036	2037	2038	832,952	0	88,875,852	0	23.3889	2,078,708
21	2037	2038	2039	837,117	0	89,712,969	0	23.3889	2,098,288
22	2038	2039	2040	841,302	0	90,554,271	0	23.3889	2,117,965
23	2039	2040	2041	845,509	0	91,399,780	0	23.3889	2,137,740
24	2040	2041	2042	849,736	0	92,249,516	0	23.3889	2,157,615
25	2041	2042	2043	853,985	0	93,103,501	0	23.3889	2,177,588
26	2042	2043	2044	858,255	0	93,961,756	0	23.3889	2,197,662
27	2043	2044	2045	862,546	0	0	0	23.3889	0
		Totals			**73,712,800**		**0**		**49,152,191**
					Present Value at 5.00%				**24,538,607**

Chart 4

CITY OF APPLETON

Tax Incremental District # 11

Taxing Entity Breakdown

Year	City	Appleton Schools	FVTC	Outagamie County	Total Tax Increment
2016	0	0	0	0	0
2017	0	0	0	0	0
2018	0	0	0	0	0
2019	3,354	3,560	438	1,834	9,186
2020	636,284	675,280	83,064	347,851	1,742,479
2021	642,819	682,217	83,917	351,424	1,760,377
2022	649,387	689,187	84,775	355,015	1,778,364
2023	655,989	696,193	85,636	358,624	1,796,442
2024	662,623	703,234	86,502	362,251	1,814,610
2025	669,290	710,310	87,373	365,896	1,832,869
2026	675,991	717,421	88,248	369,559	1,851,219
2027	682,725	724,568	89,127	373,240	1,869,660
2028	689,493	731,751	90,010	376,940	1,888,194
2029	696,295	738,969	90,898	380,659	1,906,821
2030	703,131	746,223	91,791	384,396	1,925,541
2031	710,000	753,516	92,687	388,151	1,944,354
2032	716,905	760,842	93,589	391,926	1,963,262
2033	723,844	768,206	94,495	395,719	1,982,264
2034	730,817	775,607	95,405	399,532	2,001,361
2035	737,825	783,045	96,320	403,363	2,020,553
2036	744,869	790,520	97,239	407,214	2,039,842
2037	751,947	798,034	98,163	411,083	2,059,227
2038	759,061	805,583	99,092	414,972	2,078,708
2039	766,211	813,171	100,025	418,881	2,098,288
2040	773,396	820,797	100,963	422,809	2,117,965
2041	780,617	828,460	101,906	426,757	2,137,740
2042	787,875	836,161	102,854	430,725	2,157,615
2043	795,168	843,902	103,806	434,712	2,177,588
2044	802,498	851,682	104,763	438,719	2,197,662
					49,152,191

7

DESCRIPTION OF THE METHODS OF FINANCING AND THE TIME WHEN SUCH COSTS OR MONETARY OBLIGATIONS ARE TO BE INCURRED

The City of Appleton expects to finance City project costs primarily from the sale of general obligation notes issued under Wisconsin Statutes 67.12(12). City borrowing will be phased to coincide with need and refinancing schedule as necessary to properly manage the District's affairs. It is anticipated the Developer will attain their own financing; however the City will make developer incentive payments up to 90% of the increment generated to a maximum value agreed upon. The contracted payments will include an allowable interest reimbursement up to 200 basis points above the all-inclusive interest cost on Appleton's general obligation notes. Chart 5 on the subsequent pages presents the detailed financial forecast for the District. Another option for financing is the use of developer-funded or "pay as you go" financing which minimizes the risk of non-performance of the TID to the City, while still assisting development that would not occur without assistance of a tax increment district. The type and method of financing each project in this District shall be made on a project by project basis to support the success of the District.

Plan Implementation:

Projects identified will provide the necessary anticipated governmental services to the area. A reasonable and orderly sequence is outlined in this Plan. However, it is anticipated the improvements will be made over a twenty-two year period based on the statutory guidelines for the tax increment district. Public debt and expenditures should be made at the point private development occurs to assure increment is sufficient to cover expenses.

The order in which public improvements are made should be adjusted in accordance with development and execution of development agreements. The City of Appleton reserves the right to alter the implementation of this Plan to accomplish this objective.

If financing as outlined in this Plan proves unworkable, the City reserves the right to use alternate financing solutions for the projects as they are implemented.

CITY OF APPLETON

Tax Incremental District #11

Financial Forecast

Chart 5

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenues:									
Tax Increments	0	0	9,186	1,742,479	1,760,377	1,778,364	1,796,442	1,814,610	1,832,869
Investment Earnings	0	1	1	284	745	2,306	3,386	6,739	8,334
Proceeds of G.O. Debt	0	1,030,600	500,000	1,123,000	0	0	581,000	0	0
General Fund Advance	1,000	28,000	57,000	0	0	0	0	0	0
Total Revenues	1,000	1,058,601	566,187	2,865,763	1,761,122	1,780,670	2,380,828	1,821,349	1,841,203
Expenses:									
Development contractual payments	0	0	0	1,551,655	1,559,413	1,567,211	1,575,047	1,582,922	1,590,836
Property Improvement Grants	0	21,000	21,000	21,000	21,000	21,000	0	0	0
Administrative - Filing fees/Audit	1,000	1,650	1,750	1,750	1,900	1,900	2,000	2,000	2,100
Professional, Environmental & Promotion	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Construction Costs	0	1,030,600	500,000	1,123,000	0	0	581,000	0	0
2018 G.O. Note Interest	0	0	38,648	30,918	30,918	30,918	30,918	30,918	30,918
2018 G.O. Note Principal	0	0	0	0	0	0	0	0	0
2019 G.O. Note Interest	0	0	0	18,750	15,000	15,000	15,000	15,000	15,000
2019 G.O. Note Principal	0	0	0	0	0	0	0	0	0
2020 G.O. Note Interest	0	0	0	0	56,150	44,920	44,920	44,920	44,920
2020 G.O. Note Principal	0	0	0	0	0	0	0	0	0
2023 G.O. Note Interest	0	0	0	0	0	0	0	36,313	29,050
2023 G.O. Note Principal	0	0	0	0	0	0	0	0	0
General Fund Advance Interest at 5%	25	700	2,911	4,482	4,706	4,941	5,188	5,448	5,720
Allowance for Interest Expense	(25)	(700)	(2,911)	(4,482)	(4,706)	(4,941)	(5,188)	(5,448)	(5,720)
Total Expenses	1,000	1,058,250	566,398	2,752,073	1,689,381	1,685,949	2,253,885	1,717,073	1,717,824
Excess of Revenues over Expenditures	0	351	(211)	113,690	71,741	94,721	126,943	104,276	123,379
Beginning Fund Balance	0	0	351	140	113,830	185,570	280,292	407,235	511,511
Ending Fund Balance	0	351	140	113,830	185,570	280,292	407,235	511,511	634,890

CITY OF APPLETON

Tax Incremental District #11

Financial Forecast

Chart 5

2026	2027	2028	2029	2030	2031	2032	2033	2034
1,851,219	1,869,660	1,888,194	1,906,821	1,925,541	1,944,354	1,963,262	1,982,264	2,001,361
10,174	12,206	8,982	283	460	372	2,951	3,079	281
0	0	0	0	0	0	0	0	0
0	0	0	300,000	850,000	(300,000)	0	0	(530,000)
1,861,393	1,881,866	1,897,176	2,207,104	2,776,001	1,644,726	1,966,213	1,985,343	1,471,642
1,598,791	1,606,785	1,614,818	1,622,893	1,631,007	1,639,162	1,647,358	1,655,595	1,426,863
0	0	0	0	0	0	0	0	0
2,100	2,250	8,250	2,350	2,350	2,450	2,450	2,600	2,600
0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0
30,918	30,918	15,459	0	0	0	0	0	0
0	0	1,030,600	0	0	0	0	0	0
15,000	15,000	15,000	7,500	0	0	0	0	0
0	0	0	500,000	0	0	0	0	0
44,920	44,920	44,920	44,920	22,460	0	0	0	0
0	0	0	0	1,123,000	0	0	0	0
29,050	29,050	29,050	29,050	29,050	29,050	29,050	14,525	0
0	0	0	0	0	0	0	581,000	0
6,006	6,306	6,622	14,453	43,925	59,872	55,365	58,134	47,790
(6,006)	(6,306)	(6,622)	(14,453)	(43,925)	(59,872)	(55,365)	(58,134)	(47,790)
1,720,779	1,728,923	2,758,097	2,206,713	2,807,867	1,670,662	1,678,858	2,253,720	1,429,463
140,614	152,943	(860,921)	391	(31,866)	(25,936)	287,355	(268,377)	42,179
634,890	775,504	928,448	67,526	67,918	36,052	10,116	297,471	29,094
775,504	928,448	67,526	67,918	36,052	10,116	297,471	29,094	71,274

CITY OF APPLETON

Tax Incremental District # 11

Financial Forecast

Chart 5

2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	Totals
2,020,553	2,039,842	2,059,227	2,078,708	2,098,288	2,117,965	2,137,740	2,157,615	2,177,588	2,197,662	49,152,191
12,606	45,384	86,318	191,460	254,029	317,094	380,750	445,085	510,051	575,657	2,879,018
0	0	0	0	0	0	0	0	0	0	3,234,600
(406,000)	0	0	0	0	0	0	0	0	0	0
1,627,159	2,085,226	2,145,545	2,270,168	2,352,317	2,435,059	2,518,490	2,602,700	2,687,639	2,773,319	55,265,809
0	0	0	0	0	0	0	0	0	0	23,870,354
0	0	0	0	0	0	0	0	0	0	105,000
2,700	2,700	2,800	2,800	2,950	8,950	3,050	3,050	3,150	9,150	84,750
0	0	0	0	0	0	0	0	0	0	40,000
0	0	0	0	0	0	0	0	0	0	3,234,600
0	0	0	0	0	0	0	0	0	0	301,451
0	0	0	0	0	0	0	0	0	0	1,030,600
0	0	0	0	0	0	0	0	0	0	146,250
0	0	0	0	0	0	0	0	0	0	500,000
0	0	0	0	0	0	0	0	0	0	437,970
0	0	0	0	0	0	0	0	0	0	1,123,000
0	0	0	0	0	0	0	0	0	0	283,238
0	0	0	0	0	0	0	0	0	0	581,000
26,780	0	0	0	0	0	0	0	0	0	359,374
332,594	0	0	0	0	0	0	0	0	0	0
362,074	2,700	2,800	2,800	2,950	8,950	3,050	3,050	3,150	9,150	32,097,587
1,265,085	2,082,526	2,142,745	2,267,368	2,349,367	2,426,109	2,515,440	2,599,650	2,684,489	2,764,169	23,168,222
71,274	1,336,359	3,418,885	5,561,630	7,828,998	10,178,365	12,604,474	15,119,914	17,719,564	20,404,053	0
1,336,359	3,418,885	5,561,630	7,828,998	10,178,365	12,604,474	15,119,914	17,719,564	20,404,053	23,168,222	23,168,222

8

PROPOSED CHANGES IN ZONING ORDINANCES, MASTER PLAN, BUILDING CODES, MAPS AND CITY ORDINANCES

There are no changes to building codes or other City ordinances proposed for the implementation of this Project Plan. The City anticipates a portion of the District may require rezoning prior to development that will be consistent with the purpose of the District.

9

ORDERLY DEVELOPMENT OF THE CITY OF APPLETON

The District contributes to the orderly development of the City by providing for the elimination of blighting influences and the redevelopment of these underutilized properties along this major corridor and providing for continued growth in residential, office, and retail development. By improving and maintaining an attractive area for private investment along the corridor, the City will ensure a healthy tax base, job growth/creation and a more vibrant economy.

The Project Plan is complimentary to the adopted City of Appleton's *Comprehensive Plan 2010-2030 (*Comprehensive Plan*)*, specifically Chapter 14 Downtown Plan that identifies this corridor of west College Avenue for reinvestment, rehabilitation and redevelopment. The City's recommendations for this corridor and surrounding downtown sites include the following key strategies as adopted on March 15, 2017 in the updated Comprehensive Plan. These key strategies, and the detailed policies to support these efforts, can be found in the Comprehensive Plan – Chapter 14 Downtown Plan Initiatives Section from pages 335 to 362:

1.1 Continue development of entry features on major routes into the downtown
1.3 Implement appropriate streetscaping projects throughout the downtown
1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures
2.2 Pursue opportunities to attract more artists and arts-related businesses to the downtown
3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized or marginal sites on the edge of downtown
3.3 Promote development of neighborhood serving businesses and amenities to meet the basic shopping and service needs of downtown and nearby residents
3.10 Promote well-designed transitional areas between higher density development downtown and lower density development in adjacent, largely single family neighborhoods
4.1 Sustain and grow the retail niches which have formed downtown
4.2 Identify and aggressively recruit target industries
4.3 Protect the existing retail blocks on College Avenue
4.5 Facilitate and pursue entrepreneurial business development in the downtown
4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue
4.7 Maintain an environment favorable to larger employers in the downtown
4.8 Support private sector efforts to redevelop and invest in downtown

10

ESTIMATE OF PROPERTY TO BE DEVOTED TO RETAIL USE

Pursuant to Section 66.1105(5)(b) of the Wisconsin State Statutes, the City estimates that approximately 10% of the real property within the District will be devoted to retail business at the end of the District's maximum expenditure period.

11

PROPOSED RELOCATION PLAN FOR DISPLACED PERSONS OR BUSINESSES

It is not anticipated at the time of the creation of the District there will be a need to relocate persons or businesses in conjunction with this Plan. In the event relocation becomes necessary at some time during the implementation period, the City will take the following steps and actions as required by Wisconsin Statutes Section 32:

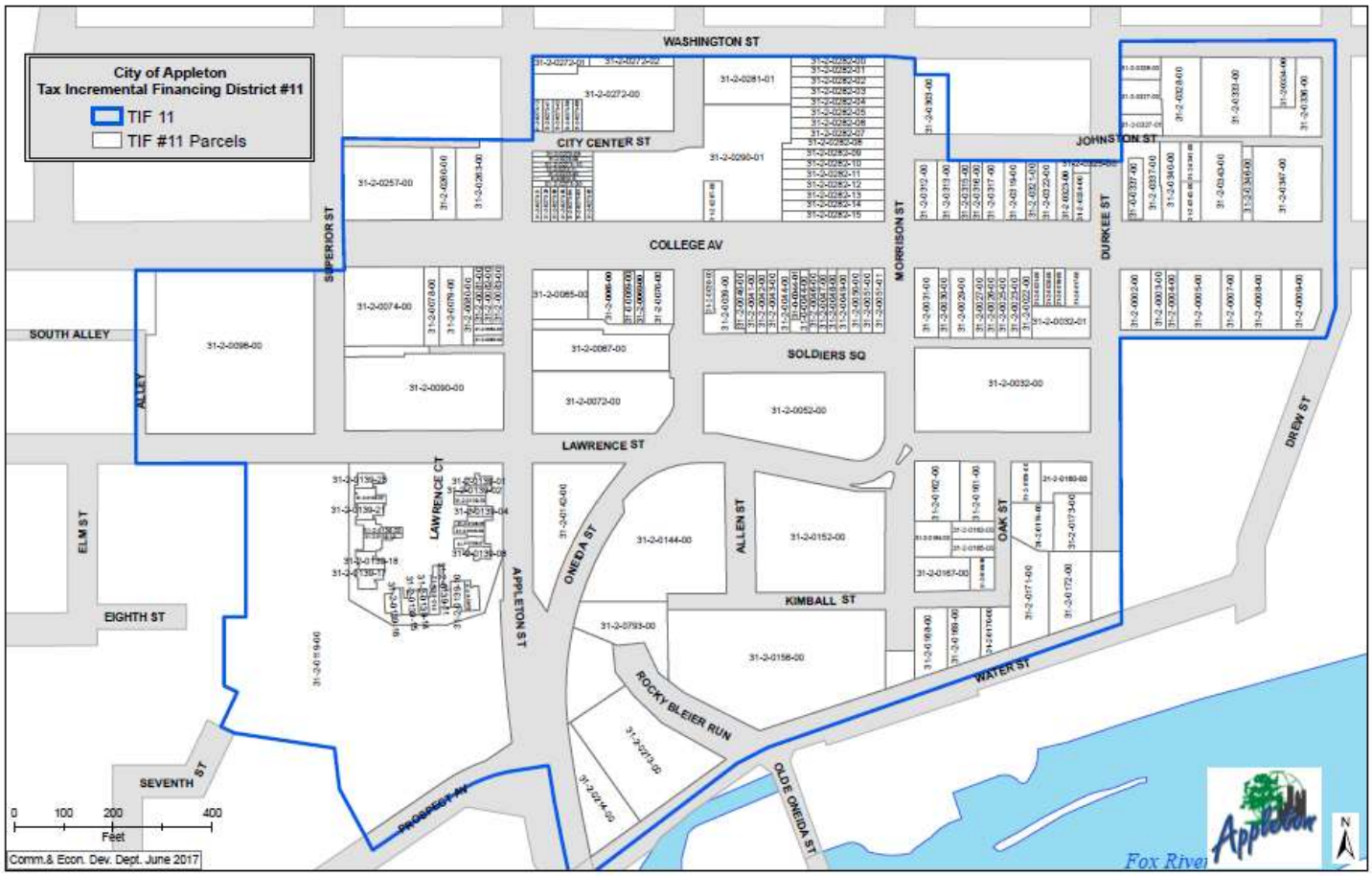
A. Before negotiations begin for the acquisition of property or easements, all property owners will be provided with an informational pamphlet "The Rights of Landowners" prepared by the Wisconsin Department of Administration, and if any person is to be displaced as a result of the acquisition, they will be given a pamphlet on "Relocation Rights" prepared by the Wisconsin Department of Administration.

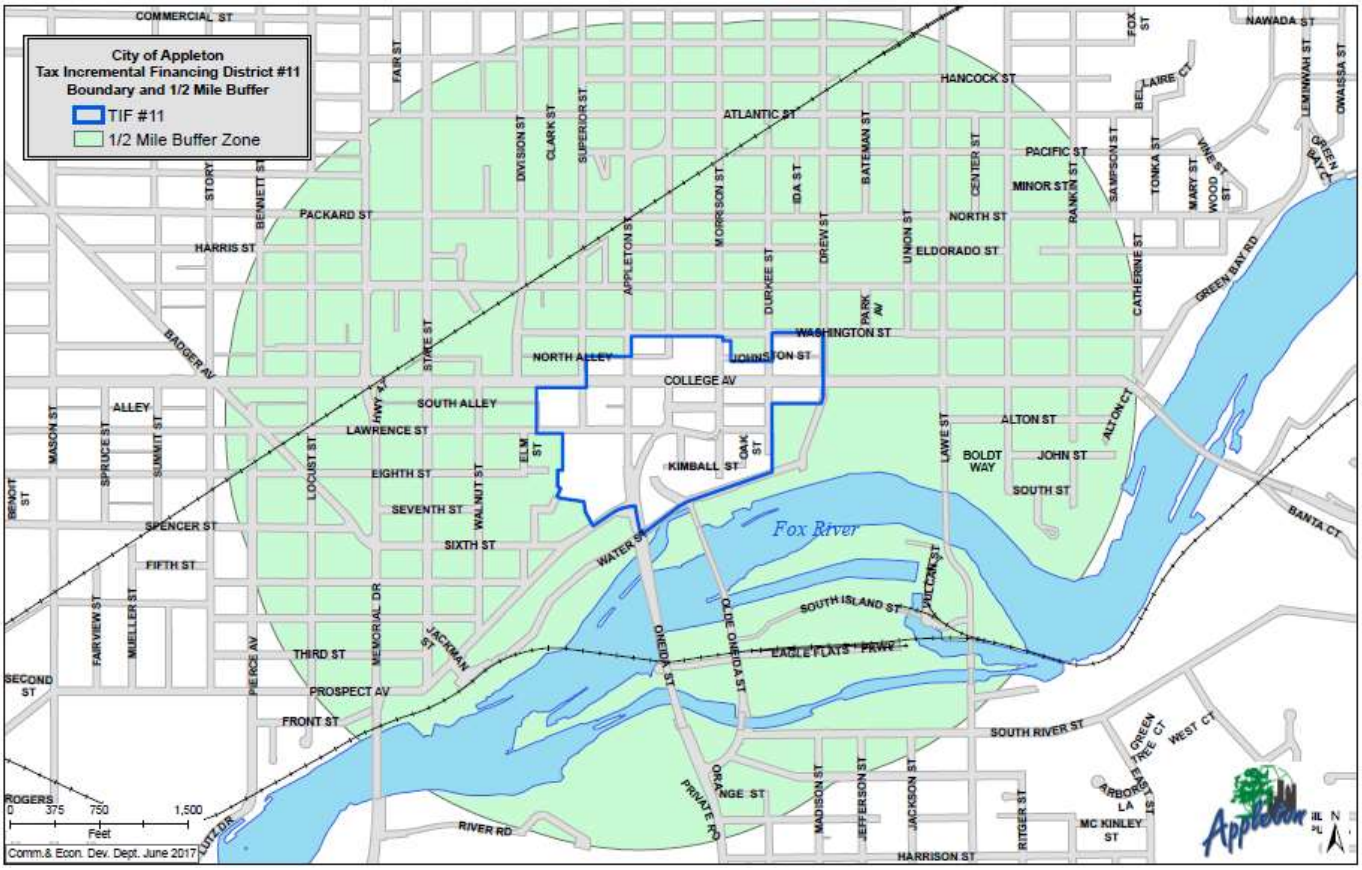
B. The City will provide each owner a full narrative appraisal, a map showing the owners of all property affected by the proposed project, and a list of all or at least ten neighboring landowners to whom offers are being made.

C. The City will file a relocation plan with the Wisconsin Department of Administration and will keep all records as required in Wisconsin Statutes Section 32.

12

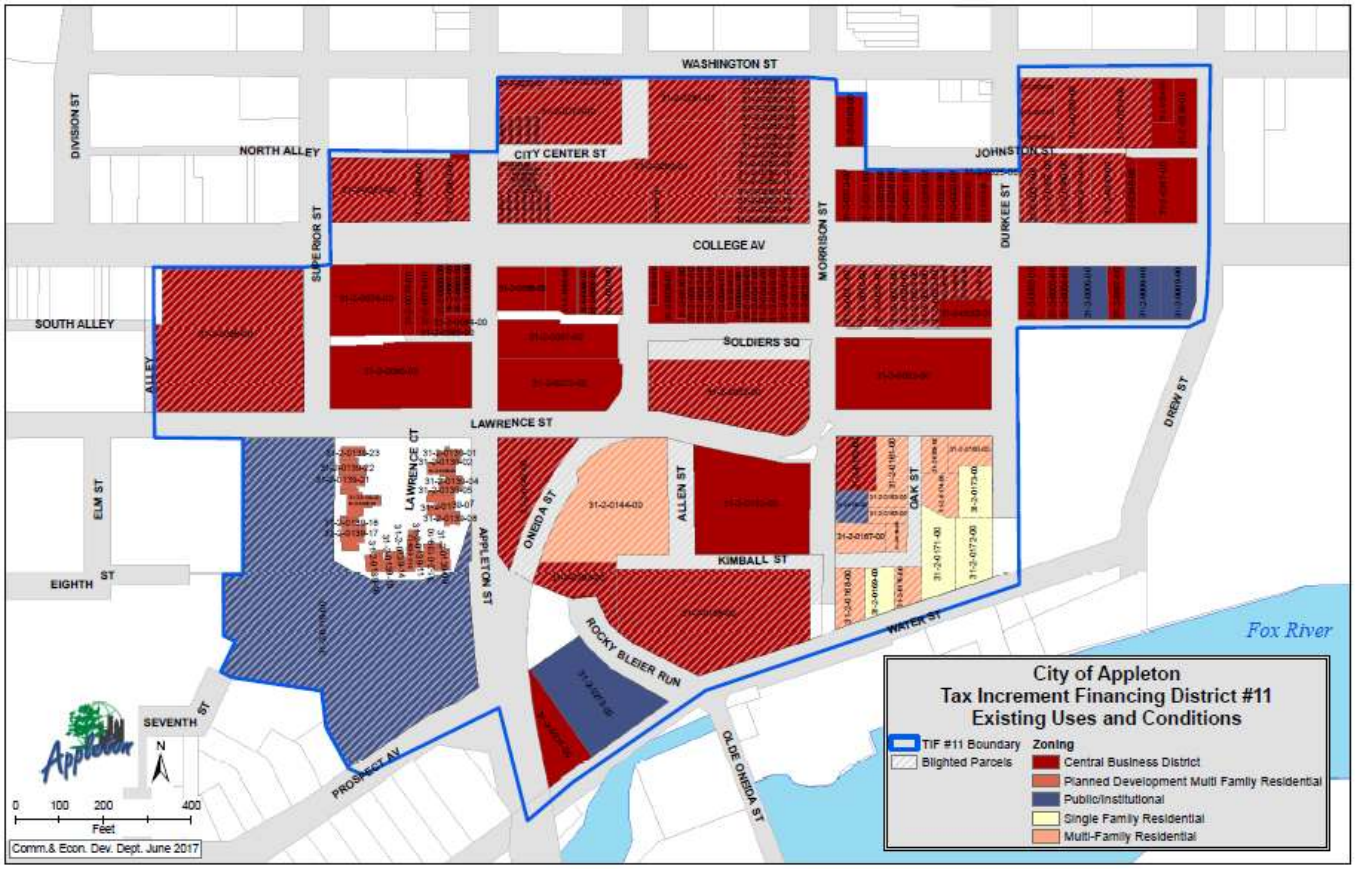
MAP OF TIF DISTRICT #11 BOUNDARIES AND TIF DISTRICT #11 BOUNDARIES WITH HALF MILE BUFFER ZONE




City of Appleton
Tax Incremental Financing District #11
Boundary and 1/2 Mile Buffer
TIF #11
1/2 Mile Buffer Zone
COMMERCIAL ST
NAWADA ST
HANCOCK ST
ATLANTIC ST
PACIFIC ST
MINOR ST
NORTH ST
ELDORADO ST
PACKARD ST
HARRIS ST
WASHINGTON ST
NORTH ALLEY
JOHNSTON ST
COLLEGE AV
SOUTH ALLEY
ALLEY
LAWRENCE ST
EIGHTH ST
SEVENTH ST
SIXTH ST
SPENCER ST
FIFTH ST
THIRD ST
PROSPECT AV
FRONT ST
SECOND ST
ROGERS
KIMBALL ST
ALTON ST
JOHN ST
BOLDT WAY
SOUTH ST
SOUTH ISLAND ST
EAGLE FLATS PRWY
SOUTH RIVER ST
RIVER RD
HARRISON ST
MC KINLEY ST
BADGER AV
GREEN BAY RD
BANTA CT
Fox River
0 375 750 1,500
Feet
Comm.& Econ. Dev. Dept. June 2017

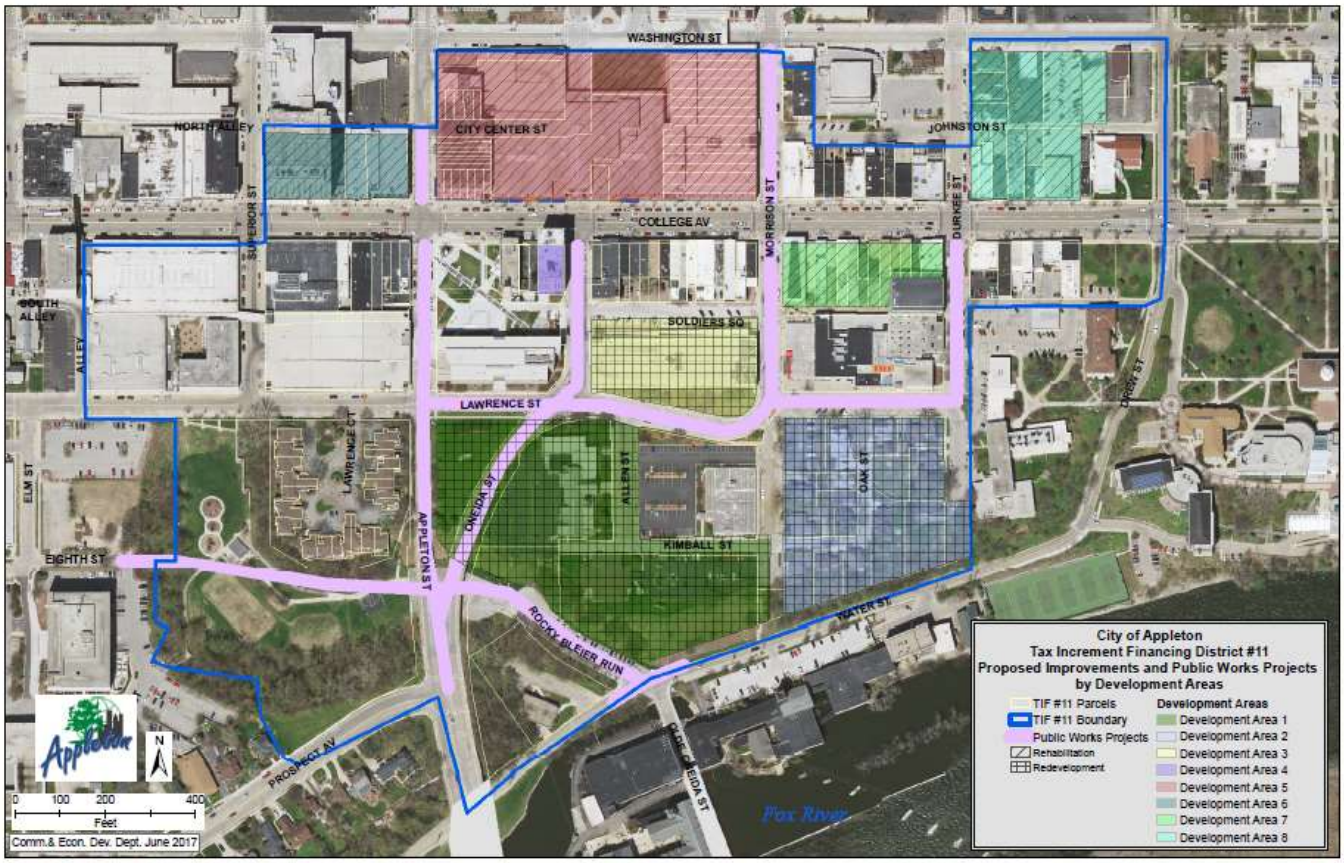
13

MAP OF EXISTING USES AND CONDITIONS



14

MAP OF PROPOSED IMPROVEMENTS AND PUBLIC WORKS PROJECTS BY DEVELOPMENT AREA



Note: The above map highlights the key development areas targeted for redevelopment and rehabilitation/conservation uses within this District. The narrative in Section 1 of the Project Plan is incorporated into this Section by reference and provides additional details on proposed uses. Due to the volume of information being displayed on this map, the summary in Section 1 is intended to support this exhibit.

15 PARCEL LIST & LEGAL DESCRIPTION

The boundaries for the District include only whole parcels or non-taxable property and the District is contiguous. The following pages include a detailed list of parcels included in the District and the legal description.

Vacant Land:

Pursuant to Wisconsin State Statute s 66.1105(4)(gm)(1), property standing vacant for an entire 7-year period immediately preceding adoption of the resolution creating a tax incremental district may not comprise more than 25% of the area in the tax incremental district. Vacant property includes property where the fair market value or replacement cost value of structural improvements on the parcel is less than the fair market value of the land. Vacant property does not include property that is contaminated by environmental pollution, as defined in s. 661106 (1) (d). **This District does not include 25% or more vacant land.**

Annexed Land:

Pursuant to Wisconsin State Statute s 66.1105(4)(gm)(1), the District may not include any annexed territory that was not within the boundaries of the City on January 1, 2004, unless at least 3-years have elapsed since the territory was annexed by the City, unless the City enters into a cooperative plan boundaries agreement with the town from which the territory was annexed, or unless the City and town enter into another kind of agreement relating to the annexation expect that notwithstanding these conditions, the City may include territory that was not within the boundaries of the City on January 1, 2004 if the City pledges to pay the town an amount equal to the property taxes levied on the territory by the town at the time of the annexation for each of the next 5 years. **The District does not include property annexed into the City of Appleton since January 1, 2004.**

TAXKEY	Owner Name	Property Address	Zoning	Area in Acres	Business with Person Property	Personal Property	Land Value	Improvs	Total Land Value	Total Real Estate + Personal Property		Dev Area	Rota II	Blig ht
31-2-0119-00	CITY OF APPLETON	101 W LAWRENCE ST	P1	5.54			$0	$0	$0	$0		0		x
31-2-0096-00	APPLETON HOLDINGS LLC	333 W COLLEGE AVE	CBD	2.51	ATLAS GROUP	$5,800	$1,745,600	$10,659,900	$12,405,500	$12,411,300		0		x
31-2-0096-00	APPLETON HOLDINGS LLC	333 W COLLEGE AVE	CBD		RADISSON PAPER VALLE	$1,441,500				$1,441,500		0		x
31-2-0096-00	APPLETON HOLDINGS LLC	333 W COLLEGE AVE	CBD		THE CORNER SHOPPE	$1,900				$1,900		0		x
				8.05		$1,449,200	$1,745,600	$10,659,900	$12,405,500	$13,854,700	Ames Park & Expo total			
31-2-0162-00	CITY OF APPLETON	W LAWRENCE ST	CBD	0.63			$0	$0	$0	$0		1		x
31-2-0793-00	ONE LAWRENCE STREET LLC	S ONEIDA ST	CBD	0.38			$0	$0	$0	$0		1		x
31-2-0156-00	ONE LAWRENCE STREET LLC	111 E KIMBALL ST	CBD	2.01			$309,600	$345,400	$655,000	$655,000		1		x
31-2-0144-00	ONE LAWRENCE STREET LLC	208 S ALLEN ST	R3	1.40			$6,400	$800	$7,200	$7,200		1		x
				4.42			$316,000	$346,200	$662,200	$662,200	Redev 1 Total			
31-2-0164-00	220 MORRISON LLC	220 S MORRISON ST	P1	0.12			$19,500	$99,500	$119,000	$119,000		2		x
31-2-0170-00	220 MORRISON LLC	215 E KIMBALL ST	R3	0.13			$20,300	$105,800	$126,100	$126,100		2		x
31-2-0171-00	220 MORRISON LLC	230 S OAK ST	R1B	0.34			$32,400	$133,100	$165,500	$165,500		2		x
31-2-0172-00	GWEN CARR	229 S DURKEE ST	R1B	0.31			$30,200	$138,200	$168,400	$168,400		2		x
31-2-0180-00	CJ PROPERTIES OF THE FOX CITIES LLC	231 E LAWRENCE ST	R3	0.16			$20,900	$105,700	$126,600	$126,600		2		x
31-2-0169-00	JORDAN DAY	209 E KIMBALL ST	R1B	0.17			$27,900	$117,000	$144,900	$144,900		2		x
31-2-0173-00	MATTHEW GRANATELLA	219 S DURKEE ST	R1B	0.20			$23,500	$108,500	$132,000	$132,000		2		x
31-2-0167-00	HOUSING PARTNERSHIP OF THE FOX CITIES	226 S MORRISON ST	R3	0.18			$0	$0	$0	$0		2		x
31-2-0168-00	GARY TROFKA ET AL	304 S MORRISON ST	R3	0.20			$28,400	$77,600	$106,000	$106,000		2		x
31-2-0182-00	YMCA OF APPLETON	E LAWRENCE ST	CBD	0.25			$0	$0	$0	$0		2		x
31-2-0165-00	YMCA OF FOX CITIES INC	225 S OAK ST	R3	0.07			$12,300	$73,700	$86,000	$86,000		2		x
31-2-0163-00	YMCA OF FOX CITIES INC	221 S OAK ST	R3	0.07			$12,300	$72,700	$85,000	$85,000		2		x
31-2-0174-00	YMCA OF FOX CITIES INC	S OAK ST	R3	0.17			$22,600	$0	$22,600	$22,600		2		x
31-2-0166-00	YMCA OF THE FOX CITIES INC	214 E KIMBALL ST	R3	0.08			$0	$0	$0	$0		2		x
31-2-0161-00	YMCA OF THE FOX CITIES INC	211 S OAK ST	R3	0.19			$26,000	$117,300	$143,300	$143,300		2		x
31-2-0159-00	YOUNG MENS CHRISTIAN ASSOC INC	221 E LAWRENCE ST	R3	0.11			$18,700	$100,300	$119,000	$119,000		2		x
				2.77			$295,000	$1,249,400	$1,544,400	$1,544,400	Redev 2			
31-2-0052-00	YMCA OF APPLETON	120 S ONEIDA ST	CBD	1.26			$0	$59,100	$59,100	$59,100		3		x
				1.26			$0	$59,100	$59,100	$59,100	Redev 3			
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD	0.15	ACCELEARNING	$700	$133,100	$1,789,000	$1,922,100	$1,922,800		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		A2Z DESIGN LLC	$7,100				$7,100		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		BAUER & FARRIS LLC	$3,100				$3,100		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		COLWELL, RONALD K AT	$1,700				$1,700		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		EMPOWER YOGA LLC	$9,100				$9,100		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		ETHOS LLC	$1,500				$1,500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		FOX RIVER CAPITAL	$1,900				$1,900		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		FRANK W LADKY ASSOCI	$1,800				$1,800		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		GEARY, TIMOTHY P ATT	$2,900				$2,900		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		INSPIRE SPA	$5,800				$5,800		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		KRUZEL, SUSAN C LPC	$0				$0		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		KDH WEALTH ADVISORS	$19,500				$19,500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		LE GRAND KAUKAULIN L	$2,500				$2,500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		BANKRUPTCY LAW OFFIC	$300				$300		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		LIFE DESIGNS THERAPE	$500				$500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		HYPNOSIS INSTITUTE D	$300				$300		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		HUSSEY, BRENNAN PT L	$500				$500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		MARTIN, C J CHIROPRA	$14,100				$14,100		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		MIDWEST MEDIUM KORI	$1,500				$1,500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		NEW POSSIBILITIES IN	$1,200				$1,200		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		OPTIMAL DIGITAL MARK	$8,000				$8,000		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		PROACTIVE CONSULTING	$300				$300		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		PSYCHOLOGIE CLINIQUE	$1,300				$1,300		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		ROGERS VIOLIN SHOP L	$1,700				$1,700		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		SHEAR CHAOS SALON &	$22,100				$22,100		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		STYMIEST AND ASSOCIA	$200				$200		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		TERRES FIORI LLC	$3,700				$3,700		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		WHITE RAVEN AUDIO	$44,400				$44,400		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		WELLNESS COUNSELING	$4,000				$4,000		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		WIARA INVESTMENT MGM	$500				$500		4		x
31-2-0070-00	SAFFORD BUILDING LLC	101 W COLLEGE AVE	CBD		ZAPTASTIC PROFESSION	$1,900				$1,900		4		x
				0.15		$166,100	$133,100	$1,789,000	$1,922,100	$2,087,200	Redev 4 Total			
31-2-0273-13	CITY OF APPLETON	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		x
31-2-0273-11	CITY OF APPLETON	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		x
31-2-0273-50	CITY OF APPLETON	100 W COLLEGE AVE	CBD	0.03		$10,900	$0	$0	$0	$10,900		5		x
31-2-0273-60	CITY OF APPLETON	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		x
31-2-0272-00	CITY OF APPLETON	120 N APPLETON ST	CBD	0.69			$0	$0	$0	$0		5		x
31-2-0281-01	CITY OF APPLETON	E WASHINGTON ST	CBD	0.40			$0	$0	$0	$0		5		x
31-2-0282-06	APPLETON EDUCATION FOUNDATION INC	122 E COLLEGE AVE	CBD	0.09			$0	$0	$0	$0		5		x
31-2-0287-00	APPLETON HOTEL GROUP LLC	100 E COLLEGE AVE	CBD	0.07	EL PATRON & GYROS	$6,300	$60,300	$227,700	$288,000	$294,300		5		x
31-2-0272-01	COUTU LLC	124 N APPLETON ST	CBD	0.08	APPLETON ST SPORTS B	$21,800	$57,700	$239,100	$296,800	$318,600		5		x
31-2-0272-02	DAVID HIETPAS	115 W WASHINGTON ST	CBD	0.08	TC GROUP INC	$28,700	$49,800	$161,900	$211,700	$240,400		5		x
31-2-0282-15	HOFFMAN HOLDINGS LLC ET AL	122 E COLLEGE AVE	CBD	0.10	HOFFMAN PLANNING DES	$95,400	$65,500	$893,600	$959,100	$1,054,500		5		x
31-2-0282-05	HOFFMAN HOLDINGS LLC ET AL	122 E COLLEGE AVE	CBD	0.09			$5,900	$20,700	$26,600	$26,600		5		x
31-2-0273-30	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03	WEST REVENUE GENERAT	$117,100	$67,000	$890,700	$957,700	$1,074,800		5		x
31-2-0273-09	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		x
31-2-0273-08	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$20,100	$100	$20,200	$20,200		5		x
31-2-0273-41	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$500	$100	$600	$600		5		x
31-2-0273-42	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$500	$100	$600	$600		5		x
31-2-0273-06	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$2,200	$100	$2,300	$2,300		5		x
31-2-0273-05	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$3,600	$100	$3,700	$3,700		5		x
31-2-0273-04	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$3,600	$100	$3,700	$3,700		5		x
31-2-0273-03	ISLAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$5,800	$100	$5,900	$5,900		5		x

TAXKEY	Owner Name	Property Address	Zoning	Area in Acres	Business with Person Property	Personal Property	Land Value	Improv	Total Land Value	Total Real Estate + Personal Property		Dev Area	Reta il	Bkg Int
31-2-0273-40	BSAND MEDICAL LLC ET AL	100 W COLLEGE AVE	CBD	0.03			$67,400	$898,500	$965,900	$965,900		5		*
31-2-0273-02	LEVEL 5 COMMUNICATIONS LLC	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		*
31-2-0273-12	PFEFFERLE FAMILY LTD PARTNERSHIP	116 N APPLETON ST	CBD	0.03			$6,400	$83,100	$88,500	$88,500		5		*
31-2-0282-07	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.09	THEDACARE PHYSICIANS	$1,600	$125,100	$1,648,400	$1,773,500	$1,775,100		5		*
31-2-0282-12	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.10			$2,700	$10,600	$13,300	$13,300		5		*
31-2-0282-11	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.10			$2,600	$10,800	$13,400	$13,400		5		*
31-2-0282-10	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.10			$182,700	$2,388,300	$2,571,000	$2,571,000		5		*
31-2-0282-09	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.10			$0	$0	$0	$0		5		*
31-2-0282-08	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.10			$5,900	$14,900	$18,800	$18,800		5		*
31-2-0282-01	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.09			$2,000	$7,300	$9,300	$9,300		5		*
31-2-0282-00	PFEFFERLE INVESTMENTS INC ET AL	122 E COLLEGE AVE	CBD	0.09			$435,300	$2,040,600	$2,375,900	$2,375,900		5		*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD	1.54	ADVANCED WORKFORCE I	$1,200	$1,007,800	$951,700	$1,959,500	$1,960,700		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		ANDERSON PRYS INC	$5,300				$5,300		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		BOARDWANDA LLC	$1,000				$1,000		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		CITY CAFE - APPLETON	$5,800				$5,800		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		FACES EYEWEAR INC	$2,200				$2,200		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		J HAWKINSON CLOTHIER	$3,100				$3,100		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		INNOVATIVE LEARNING	$3,200				$3,200		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		ITEMS OF INTEREST LL	$3,600				$3,600		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		JOSEPH'S SHOES	$2,300				$2,300		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		KALLAAK MARGUARDT, L	$7,000				$7,000		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		MURRAY PHOTO & VIDEO	$21,300				$21,300		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		MYSTICAL EARTH GALLE	$2,800				$2,800		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		SQUIRE STYLISTS	$3,100				$3,100		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		STAMGODDESS LLC	$1,900				$1,900		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		STUDIO KITCHENS LLC	$25,200				$25,200		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		TAM LLC	$10,600				$10,600		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		TOTALMED-IT STAFFING	$85,300				$85,300		5	*	*
31-2-0290-01	TAM LLC	10 COLLEGE AVE	CBD		TROPICAL SMOOTHIE	$41,100				$41,100		5	*	*
31-2-0273-10	THE BUILDING FOR KIDS INC	100 W COLLEGE AVE	CBD	0.03	LEARNING SHOP AT THE	$2,300	$0	$42,600	$42,600	$44,900		5		*
31-2-0273-21	THE BUILDING FOR KIDS INC	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		*
31-2-0273-20	THE BUILDING FOR KIDS INC	100 W COLLEGE AVE	CBD	0.03			$0	$0	$0	$0		5		*
31-2-0282-02	WASHINGTON STREET R.E. INVESTMENT	122 E COLLEGE AVE	CBD	0.09	THRIVENT FEDERAL CRE	$178,400	$92,900	$1,225,600	$1,318,500	$1,497,900		5		*
31-2-0282-14	WASHINGTON STREET R.E. INVESTMENT	122 E COLLEGE AVE	CBD	0.10			$43,100	$569,200	$612,300	$612,300		5		*
31-2-0282-15	WASHINGTON STREET R.E. INVESTMENT	122 E COLLEGE AVE	CBD	0.10			$34,000	$422,100	$456,100	$456,100		5		*
31-2-0282-04	WASHINGTON STREET R.E. INVESTMENT	122 E COLLEGE AVE	CBD	0.09			$8,200	$74,800	$83,000	$83,000		5		*
31-2-0282-03	WASHINGTON STREET R.E. INVESTMENT	122 E COLLEGE AVE	CBD	0.09			$4,900	$21,700	$26,600	$26,600		5		*
				4.90		**$689,500**	**$2,260,500**	**$12,844,400**	**$15,105,900**	**$15,795,400**	**Redev 5 total**			
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD	0.61	AFFINITY HEALTH SYST	$207,800	$613,000	$9,559,900	$10,070,900	$10,278,700		6		*
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD		JOHNSON BANK #78003	$159,600				$159,600		6		*
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD		SC JOHNSON COMPANY	$1,900				$1,900		6		*
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD		NETWORK HEALTH PLAN	$423,500				$423,500		6		*
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD		THEDACARE INC	$2,800				$2,800		6		*
31-2-0257-00	222 BUILDING LLC	222 W COLLEGE AVE	CBD		222 BUILDING LLC	$8,900				$8,900		6		*
31-2-0263-00	BANK ONE	200 W COLLEGE AVE	CBD	0.32	JP MORGAN CHASE BANK	$256,000	$240,400	$1,833,600	$2,074,000	$2,330,000		6		*
31-2-0260-00	PATTEN PROPERTIES LLC	210 W COLLEGE AVE	CBD	0.16	COPPER ROCK COFFEE L	$81,800	$144,200	$655,800	$800,000	$881,800		6		*
31-2-0260-00	PATTEN PROPERTIES LLC	210 W COLLEGE AVE	CBD		ATOMIC HOLDINGS LLC	$114,900				$114,900		6		*
				1.09		**$1,257,000**	**$699,600**	**$12,049,300**	**$12,944,900**	**$14,202,100**	**Redev 6 total**			
31-2-0021-00	THOMAS GREENE ET AL	225 E COLLEGE AVE	CBD	0.04	DANCE STORE LTD THE	$2,300	$32,100	$82,600	$114,700	$117,000		7	*	*
31-2-0020-00	PETER ISAKSON	227 E COLLEGE AVE	CBD	0.04	BLUE MOON EMPORIUM	$3,600	$30,700	$81,300	$111,800	$115,200		7	*	*
31-2-0018-00	KORN ACQUISITIONS R.E. LLC	235 E COLLEGE AVE	CBD	0.08			$69,700	$258,900	$328,600	$328,600		7		*
31-2-0017-00	LOUBERTS PROPERTIES LLC	238 E COLLEGE AVE	CBD	0.09	LOU'S BREW CAFE & LO	$75,000	$68,600	$281,400	$350,000	$425,000		7		*
31-2-0015-00	ANTHONY MUELLER	217 E COLLEGE AVE	CBD	0.08	WOODEN NICKEL RESTAU	$7,500	$69,400	$85,900	$145,300	$152,800		7		*
31-2-0022-00	JAY PLAMANN	223 E COLLEGE AVE	CBD	0.08	JAY'S PLACE	$10,000	$69,400	$111,700	$171,100	$181,100		7		*
31-2-0023-00	SISOCZKA LLC	219 E COLLEGE AVE	CBD	0.08	CHARLES THE FLORIST	$18,700	$69,400	$60,400	$99,800	$118,500		7	*	*
31-2-0027-00	STUDIO 213 LLC	213 E COLLEGE AVE	CBD	0.08	STUDIO 213 LLC	$500	$69,700	$129,400	$189,100	$189,600		7	*	*
31-2-0031-00	JOSEPH WELLS	201 E COLLEGE AVE	CBD	0.15	SARREL FURNITURE CO	$6,600	$125,500	$203,600	$329,100	$335,700		7	*	*
31-2-0029-00	JOSEPH WELLS	209 E COLLEGE AVE	CBD	0.15			$118,900	$84,700	$203,600	$203,600		7	*	*
31-2-0030-00	JOSEPH WELLS	207 E COLLEGE AVE	CBD	0.08			$69,400	$41,700	$111,100	$111,100		7	*	*
31-2-0029-00	YMCA OF APPLETON	229 E COLLEGE AVE	CBD	0.04			$0	$0	$0	$0		7		*
				0.96		**$124,000**	**$732,800**	**$1,421,400**	**$2,154,200**	**$2,278,200**	**Redev 7 total**			
31-2-0326-00	APPLETON HISTORICAL SOCIETY INC	128 N DURKEE ST	CBD	0.08			$0	$0	$0	$0		8		*
31-2-0337-00	BGO LLC	300 E COLLEGE AVE	CBD	0.28	REID MUSIC COMPANY I	$62,200	$193,400	$194,200	$387,600	$449,800		8	*	*
31-2-0340-00	BGO LLC	308 E COLLEGE AVE	CBD	0.14			$96,300	$165,600	$261,900	$261,900		8	*	*
31-2-0341-00	REID MUSIC CO INC	E COLLEGE AVE	CBD	0.08			$32,600	$4,000	$36,600	$36,600		8		*
31-2-0333-00	LAWRENCE UNIV OF WI	323 E WASHINGTON ST	CBD	0.51	SETH'S COFFEE LLC	$28,600	$142,900	$12,300	$155,200	$183,800		8		*
31-2-0343-00	LAWRENCE UNIV OF WI	320 E COLLEGE AVE	CBD	0.30			$154,800	$115,000	$269,800	$269,800		8		*
31-2-0328-00	DREW KIDS REVOC LIV TRUST	309 E WASHINGTON ST	CBD	0.29	APPLETON ROCK SCHOOL	$16,300	$107,400	$51,800	$159,000	$175,300		8		*
31-2-0342-00	RONALD TESKE	314 E COLLEGE AVE	CBD	0.08	DR JEKYLL'S LLC	$17,300	$45,800	$136,500	$182,300	$199,600		8		*
31-2-0327-00	GARY TROPKA	122 N DURKEE ST	CBD	0.13			$69,400	$123,400	$192,800	$192,800		8		*
31-2-0327-01	TIMOTHY WAGNER ET AL	118 N DURKEE ST	CBD	0.09			$37,400	$109,600	$147,000	$147,000		8		*
				1.99		**$124,400**	**$859,800**	**$912,200**	**$1,772,000**	**$1,896,400**	**Redev 8 total**			
31-2-0612-00	200 EAST LLC	200 E COLLEGE AVE	CBD	0.12	PETERSON BIRK & CROS	$8,300	$102,600	$502,400	$605,000	$613,300				
31-2-0604-00	311 COLLEGE AVE LLC	311 E COLLEGE AVE	CBD	0.07	MUD AND PRINTS LLC	$2,500	$43,000	$109,000	$152,000	$154,500				
31-2-0604-00	311 COLLEGE AVE LLC	311 E COLLEGE AVE	CBD		PEERLESS DESIGN STUD	$2,500				$2,500				
31-2-0334-00	331 PROPERTIES LLP	331 E WASHINGTON ST	CBD	0.11	BILTON SERVICE CARES	$12,800	$42,100	$195,500	$238,000	$250,800				
31-2-0338-00	ALL SAINTS CHURCH	N DREW ST	CBD	0.26			$45,100	$3,100	$48,200	$48,200				
31-2-0090-00	CITY OF APPLETON	134 S SUPERIOR ST	CBD	1.12			$0	$0	$0	$0				
31-2-0067-00	CITY OF APPLETON	S ONEIDA ST	CBD	0.50			$0	$0	$0	$0				
31-2-0065-00	CITY OF APPLETON	121 W COLLEGE AVE	CBD	0.26			$0	$0	$0	$0				
31-2-0214-00	CITY OF APPLETON	S ONEIDA ST	CBD	0.37			$0	$0	$0	$0				
31-2-0066-00	APPLETON ART CENTER INC	111 W COLLEGE AVE	CBD	0.17			$0	$0	$0	$0				
31-2-0092-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD	0.79	APPLETON GROUP LLC	$29,200	$619,100	$6,117,400	$6,636,500	$6,665,500				
31-2-0092-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		A J GALLAGHER BRK M	$14,000				$14,000				

TAXKEY	Owner Name	Property Address	Zoning	Area in Acres	Business with Person Property	Personal Property	Land Value	Improve	Total Land Value	Total Real Estate + Personal Property		Dev Area	Retail	Blg ht
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		FOX CITY MARKETING I	$20,000				$20,000				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		COLLAR CAPITAL MANAG	$1,400				$1,400				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		COMMERCIAL HORIZONS	$5,700				$5,700				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		EKMAN & CO INC	$10,300				$10,300				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		EVOLUTION WEALTH MAN	$1,000				$1,000				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		GODFREY & KAHN SC	$69,300				$69,300				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		HALF, ROBERT INTERNA	$18,500				$18,500				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		HINSHAW & CULBERTSON	$50,100				$50,100				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		MINUTE MEN HR OF WIS	$17,700				$17,700				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		KAGEN DERMATOLOGY CL	$4,300				$4,300				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		KAGEN ALLERGY CLINIC	$5,800				$5,800				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		R.A. SMITH NATIONAL I	$5,200				$5,200				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		NUMBER ONE MARKETING	$1,600				$1,600				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		PRINCIPAL LIFE INSUR	$200,500				$200,500				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		PRINCIPAL LIFE INSUR	$65,100				$65,100				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		PRIVATE WEALTH MANAG	$5,000				$5,000				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		SKYLINE TECHNOLOGIES	$130,800				$130,800				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		ONE LAW GROUP SC	$9,800				$9,800				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		CATALYSIS INC	$106,600				$106,600				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		TWIN EAGLE RESOURCE	$13,500				$13,500				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		UNIVERSAL INSURANCE	$12,100				$12,100				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		SB INVESTMENTS INC	$10,200				$10,200				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		VON BRIESEN & ROPER	$3,200				$3,200				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		WEINDUSE, ANTHONY W	$1,100				$1,100				
31-2-0072-00	APPLETON CENTER ASSOCIATES	100 W LAWRENCE ST	CBD		NORTHWIND IP LAW SC	$5,700				$5,700				
31-2-0072-00	APPLETON CENTER ASSOCIATES	101 W LAWRENCE ST	CBD		Wells Fargo Vendor Financ	$23,500				$23,500				
31-2-0040-00	RAYMON ASPLUND	107 E COLLEGE AVE	CBD	0.06	BREWED AWAKENINGS IN	$56,000	$49,400	$124,000	$173,400	$229,400				
31-2-0078-00	BAD BADGER INVESTMENTS LLC	215 W COLLEGE AVE	CBD	0.11	BAD BADGER SPORTS BA	$47,400	$98,400	$207,500	$305,900	$353,300				
31-2-0038-00	BEHNKE PROPERTIES LLC	101 E COLLEGE AVE	CBD	0.04	BAGELICIOUS/LOOY'S D	$26,300	$37,900	$188,400	$226,300	$252,600				
31-2-0044-00	BEHNKE PROPERTIES LLC	115 E COLLEGE AVE	CBD	0.08	JOSEF GYROS KABOB	$9,700	$152,900	$104,600	$257,500	$267,200			x	
31-2-0044-00	BEHNKE PROPERTIES LLC	115 E COLLEGE AVE	CBD		LILLIAN'S OF APPLETON	$7,200				$7,200			x	
31-2-0044-00	BEHNKE PROPERTIES LLC	121 E COLLEGE AVE	CBD		VINTAGE GARDEN LLC	$3,500				$3,500			x	
31-2-0046-00	BEHNKE PROPERTIES LLC	121 E COLLEGE AVE	CBD	0.06	HEY DAISY INC	$2,000	$46,400	$113,200	$159,600	$161,600			x	
31-2-0049-00	BEHNKE PROPERTIES LLC	127 E COLLEGE AVE	CBD	0.07	BUG COMPANY THE	$2,800	$58,700	$126,100	$184,800	$187,600			x	
31-2-0050-00	BEHNKE PROPERTIES LLC	129 E COLLEGE AVE	CBD	0.07	GREEN 3	$600	$58,700	$171,200	$229,900	$230,500			x	
31-2-0050-00	BEHNKE PROPERTIES LLC	129 E COLLEGE AVE	CBD		JUST ACT NATURAL LLC	$5,500				$5,500			x	
31-2-0050-00	BEHNKE PROPERTIES LLC	129 E COLLEGE AVE	CBD		ROBERTSON AGENCY LTD	$6,100				$6,100			x	
31-2-0069-00	BEHNKE PROPERTIES LLC	107 W COLLEGE AVE	CBD	0.05	BAZIL'S PUB & PROVIS	$56,700	$90,100	$120,000	$210,100	$266,800				
31-2-0069-00	BEHNKE PROPERTIES LLC	107 W COLLEGE AVE	CBD		NO IDEA BAR	$42,000				$42,000				
31-2-0069-00	BEHNKE PROPERTIES LLC	107 W COLLEGE AVE	CBD		OLDE TOWNE TAVERN	$22,200				$22,200				
31-0-0069-00	BEHNKE PROPERTIES LLC	109 W COLLEGE AVE	CBD	0.05			$0	$259,300	$259,300	$259,300				
31-0-0044-01	BEHNKE PROPERTIES LLC	117 E COLLEGE AVE	CBD	0.05			$0	$0	$0	$0				
31-0-0046-00	BEHNKE PROPERTIES LLC	119 E COLLEGE AVE	CBD	0.06			$0	$269,000	$269,000	$269,000			x	
31-2-0139-01	SHIRLEY BLOUNT	1 LAWRENCE CT	PDR3	0.02			$24,700	$147,900	$172,600	$172,600				
31-2-0074-00	BMO HARRIS BANK NA	221 W COLLEGE AVE	CBD	0.59	BMO FINANCIAL CORP	$0	$480,300	$2,318,300	$2,798,600	$2,798,600				
31-2-0074-00	BMO HARRIS BANK NA	221 W COLLEGE AVE	CBD		BMO HARRIS BANK NA	$280,600				$280,600				
31-2-0074-00	BMO HARRIS BANK NA	221 W COLLEGE AVE	CBD		ONE AMERICA RETIREME	$118,900				$118,900				
31-2-0085-00	BMO HARRIS BANK NA	5 APPLETON ST	CBD	0.03			$18,000	$1,000	$19,000	$19,000				
31-2-0139-11	LINDA BOLDT TRUST	11 LAWRENCE CT	PDR3	0.03			$25,800	$156,200	$182,000	$182,000				
31-2-0139-10	JUDITH CANTER SURVIVORS TRUST	10 LAWRENCE CT	PDR3	0.04			$27,600	$183,900	$211,500	$211,500				
31-2-0323-00	C/W PROPERTIES LLC	230 E COLLEGE AVE	CBD	0.09	THE FIRE LLC	$12,000	$67,300	$102,500	$169,800	$181,800				
31-2-0324-00	C/W PROPERTIES LLC	232 E COLLEGE AVE	CBD	0.08	MASSAGE CONNECTION	$3,300	$60,500	$125,400	$185,900	$189,200				
31-2-0324-00	C/W PROPERTIES LLC	232 E COLLEGE AVE	CBD		TRAVELING PALETTE TH	$4,500				$4,500				
31-2-0325-00	C/W PROPERTIES LLC	109 N DURKEE ST	CBD	0.02	GOLD SEAL GRAPHICS	$6,500	$8,400	$45,000	$53,400	$59,900				
31-2-0082-00	CLEO'S REAL ESTATE PARTNERSHIP	203 W COLLEGE AVE	CBD	0.05	CLEO'S BROWN BEAM LL	$5,300	$44,200	$260,100	$304,300	$309,600				
31-2-0139-08	CHRISTOPHER DEARING	8 LAWRENCE CT	PDR3	0.03			$27,400	$158,100	$185,500	$185,500				
31-2-0041-00	DKS REALTY WISCONSIN IV LLC	109 E COLLEGE AVE	CBD	0.08	TOPPER'S PIZZA	$21,900	$53,000	$93,700	$146,700	$168,600				
31-2-0042-00	DKS REALTY WISCONSIN IV LLC	111 E COLLEGE AVE	CBD	0.06			$53,000	$82,100	$135,100	$135,100				
31-2-0047-00	ECO PROPERTIES LLC	123 E COLLEGE AVE	CBD	0.05	ECO CANDLE CO LLC	$8,300	$44,900	$98,700	$143,600	$151,900			x	
31-2-0139-19	DAVID EICH	19 LAWRENCE CT	PDR3	0.04			$27,600	$174,600	$202,200	$202,200				
31-2-0313-00	FA & VB LLC	204 E COLLEGE AVE	CBD	0.12	ANTOJITOS MEXICANOS	$19,700	$97,500	$241,500	$339,000	$358,700			x	
31-2-0313-00	FA & VB LLC	204 E COLLEGE AVE	CBD		SONNET'S GARDEN BLOO	$700				$700			x	
31-2-0313-00	FA & VB LLC	204 E COLLEGE AVE	CBD		TINA MARIE'S UNIQUE	$1,400				$1,400			x	
31-2-0152-00	FOX VALLEY FAMILY PRACTICE RESID	229 S MORRISON ST	CBD	1.32			$0	$0	$0	$0				
31-2-0139-06	MARK GEURTS	6 LAWRENCE CT	PDR3	0.03			$18,300	$120,800	$139,100	$139,100				
31-2-0051-01	GREENSIDE PROPERTIES LLC	135 E COLLEGE AVE	CBD	0.07	HOPPA LAW OFFICE	$5,500	$61,800	$135,800	$197,600	$203,100				
31-2-0321-00	HALEY'S PROPERTIES ONE LLC	222 E COLLEGE AVE	CBD	0.06	BRANDING APPAREL	$10,000	$45,900	$115,400	$161,300	$171,300			x	
31-2-0321-00	HALEY'S PROPERTIES ONE LLC	222 E COLLEGE AVE	CBD		HOMEFREE USA LLC	$3,100				$3,100			x	
31-2-0321-00	HALEY'S PROPERTIES ONE LLC	222 E COLLEGE AVE	CBD		SURFIN BIRD SKATE SH	$1,200				$1,200			x	
31-2-0139-15	GARY HANES	15 LAWRENCE CT	PDR3	0.03			$27,600	$191,200	$218,800	$218,800				
31-2-0139-21	PATRICK HAYES	21 LAWRENCE CT	PDR3	0.03			$30,600	$193,400	$224,000	$224,000				
31-2-0081-00	STEVEN HECKENLAIBLE	205 W COLLEGE AVE	CBD	0.05	HOME BURGER BAR	$13,500	$43,200	$231,800	$275,000	$288,500				
31-2-0043-00	PETER ISAKSON	113 E COLLEGE AVE	CBD	0.08	VAGABOND IMPORTS	$1,100	$55,100	$92,000	$147,100	$148,200			x	
31-2-0139-16	JAMES KRINER REVOCABLE TRUST	16 LAWRENCE CT	PDR3	0.04			$35,400	$202,500	$237,900	$237,900				
31-2-0139-22	DOUGLAS KRUEGER REVOC TRUST	22 LAWRENCE CT	PDR3	0.04			$27,600	$171,400	$199,000	$199,000				
31-2-0139-23	DOUGLAS KRUEGER REVOC TRUST	23 LAWRENCE CT	PDR3	0.03			$28,100	$167,600	$195,700	$195,700				
31-2-0139-12	STEPHEN KUPER	12 LAWRENCE CT	PDR3	0.04			$25,200	$168,800	$194,000	$194,000				
31-2-0139-14	GREGORY LANDWEHR	14 LAWRENCE CT	PDR3	0.02			$27,600	$224,900	$252,500	$252,500				
31-2-0009-00	LAWRENCE UNIV OF WISC	E COLLEGE AVE	PI	0.22			$0	$0	$0	$0				
31-2-0008-00	LAWRENCE UNIV OF WISC	E COLLEGE AVE	PI	0.23			$0	$0	$0	$0				
31-2-0005-00	LAWRENCE UNIV OF WISC	313 E COLLEGE AVE	PI	0.25			$0	$0	$0	$0			x	
31-2-0213-00	LAWRENCE UNIV OF WISC	100 W WATER ST	PI	0.91			$0	$0	$0	$0				
31-2-0139-02	NATHAN LITT	2 LAWRENCE CT	PDR3	0.03			$18,300	$125,200	$143,500	$143,500				
31-2-0303-00	MORRISON BUILDING LLC	120 N MORRISON ST	CBD	0.18	WILLEMS MARKETING IN	$19,300	$96,500	$293,500	$390,000	$409,300				
31-2-0139-18	MARIA MUNOZ	18 LAWRENCE CT	PDR3	0.04			$36,000	$173,500	$209,500	$209,500				
31-2-0139-07	MILLICENT NEFF	7 LAWRENCE CT	PDR3	0.03			$19,400	$109,500	$128,900	$128,900				
31-2-0003-00	NOYCE MANAGEMENT LLC	305 E COLLEGE AVE	CBD	0.08	TWO PAWS UP BAKERY L	$4,100	$54,900	$84,300	$139,200	$143,300			x	
31-2-0347-00	OUTAGAMIE COUNTY HISTORICAL	330 E COLLEGE AVE	CBD	0.48			$0	$0	$0	$0				
31-2-0346-00	OUTAGAMIE COUNTY HISTORICAL	320 E COLLEGE AVE	CBD	0.07			$0	$0	$0	$0				

TAXKEY	Owner Name	Property Address	Zoning	Area in Acres	Business with Person Property	Personal Property	Land Value	Improv	Total Land Value	Total Real Estate + Personal Property		Dev Area	Rota II	Blight
31-2-0083-00	PARILLA PROPERTIES LLC	201 W COLLEGE AVE	CBD	0.06	CRAZY SWEET LLC	$29,200	$93,100	$226,900	$280,000	$299,200			x	
31-2-0083-00	PARILLA PROPERTIES LLC	201 W COLLEGE AVE	CBD		TAMARA'S THE CAKE GU	$4,300				$4,300			x	
31-2-0083-00	PARILLA PROPERTIES LLC	201 W COLLEGE AVE	CBD		TOP SPINS LLC	$1,200				$1,200			x	
31-2-0083-00	PARILLA PROPERTIES LLC	201 W COLLEGE AVE	CBD		TRIUMPH ENGINEERING	$17,600				$17,600			x	
31-2-0087-00	JIMMY PHIMMASENE	321 E COLLEGE AVE	CBD	0.11	TASTE OF THAI APPLET	$6,500	$68,300	$237,800	$306,100	$310,600				
31-2-0317-00	QUEEN BEE RESTAURANT INC	236 E COLLEGE AVE	CBD	0.12	BEAT NIE BETTY'S BESA	$3,100	$97,200	$242,300	$339,500	$342,600			x	
31-2-0317-00	QUEEN BEE RESTAURANT INC	236 E COLLEGE AVE	CBD		QUEEN BEE RESTAURANT	$6,000				$6,000			x	
31-2-0139-20	JAMES PARIUS	20 LAWRENCE CT	PDR3	0.04			$28,200	$174,500	$202,700	$202,700				
31-2-0139-09	SCANDIN TRUST	9 LAWRENCE CT	PDR3	0.04			$28,500	$201,400	$229,900	$229,900				
31-2-0019-00	HELEN SCOTT	238 E COLLEGE AVE	CBD	0.12	GEBERT & GEBERT'S	$10,300	$94,000	$275,600	$369,600	$385,900				
31-2-0019-00	HELEN SCOTT	238 E COLLEGE AVE	CBD		HUNAV 3 LLC	$2,500				$2,500				
31-2-0139-05	ANNE SIEGRIST	5 LAWRENCE CT	PDR3	0.03			$18,300	$108,000	$126,300	$126,300				
31-2-0019-00	SOMA CORPORATION	109 E COLLEGE AVE	CBD	0.15	BILLYBEANS	$5,100	$121,300	$437,300	$559,600	$560,700			x	
31-2-0019-00	SOMA CORPORATION	109 E COLLEGE AVE	CBD		DEPAWSITOR'S PET BOUT	$3,700				$3,700			x	
31-2-0019-00	SOMA CORPORATION	109 E COLLEGE AVE	CBD		MOON SHELL SALON & B	$1,400				$1,400			x	
31-2-0019-00	SOMA CORPORATION	109 E COLLEGE AVE	CBD		ROBINSON LAW FIRM	$1,800				$1,800			x	
31-2-0019-00	SOMA CORPORATION	109 E COLLEGE AVE	CBD		SOMA CORPORATION	$100				$100			x	
31-2-0018-00	SOMA CORPORATION	125 E COLLEGE AVE	CBD	0.06	CENA RESTAURANT LLC	$5,400	$47,500	$165,500	$213,000	$218,400				
31-2-0019-00	SOMA CORPORATION	211 W COLLEGE AVE	CBD	0.17	SOMA CORPORATION	$1,400	$146,200	$308,100	$454,300	$455,700				
31-2-0139-17	MARGARET STACK	17 LAWRENCE CT	PDR3	0.04			$37,200	$199,800	$236,000	$236,000				
31-2-0051-00	PAVLOV CHAN CE LLC	133 E COLLEGE AVE	CBD	0.07	PAVANA LLC	$122,600	$58,700	$247,600	$306,300	$428,900				
31-2-0315-00	TENNIE'S JEWELRY PROPERTIES LLC	208 E COLLEGE AVE	CBD	0.06	TENNIE'S JEWELRY INC	$25,000	$47,500	$82,500	$130,000	$155,000			x	
31-2-0322-00	THE WEDDERS LLC	224 E COLLEGE AVE	CBD	0.11	PINOTT'S PALETTE	$38,500	$78,500	$337,500	$416,000	$454,500				
31-2-0084-00	THE DIBALD-APPLETON RENTAL	117 S APPLETON ST	CBD	0.03	AMBASSADOR BAR	$9,800	$24,200	$96,100	$120,300	$130,100				
31-2-0084-00	THE DIBALD-APPLETON RENTAL	117 S APPLETON ST	CBD		ATTIC TATTOO STUDIO	$5,000				$5,000				
31-2-0080-00	TUSLER LAW LLC	209 W COLLEGE AVE	CBD	0.08	BOLD SALONS LLC	$7,800	$73,000	$214,300	$287,300	$295,100				
31-2-0080-00	TUSLER LAW LLC	209 W COLLEGE AVE	CBD		TUSLER LAW LLC	$2,300				$2,300				
31-2-0316-00	BRADLEY VANDINTER	212 E COLLEGE AVE	CBD	0.07	IT EVOLUTION INC	$5,800	$49,700	$64,800	$114,500	$120,300			x	
31-2-0139-03	DOROTHY WARREN REVOCABLE TRUST	3 LAWRENCE CT	PDR3	0.03			$18,800	$119,700	$138,500	$138,500				
31-2-0002-00	WP & B INC	303 E COLLEGE AVE	CBD	0.17	AVENUE COINS & JEWEL	$30,100	$128,600	$161,200	$289,800	$319,900			x	
31-2-0139-04	TIMOTHY WRASE	4 LAWRENCE CT	PDR3	0.02			$26,300	$182,700	$209,000	$209,000				
31-2-0092-01	YMCA OF APPLETON	5 DURKEE ST	CBD	0.17			$0	$0	$0	$0				
31-2-0092-00	YMCA OF APPLETON	218 E LAWRENCE ST	CBD	1.37			$0	$0	$0	$0				
					De Lage Landen Financial	$18,200				$18,200				
					GFC Leasing-Gordon Flesch	$12,500				$12,500				
					Grapheyk Leasing	$6,000				$6,300				
					Great America Financial	$28,200				$28,200				
					US Bank NA	$33,000				$33,000				
					Wells Fargo Financial Leasi	$33,600				$33,600				
				13.28		$2,170,600	$4,303,700	$19,693,500	$23,997,200	$26,167,800	Non-Blighted Area Total			

Total Area Acres=	38.88
Blight Total Area Acres =	25.59
Total Retail Acres=	4.20

$5,980,200
Total Personal Prop

$72,567,500	$78,547,600	0 the Grand Total
Total Real Estate Value	Grand Total	

TIF DISTRICT #11 LEGAL DESCRIPTION

DESCRIPTION: A TRACT OF LAND BEING PART OF THE SW ¼ OF SECTION 26, PART OF THE SE ¼ OF SECTION 26 AND PART OF THE NW ¼ OF SECTION 35, ALL IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE CENTERLINE OF WASHINGTON STREET AND THE CENTERLINE OF DREW STREET AND BEING THE POINT OF BEGINNING;

THENCE SOUTH AND THEN SOUTHWESTERLY ALONG THE CENTERLINE OF SAID DREW STREET TO THE EASTERLY EXTENSION OF THE SOUTH LINE OF AN ALLEY IN BLOCK 2 OF THE **APPLETON PLAT**;

THENCE WEST ALONG THE SOUTH LINE OF SAID EXTENSION AND THEN THE SOUTH LINE OF SAID ALLEY AND ALSO BEING CONTIGUOUS WITH THE NORTH OF LOT 1 OF CERTIFIED SURVEY MAP NO.6362 TO THE EAST LINE OF DURKEE STREET;

THENCE SOUTH ALONG THE EAST LINE OF SAID DURKEE STREET TO THE CENTERLINE OF WATER STREET;

THENCE SOUTHWESTERLY ALONG THE CENTERLINE OF SAID WATER STREET TO A POINT 50 FEET WEST OF THE EAST LINE ONEIDA STREET AND BEING COINCIDENT WITH A REFERENCE LINE FOR SAID ONEIDA STREET PER WDOT RIGHT OF WAY PLAT NO.4657-2-21;

THENCE NORTHWESTERLY 252.91 FEET ALONG SAID REFERENCE LINE FOR ONEIDA STREET TO A REFERENCE LINE FOR PROSPECT AVENUE PER SAID WDOT RIGHT OF WAY PLAT NO.4657-2-21;

THENCE SOUTHWESTERLY 399.57 FEET M/L ALONG SAID REFERENCE LINE FOR PROSPECT AVENUE TO THE SOUTHEASTERLY EXTENSION OF A WESTERLY LINE OF LOT 1 OF CERTIFIED SURVEY MAP NO.6714;

THENCE NORTHWESTERLY 140.05 FEET M/L ALONG SAID EXTENSION AND THEN THE WESTERLY LINE OF LOT 1 OF SAID CERTIFIED SURVEY MAP NO.6714 TO AN ANGLE POINT IN LOT 1 OF SAID CERTIFIED SURVEY MAP NO.6714;

THENCE ALONG THE SUBSEQUENT 8 COURSES OF LOT 1 OF SAID CERTIFIED SURVEY MAP NO.6714 TO THE SOUTH LINE OF LAWRENCE STREET;

THENCE WEST 222 FEET M/L ALONG THE SOUTH LINE OF LAWRENCE STREET TO THE SOUTHERLY EXTENSION OF THE WEST LINE OF A 20 FOOT WIDE ALLEY LOCATED IN BLOCK 7 OF THE APPLETON PLAT;

THENCE NORTH 389.44 FEET M/L ALONG SAID EXTENSION AND THEN THE WEST LINE OF SAID ALLEY AND THEN THE NORTHERLY EXTENSION OF THE WEST LINE OF SAID ALLEY TO THE SOUTH LINE OF COLLEGE AVENUE;

THENCE EAST 419.93 FEET M/L ALONG THE SOUTH LINE OF COLLEGE AVENUE TO THE EAST LINE OF SUPERIOR STREET;

THENCE NORTH ALONG THE EAST LINE OF SUPERIOR STREET TO A POINT 166.17 FEET SOUTH OF THE SOUTH LINE OF WASHINGTON STREET;

THENCE EAST AND PARALLEL TO THE SOUTH LINE OF WASHINGTON STREET 380.2 FEET M/L TO THE EAST LINE OF APPLETON STREET;

THENCE NORTH 166.17 FEET ALONG THE EAST LINE OF APPLETON STREET TO THE SOUTH LINE OF WASHINGTON STREET;

THENCE EAST 770.57 FEET M/L ALONG THE SOUTH LINE OF WASHINGTON STREET TO THE EAST LINE OF MORRISON STREET;

THENCE SOUTH ALONG THE EAST LINE OF MORRISON STREET TO A POINT 180 FEET NORTH OF THE SOUTH LINE OF JOHNSTON STREET;

THENCE EAST 63.24 FEET;

THENCE SOUTH 180 FEET TO THE SOUTH LINE OF JOHNSTON STREET;

THENCE EAST ALONG THE SOUTH LINE OF JOHNSTON STREET AND THEN THE EASTERLY EXTENSION OF SAID JOHNSTON STREET TO THE EAST LINE OF DURKEE STREET;

THENCE NORTH 242.34 FEET M/L ALONG THE EAST LINE OF DURKEE STREET TO THE CENTERLINE OF WASHINGTON STREET;

THENCE EAST ALONG THE CENTERLINE OF WASHINGTON STREET TO THE POINT OF BEGINNING.

16

OPINION OF THE CITY ATTORNEY ON THE COMPLIANCE OF THE PROJECT PLAN WITH WISCONSIN STATUTE

LEGAL SERVICES DEPARTMENT
Office of the City Attorney
100 North Appleton Street
Appleton, WI 54911
Phone: 920/832-6423
Fax: 920/832-5962

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

June 22, 2017

Mayor Timothy M. Hanna
City of Appleton
100 North Appleton Street
Appleton, WI 54911-4799

Re: Tax Increment Finance Program Plan, City of Appleton
Tax Incremental District #11

Dear Mayor Hanna:

You have asked me for a legal opinion as to the legal sufficiency and statutory compliance of the proposed Tax Incremental Finance Plan for the City of Appleton Tax Incremental District #11. I have reviewed the Project Plan for said District as well as the appendices attached thereto, specifically as to their compliance with the provision of Section 66.1105(4), Wisconsin Statutes. It is my opinion that the Project Plan is in compliance with all of the provisions of Section 66.1105(4) of the Wisconsin Statutes dealing with the creation of Tax Incremental Financing Districts.

If you have any questions concerning this matter, please contact me at your earliest convenience.

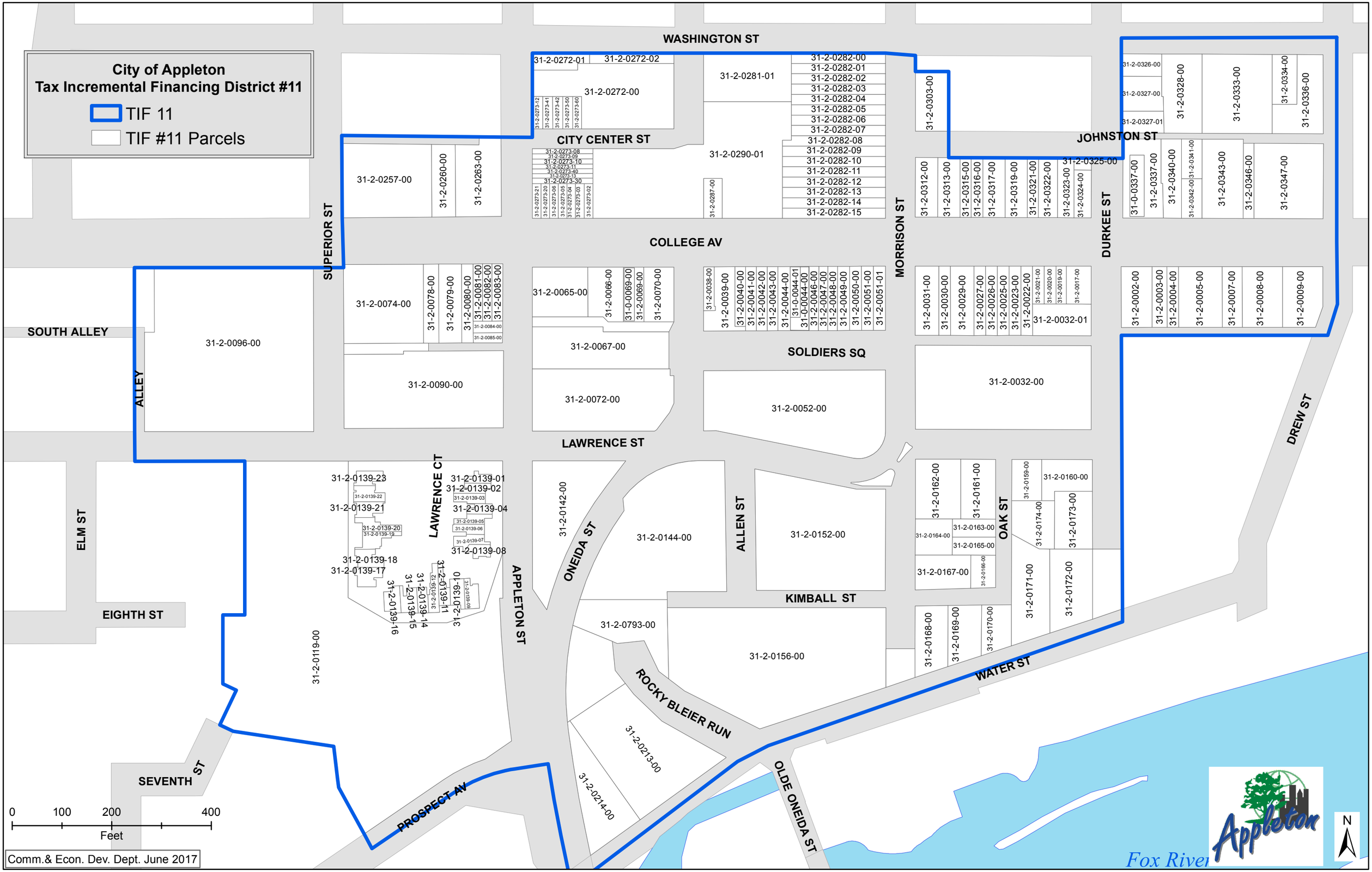
Sincerely,

James P. Walsh
City Attorney

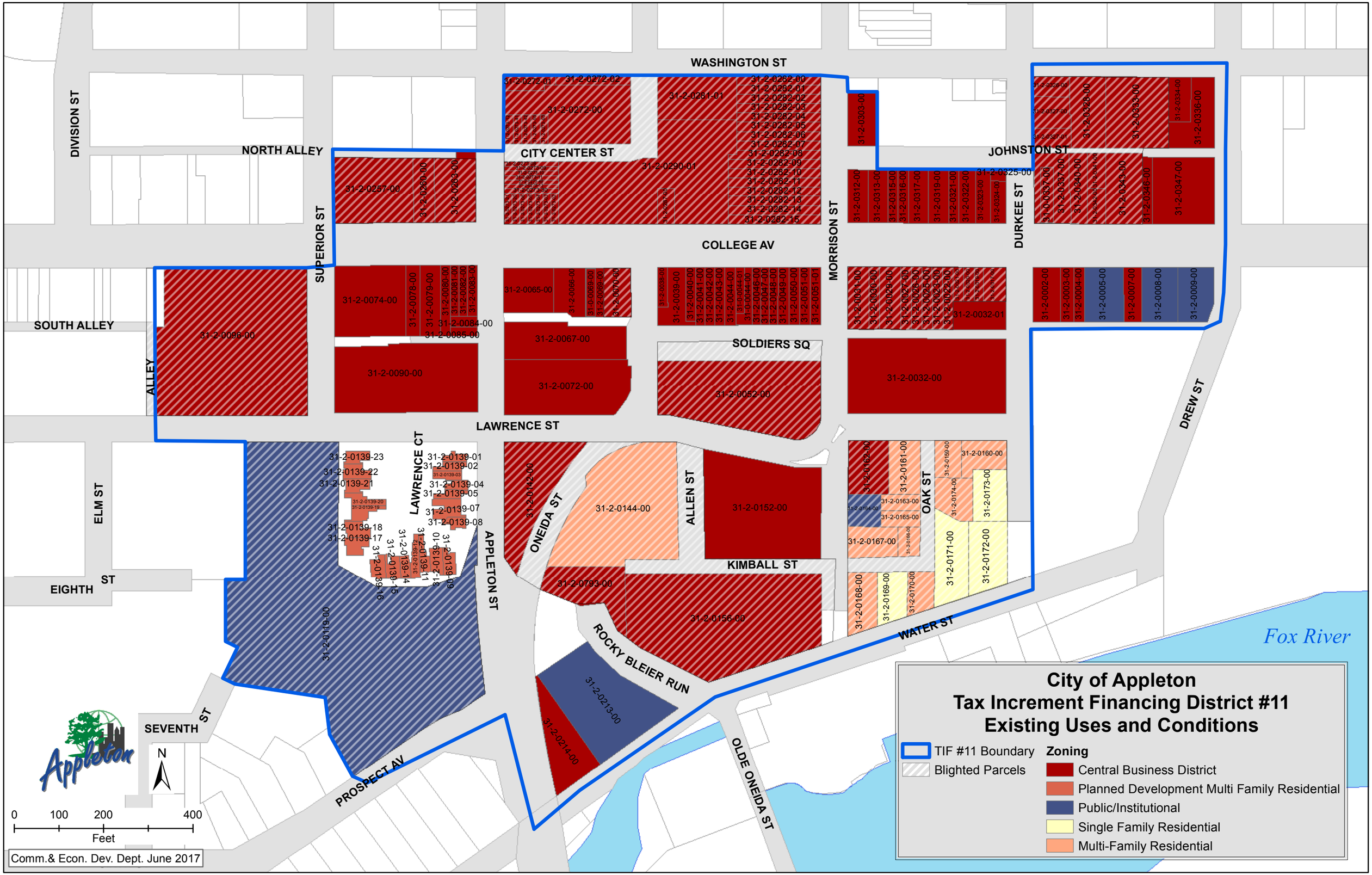
JPW:jlg

J:\Attorney\WORD\jpw\LETTERS\TIF 11 Atty Opinion Letter 06-22-2017.doc

James P. Walsh, *City Attorney* | Christopher R. Behrens, *Deputy City Attorney* | Amanda Abshire, *Assistant City Attorney*



Comm.& Econ. Dev. Dept. June 2017


City of Appleton
Tax Increment Financing District #11
Existing Uses and Conditions
TIF #11 Boundary
Blighted Parcels
Zoning
Central Business District
Planned Development Multi Family Residential
Public/Institutional
Single Family Residential
Multi-Family Residential
WASHINGTON ST
DIVISION ST
NORTH ALLEY
CITY CENTER ST
JOHNSTON ST
SUPERIOR ST
COLLEGE AV
MORRISON ST
DURKEE ST
SOUTH ALLEY
ALLEY
SOLDIERS SQ
LAWRENCE ST
DREW ST
ELM ST
LAWRENCE CT
APPLETON ST
ONEIDA ST
ALLEN ST
OAK ST
KIMBALL ST
EIGHTH ST
ROCKY BLEIER RUN
WATER ST
Fox River
SEVENTH ST
PROSPECT AV
OLDE ONEIDA ST
N
0 100 200 400
Feet
Comm.& Econ. Dev. Dept. June 2017

FINAL DRAFT

PROJECT PLAN
FOR THE CREATION OF
TAX INCREMENTAL FINANCING DISTRICT #12
DOWNTOWN WEST
CITY OF APPLETON, WISCONSIN

DATE ADOPTED BY COMMON COUNCIL:	SEPTEMBER 2017
DATE ADOPTED BY JOINT REVIEW BOARD:	SEPTEMBER 2017
EXPENDITURE DEADLINE:	SEPTEMBER 2039 (22 YEARS)
TID EXPIRATION DATE:	SEPTEMBER 2044 (27 YEARS)

TAX INCREMENT DISTRICT #12
PROJECT PLAN

CITY OF APPLETON OFFICIALS & STAFF

Timothy M. Hanna	Mayor
William Siebers	Alderperson District 1
Vered Meltzer	Alderperson District 2
Curt J. Konetzke	Alderperson District 3
Joe A. Martin	Alderperson District 4
Edward Baranowski	Alderperson District 5
Greg E. Dannecker	Alderperson District 6
Kathleen S. Plank	Alderperson District 7
Matthew Reed	Alderperson District 8
Bob Baker	Alderperson District 9
Christine Williams	Alderperson District 10
Patti S. Coenen	Alderperson District 11
Cathy M. Spears	Alderperson District 12
Kyle Lobner	Alderperson District 13
Christopher W. Croatt	Alderperson District 14
Keir Dvorachek	Alderperson District 15
James P. Walsh	City Attorney
Kami L. Lynch	City Clerk
Tony Saucerman	Finance Director
Karen E. Harkness	Community & Economic Development Director

PLANNING COMMISSION

Mayor Timothy M. Hanna	Chair
Tanya Rabec	Member
Adrienne Palm	Member
Steve Uslabar	Member
Joe Martin	Alderperson/Member
Ross Buetow	Member/Deputy Director of Public Works

JOINT REVIEW BOARD

City Representative
Outagamie County
Fox Valley Technical College
Appleton Area School District
Public Member

TAX INCREMENT DISTRICT #12
PROJECT PLAN

TABLE OF CONTENTS

1. Intent and Purpose of Tax Increment Financing District #12 4
2. Statement of Kind, Number and Location of Proposed Public Works and Improvement Projects Within the District or the ½ Mile Buffer Zone 9
3. Qualification Based on City Valuation 12
4. List of Project Costs 13
5. List of Non-Project Costs 14
6. Economic Feasibility Study 15
7. Description of the Methods of Financing and the Time When Such Costs or Monetary Obligations are to be Incurred 20
8. Proposed Changes in Zoning Ordinances, Master Plan, Building Codes, Maps and City Ordinances 24
9. Orderly Development of the City of Appleton 25
10. Estimate of Property to be Devoted to Retail Use 26
11. Proposed Relocation Plan for Displaced Persons or Businesses 27
12. Map of TIF District #12 Boundaries and TIF District #12 Boundaries with Half Mile Buffer Zone 28
13. Map of Existing Uses and Conditions 30
14. Map of Proposed Improvements and Public Works Projects by Development Area 31
15. Parcel List & Legal Description 32
16. Opinion of the City Attorney on the Compliance of the Project Plan with Wisconsin Statute 37

1

INTENT AND PURPOSE OF TAX INCREMENT FINANCING DISTRICT #12

Tax Increment Financing District Number 12 (the "District") is being created by the City of Appleton under the authority provided by Wisconsin Statute Section 66.1105 "Tax Increment Law" to eliminate blight and stimulate the rehabilitation and conservation of this urban corridor located along W. College Avenue from approximately the Badger Avenue/Story Street intersection to Walnut Street. A map of the proposed District boundaries is found in Section 12.

This area is primarily characterized by a large vacant community center, a large vacant commercial building, and a mixture of small and medium retail, office, service and hospitality businesses, which have the potential to, and in some cases already have, created a blighting influence on the surrounding area. While a couple property owners have made significant investments in the area, there are still numerous blighted properties that hamper further investment. The District consists of approximately 23 acres of land that is predominately zoned for central business district use.

The District is being created as a "Rehabilitation District" based upon the finding that at least 50%, by area of the real property within the District, is blighted and/or is in need of rehabilitation and/or conservation work within the meaning of Wisconsin Statute Section 66.1337 "Urban Renewal" described below. The map exhibit on page 29 illustrates existing uses and conditions of the District.

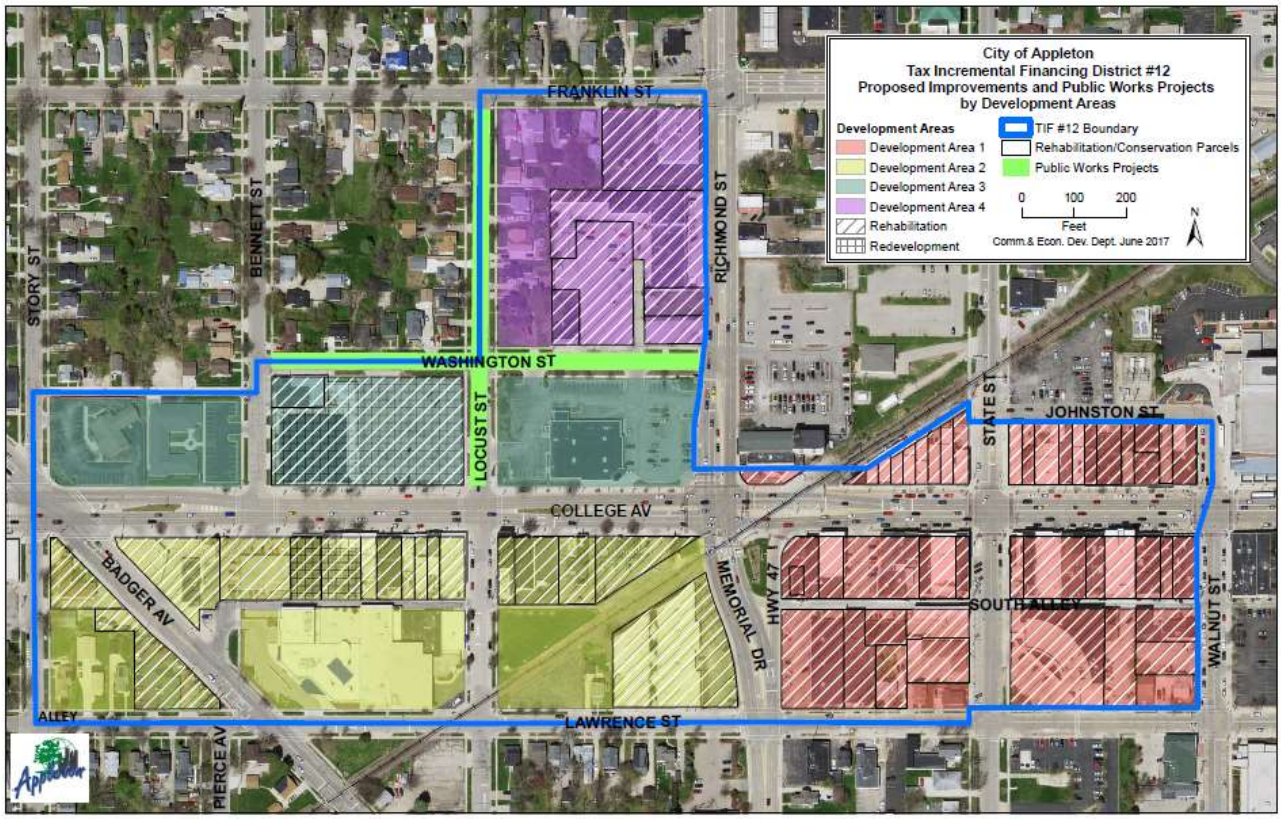
Rehabilitation or conservation work includes any of the following:

1. Carrying out plans for a program of voluntary or compulsory repair and rehabilitation of buildings or other improvements.
2. Acquisition of real property and demolition, removal or rehabilitation of buildings and improvements on the property where necessary to eliminate unhealthful, unsanitary or unsafe conditions, lessen density, reduce traffic hazards, eliminate obsolete or other uses detrimental to the public welfare, to otherwise remove or prevent the spread of blight or deterioration, or to provide land for needed public facilities.
3. Installation, construction or reconstruction of streets, utilities, parks, playgrounds, and other improvements necessary for carrying out the objectives of the urban renewal project.
4. The disposition, for uses in accordance with the objectives of the urban renewal project, of any property acquired in the area of the project. The disposition shall be in the manner prescribed in this section for the disposition of property in a redevelopment project area.

This Project Plan outlines the City of Appleton's role in assisting with the rehabilitation and conservation of existing properties and business as well as redevelopment of vacant, blighted, and underutilized properties as needed to support the urban renewal of this area. The investment in this District will:

- eliminate blight and foster urban renewal through public and private investment
- enhance the development potential of private property within and adjacent to the District
- stabilize property values in the area
- promote retention, expansion, attraction and reuse through the development of an improved area thereby facilitating the creation of new jobs and increased tax base
- improve the overall appearance of public and private spaces
- strengthen the economic well-being and economic diversity of the area
- provide appropriate financial incentives to encourage business expansion
- maximize the Districts strategic location in Appleton's Downtown and easy access to U.S. Interstate 41.

There are four identified development areas within the District that include a combination of redevelopment and rehabilitation sites. The following map and narrative highlight the key development areas targeted for rehabilitation/conservation as well as redevelopment in this District that would not happen otherwise but for the creation of this District.



Development Area #1: This Development Area comprises approximately 6.5 acres of the approximately 23 acre TIF District and is predominately home to independent businesses in the retail, personal and professional services, hospitality and financial industries. Buildings dating back to 1870 through the 1980s provide a mixture of architectural styles and aesthetic characteristics. See pictures below of the College Avenue portion of this Development Area. There are also about 65 housing units located in this Development Area.

While several businesses have committed significant time and financial investment into improving and maintaining their properties in Development Area #1, there are also a substantial number of properties that are for sale or lease, vacant, or in need of property maintenance. Conservation of the existing businesses is also critical to the economic vitality of this corridor. Taken as a whole, Development Area #1 has 52 of the 56 properties identified as in need of rehabilitation or conservation to ensure the vitality of this business district. Many of these properties would benefit from Property Improvement Grants to mitigate the deteriorated conditions and improve the overall economic vitality and appearance of the corridor.

- **500 WEST College Avenue (North) Block**

- **500 WEST College Avenue (South) Block**

- **600 WEST College Avenue (North) Block**

- **600 WEST College Avenue (South) Block**

Development Area #2: This Development Area comprises approximately 7.5 acres of the approximately 23 acre TIF District and is home to a variety of independent businesses, several houses, public services and a youth community center. The businesses include retail, personal and professional services, hospitality and automotive sales and repair. The buildings date back to 1894 and include a variety of architectural styles and aesthetic characteristics. See below for pictures of the College Avenue properties in this Development Area. The most recent construction was the expansion of the Boys & Girls Club in 2010.

Several large properties remain vacant in this area, including 127 S. Memorial Drive, 741 W. College Avenue and 823-827 W. College Avenue. The vacant building at 741 W. College Avenue also recently sold at Sheriff Sale. Rehabilitation of the existing buildings and properties would further enhance the entire area. Since this entire area is also highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity. Redevelopment of the blighted and vacant properties in this Development Area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area. Conservation of the existing businesses is also critical to the economic vitality of this corridor. Many of these properties would benefit from Property Improvement Grants to mitigate the deteriorated conditions and improve the overall appearance of the corridor with 18 of the 25 properties identified as in need of rehabilitation, conservation or redevelopment work.

- **700 WEST College Avenue (South) Block**

- **800 WEST College Avenue (South) Block**

- **900 WEST College Avenue (South) Block**

Development Area #3: This Development Area comprises about 5 acres of the approximately 23 acre TIF District and includes several large buildings. Most of the buildings are relatively recent in their construction, from the Capital Credit Union's building in 1989 to Walgreens in 2000. The now vacant Thompson Center was built in 1972 and includes the largest building in this Development Area at over 23,500 square feet. This site is negatively impacting other properties, has deteriorating property conditions, is not aesthetically pleasing, and needs to be rehabilitated or redeveloped to enhance the overall economic vitality of the area and provide a positive impression for those travelling this corridor. Conservation of the existing businesses is also critical to the economic vitality of this corridor.

- **800 WEST College Avenue (North) Block**

- **900 WEST College Avenue (North) Block**

Development Area #4: This Development Area comprises just over 4 acres of the approximately 23 acre TIF District and includes a commercial center with storage units and office building among a couple vacant parcels and single-family homes. The commercial center was built in 1961, and the blue office building at the corner of Richmond and Franklin Streets was built in 1969. Access to the commercial center site can be challenging with the high volume of traffic on Richmond Street, and parking is a challenge as there are a limited number of stalls in the front of the building despite the substantial parking lot behind. The unit on the north end of the center has remained vacant for years. The vacant and underutilized parcels at the corner of Washington Street and Richmond Street present a deteriorated condition in this area. This corridor is a high visibility route into Downtown Appleton. Rehabilitation of the existing buildings and conservation of the businesses along with redevelopment of this blighted site would further enhance the entire area.

- **100 – 200 NORTH Richmond Street (West) Block**

2

STATEMENT OF KIND, NUMBER AND LOCATION OF PROPOSED PUBLIC WORKS AND IMPROVEMENT PROJECTS WITHIN THE DISTRICT OR THE ½ MILE BUFFER ZONE

The following is a list of proposed public works and improvement projects the City either directly, or through other entities, may implement in conjunction with this District. Any costs directly or indirectly related to the public works and improvements are considered "project costs" and eligible to be paid with tax increment revenues of the tax incremental district. The map exhibit in Section 14 Proposed Improvements and Public Works Projects by Development Area illustrates the proposed public works and improvement projects locations.

A. Municipal Infrastructure Improvements

- Construction and/or reconstruction of the streets to facilitate development and rehabilitation projects within the District. Scope of work may include right-of-way acquisition, land assembly, grading, gravel, curb and gutter, asphalt, streetlights, traffic signals, walkways, concrete paving, lighting, signage, and related appurtenances.
- Construction and/or reconstruction of a sanitary sewer collection system to facilitate development and rehabilitation projects within the District. The scope of work may include sewer mains, manholes, laterals, force main, lift stations, and related appurtenances.
- Construction and/or reconstruction of the water distribution system to facilitate development and rehabilitation projects within the District. Projects may include water mains, valves, hydrants, service connections, laterals and other related appurtenances.
- Construction and/or reconstruction of storm water drainage facilities to support development and rehabilitation projects within the District. Projects may include retention or detention basins, biofilters, conveyance systems, storm sewer mains, manholes, inlets, drains and related appurtenances.
- Installation of electric and/or natural gas service or the relocation of existing services to facilitate blight elimination and redevelopment or rehabilitation in the District and provide better service. Acquisition of equipment to service the District.
- Installation of telephone, fiber, and cable or the relocation of existing services to facilitate blight elimination and redevelopment or rehabilitation in the District and provide better service. Acquisition of equipment to service the District.
- The costs associated with the design, implementation, purchase and maintenance of streetscape amenities to improve the aesthetic appearance of this District, including but not limited to, decorative lighting, banners and/or flags, public art, landscaping and/or planters, benches and other pedestrian elements to encourage the viability of the businesses in the district and attract high quality development.

B. Administrative Costs: These include, but not limited to, a portion of the salaries of the City employees, professional fees, and others directly involved in the projects for the District over the implementation of the project plan. Audit expenses, state filing fees, and any expenses associated with dissolving the District are also eligible costs.

C. Organizational Costs: These include, but are not limited to, publication and printing costs in connection with this Project Plan as well as the fees for the financial consultants, attorney, engineers, planners, surveyors, and other contracted services.

D. Professional Services: These include, but are not limited to, those costs incurred for architectural, planning, engineering and legal advice and services.

E. Financing Costs: Interest, finance fees, bond discounts, redemption premiums, legal opinions, credit ratings, capitalized interest, insurance and other expenses related to financing. This would also include interest on advances made by the City of Appleton.

F. Land Assembly, Clearance, and Real Estate Acquisitions: In order to eliminate blight and promote rehabilitation and redevelopment, it may be necessary to assist developers or for the City to acquire and demolish blighted or underutilized properties within the District. These may include but are not limited to, the cost of acquisitions, clearance/demolition, titles, easements, appraisals, consultant fees, closing costs, surveying and mapping, and the lease and/or the sale of property at or below market price to encourage or make feasible an economic development project that is consistent with the intent of this District.

G. Relocation Costs: In the event any property is acquired for the projects, expenses including the cost of the relocation plan, director, staff, publications, appraisals, land and property acquisition costs and relocation benefits as required by Wisconsin Statutes Section 32 are considered eligible project costs.

H. Development Incentives (Cash Grants and/or Loans) & Property Improvement Grants: As a partner in the future redevelopment and rehabilitation/conservation of this District, the City of Appleton may enter into agreements with property owners, lessees, or developers for the purpose of sharing costs to encourage the desired kind of improvements based on the purpose of this District and assure tax base is generated sufficient to recover project costs. This assistance is regularly needed in rehabilitation and redevelopment projects to offset the additional costs in re-use versus greenfield development. Not every project will demand the same level of funding. These payments would be negotiated on a project basis in order to attract new taxable property or rehabilitate existing property in the District. No cash grants or loans will be provided until the Common Council adopts a development agreement and a copy of such agreement will be retained in the City's official records for the TID.

I. Environmental Audits and Remediation: Costs related to all environmental assessments and remediation will be considered eligible project costs.

J. Promotion and Development: Promotion and development of the District including professional services or marketing, recruitment, realtor commissions and fees in lieu of commissions, marketing services and materials, advertising costs, administrative costs and support of development organizations.

K. Project Outside the Tax Increment District: Pursuant to Wisconsin Statutes Section 66.1105(2)(f)1.n, the city may undertake projects within territory located within one-half (1/2) mile of the boundary of the district provided that (1) the project is located within the City's corporate boundaries, and (2) the projects are approved by the Joint Review Board. The cost of projects completed outside the District pursuant to this section are eligible Project Costs and may

include any project cost that would otherwise be eligible if undertaken within the District. Specific Public Works projects at the time of the District creation in the ½ mile boundary area of this District are not included at this time. Refer to Section 14 for a map of proposed improvements and Public Works projects by development area.

L. Payments Made at the Discretion of the Common Council: These payments may include but are not limited to payments which are found to be necessary or convenient to the creation of the District or the implementation of the Project Plan that support the goals of the District as outlined in Section 1.

The above-identified lists of proposed public works projects are the projected activities at this time that may be required in the District. Future development and rehabilitation of this area as it begins to occur may dictate additions or deletions from the above list. The City of Appleton reserves the right to such additions or deletions to the project list to the full extent allowed by the law.

In the event any of the projects are not reimbursable out of the TIF fund under Wisconsin Statutes Section 66.1105, in the written opinion of nationally recognized bond counsel or a court of record so rules in a final order, then such project or projects shall be deleted herefrom and the remainder of the projects hereunder shall be deemed the entirety of the projects for purposes of the project plan.

The City reserves the right to implement only those projects that remain economically viable as the project period proceeds.

Project costs as outlined in this Project Plan include any eligible expenditure made or estimated to be made or monetary obligations incurred or estimated to be incurred by the City or by the Developer. Project costs incurred by developer must be in accordance with a development agreement as approved by the Common Council. Any income, special assessments, or other revenues, including user fees or charges, will diminish project costs. To the extent the project costs benefit the municipality outside the District, a proportionate share of the cost is not a project cost. Specific Public Works projects identified at the time of the District creation in the ½ mile boundary area of this District are not included in this Project Plan. Costs identified in this plan are preliminary estimates made prior to design considerations and are subject to change after planning is completed. Prorations of costs in this plan are also estimates and subject to change based upon implementation, future assessment policies, and user fee adjustments.

3

QUALIFICATION BASED ON CITY VALUATION

The following calculations demonstrate the City is in compliance with Wisconsin Statute Section 66.1105(4)(gm)4.c, which requires the equalized value of the taxable property in the proposed District, plus the value increment of all existing Tax Increment Districts, does not exceed 12% of the total equalized value of taxable property within the City.

STEP 1: Calculation of Maximum Equalized Property Value Allowed within Tax Increment Districts in the City of Appleton

Equalized Value (as of January 1, 2016)		Maximum Allowable TIF Property Value
$4,938,725,300	x 12% =	$592,647,036

STEP 2: Calculation of Equalized Property Value Currently Located and Proposed to be Located within Tax Increment Districts

Tax Incremental Districts	Equalized Value
TIF District #3 Increment	41,515,600
TIF District #6 Increment	92,707,700
TIF District #7 Increment	17,197,100
TIF District #8 Increment	13,802,500
TIF District #9 Increment	1,763,000
TIF District #10 Increment	1,548,000
Proposed Base of TIF District #11 Creation*	78,547,500
Proposed Base of TIF District #12 Creation*	21,717,000
Total Existing Increment Plus Proposed Bases	$ 268,798,400

**Note: 2017 Base Values are final Assessed Values. The final equalized value ratio will be determined in August. The estimated ratio is 95%. 2017 TID 12 base includes two state assessed personal property full values.*

The equalized value of the increment of existing Tax Incremental Districts within the City, plus the base value of the proposed District, totals **$268,798,400.** This value equals **5.44%** of the City total equalized value and is substantially less than the maximum of **$592,647,036** in equalized value permitted for the City of Appleton. The City is, therefore, in compliance with the statutory equalized valuation test and may proceed with creation of this district.

4

LIST OF PROJECT COSTS

All costs are based on 2017 prices and are preliminary estimates that are based on best information available. The plan is not meant to be a budget nor an appropriation of funds for specific projects, but a framework within which to manage projects understanding the District can be in effect for a twenty-seven year period allowed by Wisconsin Statute. The City of Appleton reserves the right to increase these costs to reflect inflationary increases and other uncontrollable circumstances between 2017 and the time of construction. The City retains the right to delete projects or change the scope and/or timing of projects implemented as the Common Council individually authorizes them, without amending the Plan.

Project/Activity	Total Cost	Estimated Timing
• Municipal Infrastructure Improvements	$1,107,300	2018-2024
• Municipal Infrastructure within the ½ Mile Boundary	None included at this time	
• Development Incentives & Property Improvement Grants	$1,679,176	2017-2040
• Other Costs - Administrative, Professional, Environmental, and Promotion Services Costs. Filling fees and fees charged by State. Audit Costs.	$124,750	2017-2043
• Financing Costs* o General Fund Advance Interest Expense $544,663 o General Obligation $539,809	$1,084,472	2017-2043
TOTAL:	**$3,995,698**	**2014-2040**

NOTE**: The financing costs do not include potential interest reimbursement to the developers but an allowance is included in the financial forecast (chart 5) in the line Development contractual payments. The financing costs associated with the proposed project costs for this District are incorporated into the financing schedules for the District. See ***Section 7: Description of the Methods of Financing and the Time When Such Costs or Monetary Obligations are to be Incurred for financing details for the District.

5 LIST OF NON-PROJECT COSTS

There are no anticipated “non-project costs” associated with this Plan.

6

ECONOMIC FEASIBILITY STUDY

The charts and tables on the following pages show the City of Appleton will be able to obtain the necessary funds to implement the proposed projects and revenue from the District will be sufficient to pay for them. Chart 1 presents the City's equalized value and Chart 2 provides the full faith and credit borrowing capacity of the City. Equalized valuation projections were made using two methods as detailed in Chart 1. The straight-line method was chosen for purposes of this analysis to be conservative. Chart 2 projects the general obligation borrowing capacity of the City taking into account the existing debt of the City, the five-year Capital Improvement Plan, and assuming a 1% increase per year beyond the five-year plan. As shown, the debt balance projected is well below the net borrowing capacity.

Chart 3 projects revenues sufficient to finance all of the projects of the District and Chart 4 presents the allocation of increment by taxing entity assuming similar weighted average components as the 2017 rate. The pro forma is based on the following assumptions:

- The base value of the District is $**21,717,000**
- The tax rate is projected at $23.3889 for 2017 and remaining at this amount for the life of the District.
- Valuations are projected to increase only .5% per year due to inflation.
- The base value of the District is estimated to increase **$7,747,380** in new construction value based on the following schedule:

Year	Project Increment Added
2017 Base Value Real Estate & Personal Property	**$ 21,717,000**
January 1, 2018	$ 700,000
January 1, 2019	$ 4,085,300
January 1, 2020	$ -
January 1, 2021	$ 1,647,600
January 1, 2022	$ 1,314,480
January 1, 2023	$ -
Total Increment (*net of base value*):	**$ 7,747,380**

Chart 1

CITY OF APPLETON
EQUALIZED VALUATION PROJECTION

YEAR	VALUATION	CHANGE
2011	4,797,103,500	
2012	4,651,408,600	(145,694,900)
2013	4,622,312,200	(29,096,400)
2014	4,696,660,500	74,348,300
2015	4,816,754,800	120,094,300
2016	4,938,725,300	121,970,500
		$141,621,800

Straight Line Method $28,324,360
(Total change divided by 5)

Percentage Method 0.59%
(Total percentage change from 2011 to 2016 divided by 5)

Projected Valuations

	Straight Line	Percentage	TIF Project Plan Increment Only
2016	4,938,725,300	4,938,725,300	4,938,725,300
2017	4,967,049,660	4,967,863,779	4,938,725,300
2018	4,995,374,020	4,997,174,175	4,939,425,300
2019	5,023,698,380	5,026,657,503	4,943,510,600
2020	5,052,022,740	5,056,314,782	4,943,510,600
2021	5,080,347,100	5,086,147,039	4,945,158,200
2022	5,108,671,460	5,116,155,307	4,946,472,680
2023	5,136,995,820	5,146,340,623	4,946,472,680
2024	5,165,320,180	5,176,704,033	4,946,472,680
2025	5,193,644,540	5,207,246,587	4,946,472,680
2026	5,221,968,900	5,237,969,342	4,946,472,680
2027	5,250,293,260	5,268,873,361	4,946,472,680
2028	5,278,617,620	5,299,959,714	4,946,472,680
2029	5,306,941,980	5,331,229,476	4,946,472,680
2030	5,335,266,340	5,362,683,730	4,946,472,680
2031	5,363,590,700	5,394,323,564	4,946,472,680
2032	5,391,915,060	5,426,150,073	4,946,472,680
2033	5,420,239,420	5,458,164,358	4,946,472,680
2034	5,448,563,780	5,490,367,528	4,946,472,680
2035	5,476,888,140	5,522,760,696	4,946,472,680
2036	5,505,212,500	5,555,344,984	4,946,472,680
2037	5,533,536,860	5,588,121,519	4,946,472,680
2038	5,561,861,220	5,621,091,436	4,946,472,680
2039	5,590,185,580	5,654,255,875	4,946,472,680
2040	5,618,509,940	5,687,615,985	4,946,472,680
2041	5,646,834,300	5,721,172,919	4,946,472,680
2042	5,675,158,660	5,754,927,839	4,946,472,680
2043	5,703,483,020	5,788,881,913	4,946,472,680
2044	5,731,807,380	5,823,036,316	4,946,472,680

Chart 2

CITY OF APPLETON
GENERAL OBLIGATION BORROWING CAPACITY

Budget Year	Equalized Value	Gross Debt Limit	Debt Balance	Net G.O. Borrowing Capacity	
2016	4,938,725,300	246,936,265	45,374,327	201,561,938	0.1837
2017	4,938,725,300	246,936,265	53,366,582	193,569,683	0.2161
2018	4,939,425,300	246,971,265	64,850,375	182,120,890	0.2626
2019	4,943,510,600	247,175,530	97,694,521	149,481,009	0.3952
2020	4,943,510,600	247,175,530	109,333,929	137,841,601	0.4423
2021	4,945,158,200	247,257,910	111,859,231	135,398,679	0.4524
2022	4,946,472,680	247,323,634	112,978,000	134,345,634	0.4568
2023	4,946,472,680	247,323,634	114,108,000	133,215,634	0.4614
2024	4,946,472,680	247,323,634	115,249,000	132,074,634	0.4660
2025	4,946,472,680	247,323,634	116,401,000	130,922,634	0.4706
2026	4,946,472,680	247,323,634	117,565,000	129,758,634	0.4753
2027	4,946,472,680	247,323,634	118,741,000	128,582,634	0.4801
2028	4,946,472,680	247,323,634	119,928,000	127,395,634	0.4849
2029	4,946,472,680	247,323,634	121,127,000	126,196,634	0.4898
2030	4,946,472,680	247,323,634	122,338,000	124,985,634	0.4946
2031	4,946,472,680	247,323,634	123,561,000	123,762,634	0.4996
2032	4,946,472,680	247,323,634	124,797,000	122,526,634	0.5046
2033	4,946,472,680	247,323,634	126,045,000	121,278,634	0.5096
2034	4,946,472,680	247,323,634	127,305,000	120,018,634	0.5147
2035	4,946,472,680	247,323,634	128,578,000	118,745,634	0.5199
2036	4,946,472,680	247,323,634	129,864,000	117,459,634	0.5251
2037	4,946,472,680	247,323,634	131,163,000	116,160,634	0.5303
2038	4,946,472,680	247,323,634	132,475,000	114,848,634	0.5356
2039	4,946,472,680	247,323,634	133,800,000	113,523,634	0.5410
2040	4,946,472,680	247,323,634	135,138,000	112,185,634	0.5464
2041	4,946,472,680	247,323,634	136,489,000	110,834,634	0.5519
2042	4,946,472,680	247,323,634	137,854,000	109,469,634	0.5574
2043	4,946,472,680	247,323,634	139,233,000	108,090,634	0.5630
2044	4,946,472,680	247,323,634	140,625,000	106,698,634	0.5686

CITY OF APPLETON

Tax Incremental District # 12 **Chart 3**

Revenue Forecast

		Base Value		**21,717,000**		**Inflation Factor**			**0.50%**
	Construction Year	**Valuation Year**	**Revenue year**	**Inflation Increment**	**Value Added**	**Valuation Increment**	**Land Sales**	**Tax Rate**	**District Revenue**
	2016	2017	2018	0	0	0	0	23.3889	0
1	2017	2018	2019	108,585	700,000	808,585	0	23.3889	18,912
2	2018	2019	2020	112,628	4,085,300	5,006,513	0	23.3889	117,097
3	2019	2020	2021	133,618	0	5,140,131	0	23.3889	120,222
4	2020	2021	2022	134,286	1,647,600	6,922,017	0	23.3889	161,898
5	2021	2022	2023	143,195	1,314,480	8,379,692	0	23.3889	195,992
6	2022	2023	2024	150,483	0	8,530,175	0	23.3889	199,511
7	2023	2024	2025	151,236	0	8,681,411	0	23.3889	203,049
8	2024	2025	2026	151,992	0	8,833,403	0	23.3889	206,604
9	2025	2026	2027	152,752	0	8,986,155	0	23.3889	210,176
10	2026	2027	2028	153,516	0	9,139,671	0	23.3889	213,767
11	2027	2028	2029	154,283	0	9,293,954	0	23.3889	217,375
12	2028	2029	2030	155,055	0	9,449,009	0	23.3889	221,002
13	2029	2030	2031	155,830	0	9,604,839	0	23.3889	224,647
14	2030	2031	2032	156,609	0	9,761,448	0	23.3889	228,310
15	2031	2032	2033	157,392	0	9,918,840	0	23.3889	231,991
16	2032	2033	2034	158,179	0	10,077,019	0	23.3889	235,690
17	2033	2034	2035	158,970	0	10,235,989	0	23.3889	239,409
18	2034	2035	2036	159,765	0	10,395,754	0	23.3889	243,145
19	2035	2036	2037	160,564	0	10,556,318	0	23.3889	246,901
20	2036	2037	2038	161,367	0	10,717,685	0	23.3889	250,675
21	2037	2038	2039	162,173	0	10,879,858	0	23.3889	254,468
22	2038	2039	2040	162,984	0	11,042,842	0	23.3889	258,280
23	2039	2040	2041	163,799	0	11,206,641	0	23.3889	262,111
24	2040	2041	2042	164,618	0	11,371,259	0	23.3889	265,961
25	2041	2042	2043	165,441	0	11,536,700	0	23.3889	269,831
26	2042	2043	2044	166,269	0	11,702,969	0	23.3889	273,720
27	2043	2044	2045	167,100	0	0	0	23.3889	0
		Totals			**7,747,380**		**0**		**5,570,744**
					Present Value at 5.00%				**2,686,192**

Chart 4

CITY OF APPLETON

Tax Incremental District # 12

Taxing Entity Breakdown

Year	City	Appleton Schools	FVTC	Outagamie County	Total Tax Increment
2016	0	0	0	0	0
2017	0	0	0	0	0
2018	0	0	0	0	0
2019	6,906	7,329	902	3,775	18,912
2020	42,759	45,380	5,582	23,376	117,097
2021	43,900	46,591	5,731	24,000	120,222
2022	59,119	62,741	7,718	32,320	161,898
2023	71,568	75,955	9,343	39,126	195,992
2024	72,853	77,319	9,511	39,828	199,511
2025	74,145	78,690	9,679	40,535	203,049
2026	75,444	80,067	9,849	41,244	206,604
2027	76,748	81,452	10,019	41,957	210,176
2028	78,059	82,844	10,190	42,674	213,767
2029	79,377	84,241	10,362	43,395	217,375
2030	80,701	85,647	10,535	44,119	221,002
2031	82,032	87,060	10,709	44,846	224,647
2032	83,370	88,478	10,884	45,578	228,310
2033	84,714	89,906	11,059	46,312	231,991
2034	86,065	91,339	11,235	47,051	235,690
2035	87,423	92,780	11,413	47,793	239,409
2036	88,787	94,228	11,591	48,539	243,145
2037	90,158	95,684	11,770	49,289	246,901
2038	91,536	97,146	11,951	50,042	250,675
2039	92,922	98,617	12,130	50,799	254,468
2040	94,314	100,094	12,312	51,560	258,280
2041	95,712	101,579	12,495	52,325	262,111
2042	97,118	103,071	12,678	53,094	265,961
2043	98,531	104,571	12,863	53,866	269,831
2044	99,952	106,077	13,048	54,643	273,720
					5,570,744

7

DESCRIPTION OF THE METHODS OF FINANCING AND THE TIME WHEN SUCH COSTS OR MONETARY OBLIGATIONS ARE TO BE INCURRED

The City of Appleton expects to finance City project costs primarily from the sale of general obligation notes issued under Wisconsin Statutes 67.12(12). City borrowing will be phased to coincide with need and refinancing schedule as necessary to properly manage the District's affairs. It is anticipated the Developer will attain their own financing; however the City will make developer incentive payments up to 90% of the increment generated to a maximum value agreed upon. The contracted payments will include an allowable interest reimbursement up to 200 basis points above the all-inclusive interest cost on Appleton's general obligation notes. Chart 5 on the subsequent pages presents the detailed financial forecast for the District. Another option for financing is the use of developer-funded or "pay as you go" financing which minimizes the risk of non-performance of the TID to the City, while still assisting development that would not occur without assistance of a tax increment district. The type and method of financing each project in this District shall be made on a project by project basis to support the success of the District.

Plan Implementation:

Projects identified will provide the necessary anticipated governmental services to the area. A reasonable and orderly sequence is outlined in this Plan. However, it is anticipated the improvements will be made over a twenty-two year period based on the statutory guidelines for the tax increment district. Public debt and expenditures should be made at the point private development occurs to assure increment is sufficient to cover expenses.

The order in which public improvements are made should be adjusted in accordance with development and execution of development agreements. The City of Appleton reserves the right to alter the implementation of this Plan to accomplish this objective.

If financing as outlined in this Plan proves unworkable, the City reserves the right to use alternate financing solutions for the projects as they are implemented.

CITY OF APPLETON

Tax Incremental District #12

Financial Forecast

Chart 5

	2017	2018	2019	2020	2021	2022	2023	2024	2025
Revenues:									
Tax Increments	0	0	18,912	117,097	120,222	161,898	195,992	199,511	203,049
Investment Earnings	0	1	3	5	9	16	100	219	96
Proceeds of G.O. Debt	0	0	0	0	0	0	576,400	530,900	0
General Fund Advance	1,000	28,000	24,000	12,000	10,000	1,000	0	0	25,000
Total Revenues	1,000	28,001	42,915	129,102	130,231	162,914	772,492	730,630	228,145
Expenses:									
Development contractual payments	0	0	14,735	100,804	101,308	136,497	164,849	165,673	166,502
Property Improvement Grants	0	21,000	21,000	21,000	21,000	21,000	0	0	0
Administrative - Filing fees/Audit	1,000	1,650	1,750	1,750	1,900	1,900	8,000	2,000	2,100
Professional, Environmental & Promotion	0	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Construction Costs	0	0	0	0	0	0	576,400	530,900	0
2023 G.O. Note Interest	0	0	0	0	0	0	0	36,025	28,820
2023 G.O. Note Principal	0	0	0	0	0	0	0	0	0
2024 G.O. Note Interest	0	0	0	0	0	0	0	0	33,181
2024 G.O. Note Principal	0	0	0	0	0	0	0	0	0
General Fund Advance Interest at 5%	25	700	2,086	3,091	3,795	4,260	4,498	4,723	5,584
Allowance for Interest Expense	(25)	(700)	(2,086)	(3,091)	(3,795)	(4,260)	(4,498)	(4,723)	(5,584)
Total Expenses	1,000	27,650	42,485	128,554	129,208	164,397	754,249	739,598	235,603
Excess of Revenues over Expenditures	0	351	430	548	1,023	(1,483)	18,243	(8,968)	(7,458)
Beginning Fund Balance	0	0	351	781	1,329	2,351	869	19,111	10,143
Ending Fund Balance	0	351	781	1,329	2,351	869	19,111	10,143	2,685

CITY OF APPLETON

Tax Incremental District #12

Financial Forecast

Chart 5

2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
206,604	210,176	213,767	217,375	221,002	224,647	228,310	231,991	235,690	239,409
38	33	89	138	134	129	130	132	138	169
0	0	0	0	0	0	0	0	0	0
18,000	15,000	18,000	10,000	7,000	4,000	2,000	561,000	470,000	(140,000)
224,642	225,209	231,856	227,513	228,136	228,776	230,440	793,123	705,828	99,578
167,334	168,171	169,012	169,857	170,706	171,560	172,417	173,280	158,266	94,398
0	0	0	0	0	0	0	0	0	0
2,100	2,250	2,250	2,350	2,350	2,450	2,450	2,600	2,600	2,700
0	0	0	0	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0
28,820	28,820	28,820	28,820	28,820	28,820	28,820	14,410	0	0
0	0	0	0	0	0	0	576,400	0	0
26,545	26,545	26,545	26,545	26,545	26,545	26,545	26,545	13,273	0
0	0	0	0	0	0	0	0	530,900	0
6,938	8,110	9,340	10,507	11,458	12,306	13,071	27,800	54,965	65,963
(6,938)	(8,110)	(9,340)	(10,507)	(11,458)	(12,306)	(13,071)	(27,800)	(54,965)	(65,963)
224,799	225,786	226,627	227,572	228,421	229,375	230,232	793,235	705,039	97,098
(157)	(577)	5,229	(59)	(285)	(599)	208	(112)	789	2,480
2,685	2,528	1,951	7,180	7,121	6,836	6,238	6,445	6,334	7,122
2,528	1,951	7,180	7,121	6,836	6,238	6,445	6,334	7,122	9,602

CITY OF APPLETON

Tax Incremental District # 12

Financial Forecast

Chart 5

2036	2037	2038	2039	2040	2041	2042	2043	2044	Totals
243,145	246,901	250,675	254,468	258,280	262,111	265,961	269,831	273,720	5,570,744
181	191	329	366	384	321	256	2,587	9,045	15,239
0	0	0	0	0	0	0	0	0	1,107,300
(175,000)	(175,000)	(180,000)	(220,000)	(220,000)	(96,000)	0	0	0	0
68,326	72,092	71,004	34,834	38,664	166,432	266,217	272,418	282,765	6,693,283
66,714	67,047	67,382	29,968	30,118	0	0	0	0	2,726,599
0	0	0	0	0	0	0	0	0	105,000
2,700	2,800	2,800	2,950	8,950	3,050	3,050	3,150	9,150	84,750
0	0	0	0	0	0	0	0	0	40,000
0	0	0	0	0	0	0	0	0	1,107,300
0	0	0	0	0	0	0	0	0	280,995
0	0	0	0	0	0	0	0	0	576,400
0	0	0	0	0	0	0	0	0	258,814
0	0	0	0	0	0	0	0	0	530,900
61,386	55,705	49,615	42,096	33,201	26,961	18,909	7,570	0	544,663
(61,386)	(55,705)	(49,615)	(42,096)	(33,201)	140,000	245,000	106,223	0	0
69,414	69,847	70,182	32,918	39,068	170,011	266,959	116,943	9,150	6,255,421
(1,088)	2,245	822	1,916	(404)	(3,579)	(742)	155,475	273,615	437,862
9,602	8,515	10,760	11,581	13,497	13,093	9,514	8,771	164,247	0
8,515	10,760	11,581	13,497	13,093	9,514	8,771	164,247	437,862	437,862

8

PROPOSED CHANGES IN ZONING ORDINANCES, MASTER PLAN, BUILDING CODES, MAPS AND CITY ORDINANCES

There are no changes to building codes or other City ordinances proposed for the implementation of this Project Plan. The City anticipates a portion of the District may require rezoning prior to development that will be consistent with the purpose of the District.

9

ORDERLY DEVELOPMENT OF THE CITY OF APPLETON

The District contributes to the orderly development of the City by providing for the elimination of blighting influences, the rehabilitation and redevelopment of these underutilized properties along this major corridor and providing for continued growth in residential, office, and retail development. By improving and maintaining an attractive area for private investment along this corridor, the City will ensure a healthy tax base, job growth/creation and a more vibrant economy.

The Project Plan is complimentary to the adopted City of Appleton's *Comprehensive Plan 2010-2030 (*Comprehensive Plan*)*, specifically Chapter 14 Downtown Plan that identifies this corridor of West College Avenue for reinvestment, rehabilitation and redevelopment. The City's recommendations for this corridor and surrounding downtown sites include the following key strategies (below) as adopted on March 15, 2017 in the updated Comprehensive Plan. These key strategies, and the detailed policies to support these efforts, can be found in the Comprehensive Plan – Chapter 14 Downtown Plan Initiatives Section from pages 335 to 362:

1.1 Continue development of entry features on major routes into the downtown
1.3 Implement appropriate streetscaping projects throughout the downtown
1.5 Continue to encourage quality urban design throughout the downtown through voluntary measures
2.2 Pursue opportunities to attract more artists and arts-related businesses to the downtown
3.1 Encourage mixed-use and mid-density residential redevelopment on under-utilized or marginal sites on the edge of downtown
3.3 Promote development of neighborhood serving businesses and amenities to meet the basic shopping and service needs of downtown and nearby residents
3.10 Promote well-designed transitional areas between higher density development downtown and lower density development in adjacent, largely single family neighborhoods
4.1 Sustain and grow the retail niches which have formed downtown
4.2 Identify and aggressively recruit target industries
4.3 Protect the existing retail blocks on College Avenue
4.5 Facilitate and pursue entrepreneurial business development in the downtown
4.6 Create opportunities for smaller offices and business services to locate downtown, including north of College Avenue
4.7 Maintain an environment favorable to larger employers in the downtown
4.8 Support private sector efforts to redevelop and invest in downtown

10

ESTIMATE OF PROPERTY TO BE DEVOTED TO RETAIL USE

Pursuant to Section 66.1105(5)(b) of the Wisconsin State Statutes, the City estimates that approximately 44% of the real property within the District will be devoted to retail business at the end of the District's maximum expenditure period.

11

PROPOSED RELOCATION PLAN FOR DISPLACED PERSONS OR BUSINESSES

It is not anticipated at the time of the creation of the District there will be a need to relocate persons or businesses in conjunction with this Plan. In the event relocation becomes necessary at some time during the implementation period, the City will take the following steps and actions as required by Wisconsin Statutes Section 32:

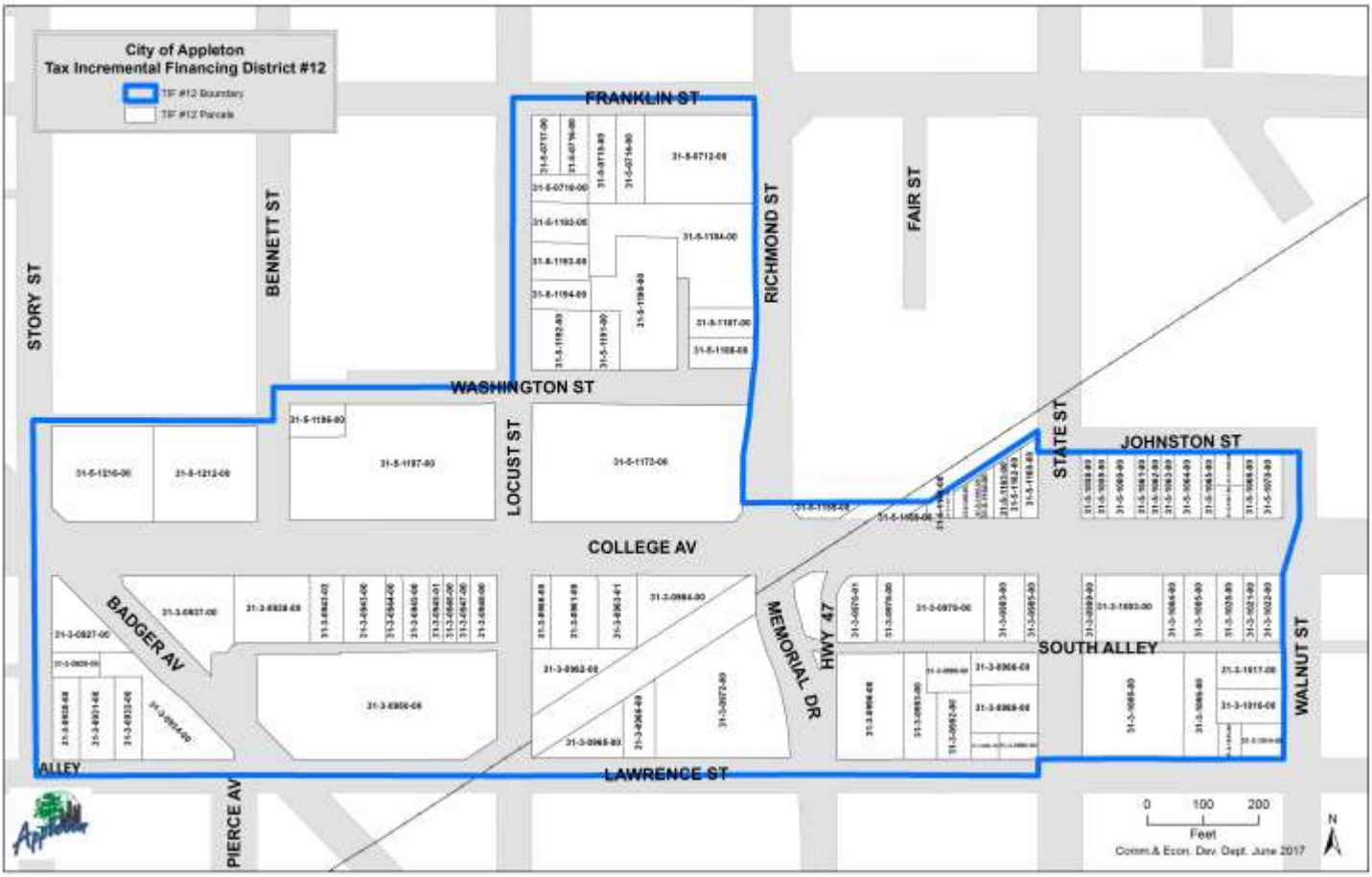
A. Before negotiations begin for the acquisition of property or easements, all property owners will be provided with an informational pamphlet "The Rights of Landowners" prepared by the Wisconsin Department of Administration, and if any person is to be displaced as a result of the acquisition, they will be given a pamphlet on "Relocation Rights" prepared by the Wisconsin Department of Administration.

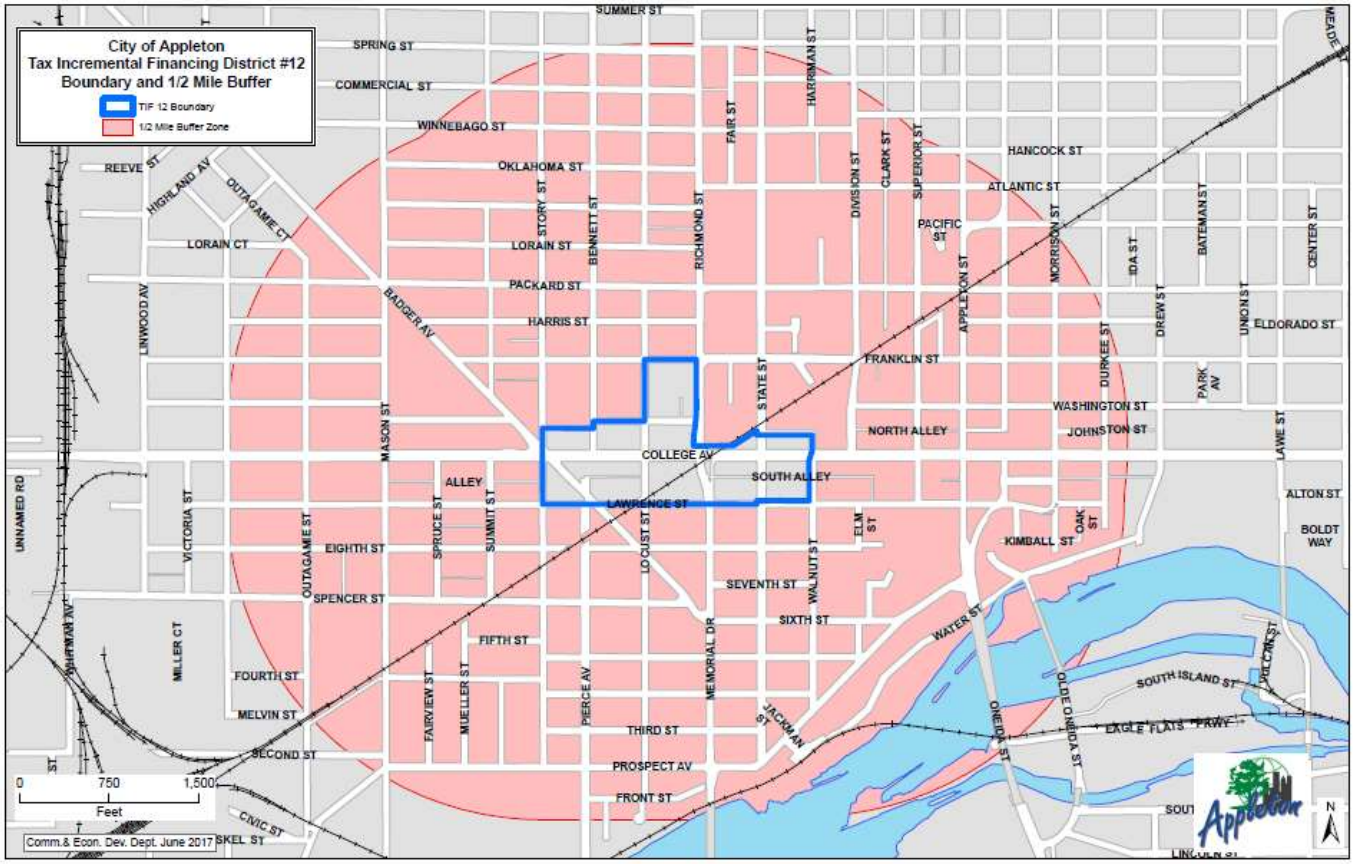
B. The City will provide each owner a full narrative appraisal, a map showing the owners of all property affected by the proposed project, and a list of all or at least ten neighboring landowners to whom offers are being made.

C. The City will file a relocation plan with the Wisconsin Department of Administration and will keep all records as required in Wisconsin Statutes Section 32.

12

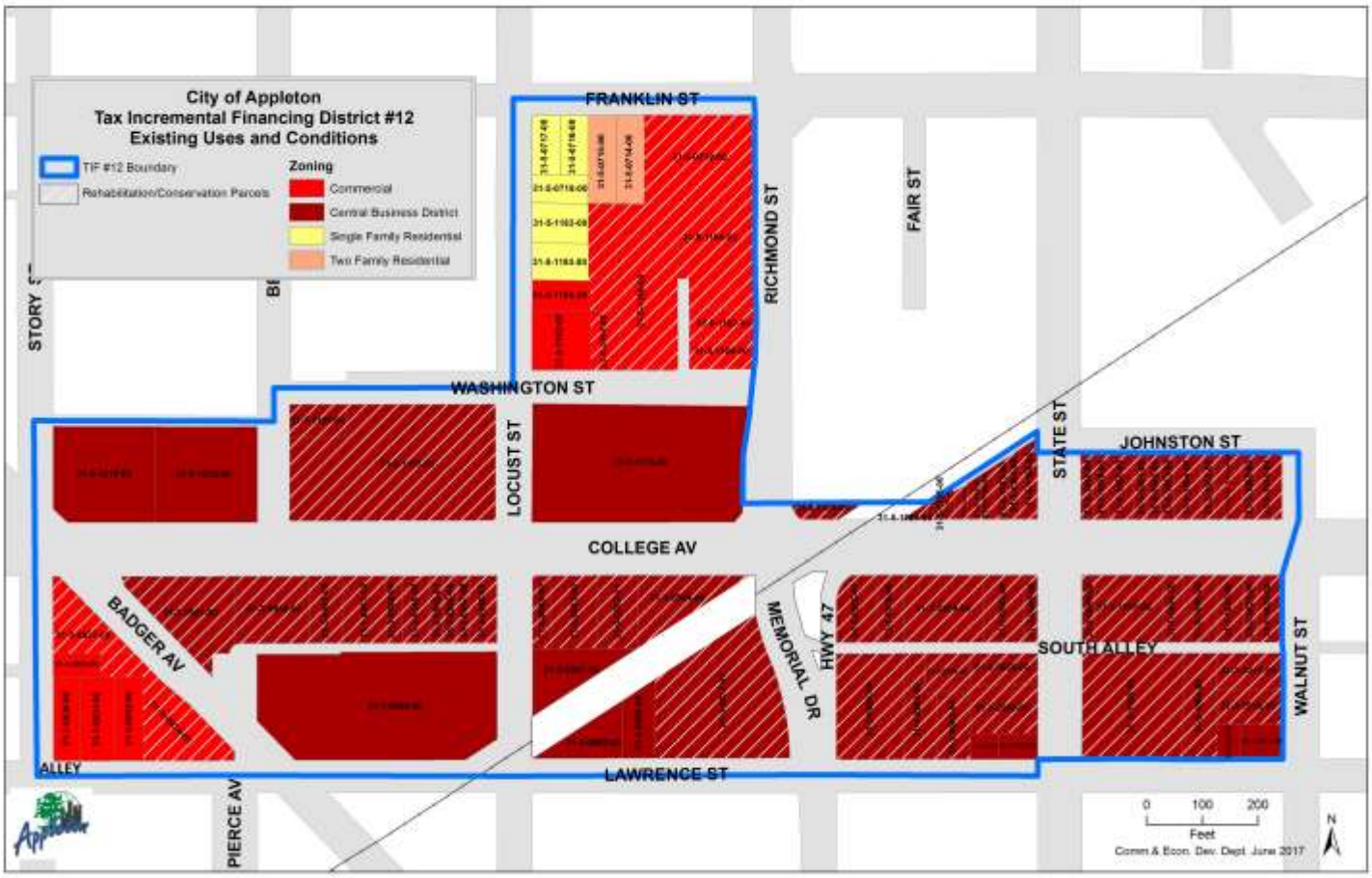
MAP OF TIF DISTRICT #12 BOUNDARIES AND TIF DISTRICT #12 BOUNDARIES WITH HALF MILE BUFFER ZONE




City of Appleton
Tax Incremental Financing District #12
Boundary and 1/2 Mile Buffer
TIF 12 Boundary
1/2 Mile Buffer Zone
SUMMER ST
SPRING ST
COMMERCIAL ST
WINNEBAGO ST
OKLAHOMA ST
REEVE ST
HIGHLAND AV
OUTAGAMIE CT
LORAIN CT
LORAIN ST
PACKARD ST
HARRIS ST
BADGER AV
LINWOOD AV
STORY ST
BENNETT ST
RICHMOND ST
FAIR ST
HARRIMAN ST
DIVISION ST
CLARK ST
SUPERIOR ST
HANCOCK ST
ATLANTIC ST
PACIFIC ST
APPLETON ST
MORRISON ST
IDA ST
BATEMAN ST
CENTER ST
DREW ST
UNION ST
ELDORADO ST
DURKEE ST
PARK AV
FRANKLIN ST
STATE ST
WASHINGTON ST
JOHNSTON ST
NORTH ALLEY
LAWE ST
MASON ST
COLLEGE AV
ALLEY
SOUTH ALLEY
LAWRENCE ST
ALTON ST
BOLDT WAY
UNNAMED RD
VICTORIA ST
SPRUCE ST
SUMMIT ST
LOCUST ST
ELM ST
OAK ST
KIMBALL ST
EIGHTH ST
OUTAGAMIE ST
SPENCER ST
SEVENTH ST
WALNUT ST
SIXTH ST
WATER ST
MILLER CT
FIFTH ST
MEMORIAL DR
FOURTH ST
FAIRVIEW ST
MUELLER ST
PIERCE AV
JACKMAN ST
ONEIDA ST
OLDE OMIDA ST
SOUTH ISLAND ST
VULCAN ST
MELVIN ST
THIRD ST
EAGLE FLATS PKWY
SECOND ST
PROSPECT AV
FRONT ST
CIVIC ST
SKEL ST
0
750
1,500
Feet
Comm.& Econ. Dev. Dept. June 2017
N

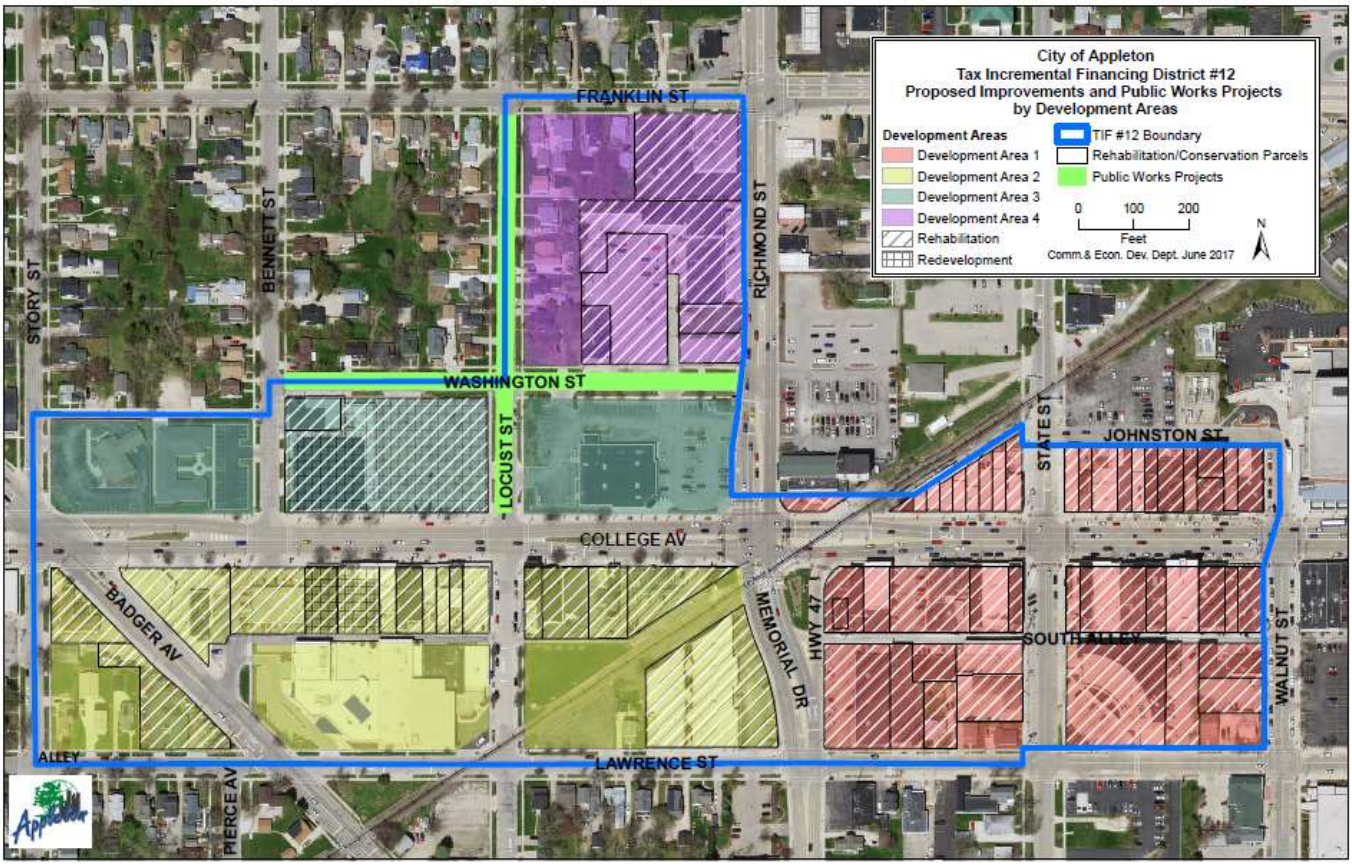
13

MAP OF EXISTING USES AND CONDITIONS



14

MAP OF PROPOSED IMPROVEMENTS AND PUBLIC WORKS PROJECTS BY DEVELOPMENT AREA



Note: The above map highlights the key development areas targeted for redevelopment and rehabilitation/conservation uses within this District. The narrative starting on Page 6 of the Project Plan is incorporated into this Section by reference and provides additional details on proposed uses. Due to the volume of information being displayed on this map, the summary starting on Page 6 is intended to support this exhibit.

15

PARCEL LIST & LEGAL DESCRIPTION

The boundaries for the District include only whole parcels or non-taxable property and the District is contiguous. The following pages include a detailed list of parcels included in the District and the legal description.

Vacant Land:

Pursuant to Wisconsin State Statute s 66.1105(4)(gm)(1), property standing vacant for an entire 7-year period immediately preceding adoption of the resolution creating a tax incremental district may not comprise more than 25% of the area in the tax incremental district. Vacant property includes property where the fair market value or replacement cost value of structural improvements on the parcel is less than the fair market value of the land. Vacant property does not include property that is contaminated by environmental pollution, as defined in s. 661106 (1) (d). **This District does not include 25% or more vacant land.**

Annexed Land:

Pursuant to Wisconsin State Statute s 66.1105(4)(gm)(1), the District may not include any annexed territory that was not within the boundaries of the City on January 1, 2004, unless at least 3-years have elapsed since the territory was annexed by the City, unless the City enters into a cooperative plan boundaries agreement with the town from which the territory was annexed, or unless the City and town enter into another kind of agreement relating to the annexation expect that notwithstanding these conditions, the City may include territory that was not within the boundaries of the City on January 1, 2004 if the City pledges to pay the town an amount equal to the property taxes levied on the territory by the town at the time of the annexation for each of the next 5 years. **The District does not include property annexed into the City of Appleton since January 1, 2004.**

TAXKEY	Owner Name	Property Address	Prop Zip	Zoning	Area in Square Feet	Business with Personal Property	Personal Property Value	Land Value	Improvements Value	Total Real Estate Value	Total Real Estate & Personal Property Value	Development Area	Rehab Needed	Future Retail Use
31-3-1016-00	CITY OF APPLETON	1213 WALNUT ST	54911	CBD	3,621.43			$0	$0	$0	$0	1	No	No
31-3-0979-00	APPLETON WEST END REALTY LTD	609 W COLLEGE AVE	54911	CBD	17,411.70	VAL U BEAUTY SUPPLY	$600	$179,300	$196,700	$376,000	$376,600.00	1	Yes	Yes
31-5-1066-00	APPLETON WEST END REALTY LTD	509 W JOHNSTON ST	54911	CBD	2,945.59			$31,700	$221,800	$253,500	$253,500.00	1	Yes	No
31-5-1068-00	APPLETON WEST END REALTY LTD	506 W COLLEGE AVE	54911	CBD	2,078.96			$54,700	$121,400	$176,100	$176,100.00	1	Yes	Yes
31-5-1067-00	APPLETON WEST END REALTY LTD	508 W COLLEGE AVE	54911	CBD	2,945.92			$55,700	$129,400	$185,100	$185,100.00	1	Yes	Yes
31-5-1167-00	JAMES AICHENSBENER	614 W COLLEGE AVE	54911	CBD	1,254.41	MARLEY'S NOVELTY SHO	$2,400	$15,100	$60,900	$75,000	$81,400.00	1	Yes	Yes
31-5-1169-00	ANTAR BANQUET-LETTE ET AL	618 W COLLEGE AVE	54911	CBD	443.24			$9,700	$30,900	$40,400	$40,400.00	1	Yes	No
31-3-0950-00	BOKER ENTERPRISES LLC	620 W LAWRENCE ST	54911	CBD	5,984.07	FOX VALLEY RESTAURAN	$7,800	$80,500	$63,100	$143,300	$151,100.00	1	Yes	No
31-3-0996-00	BOKER ENTERPRISES LLC	618 W COLLEGE AVE	54911	CBD	5,559.28			$24,400	$21,000	$45,400	$45,400.00	1	Yes	No
31-3-0970-00	BOKER ENTERPRISES LLC	614 W LAWRENCE ST	54911	CBD	7,203.91			$32,400	$20,000	$52,400	$52,400.00	1	Yes	No
31-5-1065-00	BRUCE CHUDACOFF ET AL	512 W COLLEGE AVE	54911	CBD	2,909.97			$35,400	$106,000	$140,400	$140,400.00	1	Yes	Yes
31-5-1070-00	COLLEGE AVENUE ASSOCIATES	500 W COLLEGE AVE	54911	CBD	5,451.88	AMMANOFF SCHOOL OF B	$700	$114,200	$106,700	$215,700	$220,400.00	1	Yes	Yes
31-5-1070-00	COLLEGE AVENUE ASSOCIATES	500 W COLLEGE AVE	54911	CBD		ATOCA COFFEE HAUS	$16,500				$16,500.00	1	Yes	Yes
31-5-1070-00	COLLEGE AVENUE ASSOCIATES	500 W COLLEGE AVE	54911	CBD		COZZY CORNER	$40,100				$40,100.00	1	Yes	Yes
31-5-1070-00	COLLEGE AVENUE ASSOCIATES	500 W COLLEGE AVE	54911	CBD		SIDE QUEST GAMING LL	$5,700				$5,700.00	1	Yes	Yes
31-3-0969-00	CAS VENTURES HOLDINGS LLC	809 W COLLEGE AVE	54911	CBD	8,869.19	APPLETON BEER FACTOR	$245,700	$111,100	$403,300	$514,300	$760,000.00	1	Yes	No
31-5-1164-00	DOUBLE G PROPERTIES LLC	604 W COLLEGE AVE	54911	CBD	2,438.49			$19,500	$70,500	$89,000	$89,000.00	1	Yes	Yes
31-4-1003-00	EPS LLC	529 W COLLEGE AVE	54911	CBD	16,633.38	5 WINE LOUNGE LLC	$16,100	$265,400	$726,800	$991,200	$1,005,300.00	1	Yes	No
31-4-1003-00	EPS LLC	523 W COLLEGE AVE	54911	CBD		OB'S BRAU HAUS GASTE	$175,100				$175,100.00	1	Yes	No
31-5-1060-00	PATRICK FLANAGAN	534 W COLLEGE AVE	54911	CBD	5,765.96	PISCO MARK LLC	$4,300	$97,800	$176,300	$271,100	$278,400.00	1	Yes	No
31-5-1061-00	PATRICK FLANAGAN	522 W COLLEGE AVE	54911	CBD	2,079.58	FLANAGAN'S STOP & SH	$5,700	$51,600	$57,900	$109,700	$115,400.00	1	Yes	Yes
31-5-1062-00	PATRICK FLANAGAN	518 W COLLEGE AVE	54911	CBD	2,079.97			$51,600	$95,000	$146,800	$146,800.00	1	Yes	Yes
31-3-0989-00	JOHN GREINER	535 W COLLEGE AVE	54911	CBD	2,870.67	ACE'S APPLE PUB LLC	$25,600	$49,900	$151,100	$201,000	$231,700.00	1	Yes	No
31-3-0989-00	JOHN GREINER	535 W COLLEGE AVE	54911	CBD		ACE'S APPLE PUB LLC	$300				$300.00	1	Yes	No
31-3-0989-00	JOHN GREINER	535 W COLLEGE AVE	54911	CBD		MR TACO AUTHENTIC ME	$900				$900.00	1	Yes	No
31-5-1159-00	JOHN HANSEN TRUST	600 W COLLEGE AVE	54911	CBD	3,042.67	EXPERT JEWELRY REPAI	$1,000	$41,700	$36,300	$77,600	$78,600.00	1	Yes	Yes
31-3-1017-00	ROBERT HALBERSMAN ET AL	1193 WALNUT ST	54911	CBD	2,560.16			$82,000	$78,000	$160,000	$160,000.00	1	Yes	No
31-3-0988-00	PAUL HINZMAN	1213 STATE ST	54911	CBD	10,395.66	APPLETON BICYCLE SHO	$2,400	$49,500	$106,800	$189,300	$191,400.00	1	Yes	Yes
31-5-1168-00	INVESTMENT CREATIONS LLC	612 W COLLEGE AVE	54911	CBD	1,345.45	COLT'S TIMELESS TATT	$2,900	$16,300	$88,700	$105,000	$107,900.00	1	Yes	Yes
31-3-1004-00	KONOLL PROPERTIES LLC	519 W COLLEGE AVE	54911	CBD	4,311.56	DEJA VU MARTINI/THE	$48,400	$77,600	$364,500	$442,100	$490,500.00	1	Yes	No
31-5-1162-00	SHANE KRUEGER	602 W COLLEGE AVE	54911	CBD	2,097.78	APPLETON IMPORTS	$100	$32,600	$73,500	$106,100	$106,200.00	1	Yes	Yes
31-5-1154-00	LANG FAMILY ENTERPRISE LLC	532 W COLLEGE AVE	54911	CBD	2,079.99	WETTENGEL'S SEW-VAC	$1,700	$49,500	$197,600	$246,800	$248,400.00	1	Yes	Yes
31-3-0985-00	JAMES LEON	603 W COLLEGE AVE	54911	CBD	2,880.00	KP JEWELERS LLC	$1,400	$44,200	$156,800	$201,000	$202,400.00	1	Yes	Yes
31-3-0985-00	JAMES LEON	603 W COLLEGE AVE	54911	CBD		PIXEL PRO AUDIO LLC	$7,800				$7,800.00	1	Yes	Yes
31-3-0976-00	ROBERT MAZZA	1225 MEMORIAL DR	54911	CBD	22,767.81	HOBBY TOWN - APPLETO	$26,200	$182,000	$207,900	$389,900	$416,100.00	1	Yes	Yes
31-3-0986-00	MCFLESHMAN'S COMMONS LLC	1193 STATE ST	54911	CBD	6,724.46			$63,900	$85,800	$149,700	$149,700.00	1	Yes	No
31-3-0976-00	WILLIAM MILLER ET AL	629 W COLLEGE AVE	54911	CBD	5,707.09	FOBLEY'S GALLERY LTD	$12,000	$69,400	$207,000	$276,400	$288,400.00	1	Yes	Yes
31-3-0980-00	MOORING FOUNDATION INC	1413 STATE ST	54911	CBD	4,393.62			$0	$0	$0	$0.00	1	No	No
31-5-1084-00	LINDA MULDOON ET AL	514 W COLLEGE AVE	54911	CBD	5,729.94	COVENTRY GLASSWORKS	$18,800	$104,100	$55,400	$159,500	$177,400.00	1	Yes	Yes
31-5-1063-00	LINDA MULDOON ET AL	516 W COLLEGE AVE	54911	CBD	2,079.09			$51,800	$56,100	$107,900	$107,900.00	1	Yes	Yes
31-4-1010-00	HIROYUKI NAKASHIMA TRUST	509 W COLLEGE AVE	54911	CBD	5,768.10			$109,400	$449,600	$559,000	$559,000.00	1	Yes	No
31-4-1006-00	NORWEST BANK WISCONSIN APPLETON	1101 STATE ST	54911	CBD	96,129.56	WELLS FARGO BANK NA	$1,254,400	$461,000	$1,009,000	$1,460,000	$1,475,400.00	1	Yes	No
31-4-1004-00	RIVERVIEW GARDENS INC	516 W LAWRENCE ST	54911	CBD	11,460.17			$0	$0	$0	$0.00	1	Yes	No
31-4-1005-00	RIVERVIEW GARDENS INC	513 W COLLEGE AVE	54911	CBD	3,123.90			$0	$0	$0	$0.00	1	Yes	Yes
31-5-1059-00	CYRUS SHAHIN	530 W COLLEGE AVE	54911	CBD	1,880.03	SHAHIN RUG GALLEY	$1,000	$48,500	$70,800	$119,300	$120,300.00	1	Yes	Yes
31-5-1160-00	SPARKY WARE LLC	600 W COLLEGE AVE	54911	CBD	4,077.50	MANCHEEZ PIZZERIA	$6,200	$59,300	$56,800	$112,100	$118,300.00	1	Yes	No
31-3-0990-00	THE MOORING FOUNDATION INC	610 W LAWRENCE ST	54911	CBD	2,859.76			$0	$0	$0	$0.00	1	No	No
31-3-0978-01	NAN WANG	1003 MEMORIAL DR	54911	CBD	6,790.01	NAN'S DELI LLC	$20,700	$95,100	$85,400	$180,500	$201,200.00	1	Yes	No
31-3-0978-01	NAN WANG	1003 MEMORIAL DR	54911	CBD	1,474.18	Pretty Prints	$2,400				$2,400.00	1	Yes	No
31-5-1165-00	FREDERICK VANHANDEL	610 W COLLEGE AVE	54911	CBD	1,717.41	COSTUME SHOPPE	$1,000	$20,200	$86,400	$106,600	$105,600.00	1	Yes	Yes
31-5-1164-00	FREDERICK VANHANDEL	606 W COLLEGE AVE	54911	CBD	2,090.86			$24,300	$82,500	$106,800	$106,800.00	1	Yes	Yes
31-3-1015-00	CRESENCIO VICTORIA	512 W LAWRENCE ST	54911	CBD	2,450.38			$24,300	$85,500	$109,800	$109,800.00	1	No	No
31-4-1014-00	CRESENCIO VICTORIA	1293 WALNUT ST	54911	CBD	4,774.06			$46,600	$40,200	$86,200	$86,200.00	1	No	No
31-4-1013-00	VICTORIAS APPLETON INC	503 W COLLEGE AVE	54911	CBD	5,530.75	VICTORIAS APPLETON	$35,600	$121,400	$136,300	$258,000	$287,300.00	1	Yes	No
31-4-1011-00	VICTORIAS APPLETON INC	507 W COLLEGE AVE	54911	CBD	2,384.28			$57,600	$201,800	$259,400	$259,400.00	1	Yes	No
31-5-1166-00	JOHN YDE	616 W COLLEGE AVE	54911	CBD	883.07	APPLETON COBBLER SHO	$1,200	$11,000	$84,800	$95,800	$96,700.00	1	Yes	Yes
31-3-0960-00	795 COLLEGE LLC	795 W COLLEGE AVE	54914	CBD	4,160.09	BURRITO'S CHICAGO D	$67,200	$270,000	$739,300	$806,000	$861,200.00	2	Yes	No
31-3-0960-00	795 COLLEGE LLC	795 W COLLEGE AVE	54914	CBD		KINGS BARBER SHOP	$6,700				$6,700.00	2	Yes	No
31-3-0960-00	795 COLLEGE LLC	795 W COLLEGE AVE	54914	CBD		METRO PCS	$2,500				$2,500.00	2	Yes	No
31-3-0963-00	823 AND 825 BUILDING LLC	823 W COLLEGE AVE	54914	CBD	5,130.01			$60,600	$19,400	$80,000	$80,000.00	2	Yes	Yes
31-3-0963-02	827 BUILDING LLC	827 W COLLEGE AVE	54914	CBD	2,079.96			$44,600	$400	$45,000	$45,000.00	2	Yes	Yes
31-3-0972-00	ANCHOR BANK FSB	1275 MEMORIAL DR	54914	CBD	45,498.02			$269,600	$445,500	$715,000	$715,000.00	2	Yes	Yes
31-3-0966-00	RICHARD APPLETON	720 W LAWRENCE ST	54914	CBD	3,139.20			$22,800	$55,700	$78,500	$78,500.00	2	No	No
31-3-0929-00	LESLEY BARTLEY	1185 STORY ST	54914	C2	3,849.50			$10,500	$46,800	$59,500	$59,500.00	2	No	No
31-3-0967-00	BOARDWALK RENTALS LLP	807 W COLLEGE AVE	54914	CBD	2,910.12	POWERHOUSE COMICS	$7,300	$17,100	$70,800	$87,900	$95,100.00	2	Yes	Yes
31-3-0938-00	JAMES BOYLE	1313 BADGER AVE	54914	C2	25,177.78	BOYLE SERVICE CTR &	$6,900	$73,600	$43,400	$125,000	$139,900.00	2	Yes	No
31-3-0932-00	JAMES BOYLE	900 W LAWRENCE ST	54914	C2	3,500.09			$17,800	$46,200	$64,000	$64,000.00	2	No	No
31-3-0962-00	BOYS & GIRLS CLUB FOR VALLEY INC	S LOCUST ST	54914	CBD	11,455.16			$0	$0	$0	$0.00	2	No	No
31-3-0965-00	BOYS & GIRLS CLUB FOR VALLEY INC	W LAWRENCE ST	54914	CBD	4,450.69			$0	$0	$0	$0.00	2	No	No
31-3-0960-00	BOYS & GIRLS CLUB FOR VALLEY INC	180 S BADGER AVE	54914	CBD	79,110.75			$0	$0	$0	$0.00	2	No	No
31-3-0931-00	DAVID HARP	706 W LAWRENCE ST	54914	C2	9,297.22			$22,100	$74,900	$97,000	$97,000.00	2	No	No
31-3-0964-00	CHI LING KONG	719 W COLLEGE AVE	54914	CBD	13,064.16	DONGPO CHINESE CUISI	$11,700	$114,600	$185,300	$299,900	$311,600.00	2	Yes	No
31-3-0930-00	MIGUEL MARTINEZ	802 W LAWRENCE ST	54914	C2	3,139.76			$17,100	$62,900	$80,000	$80,000.00	2	No	No
31-3-0938-00	LANCE NEVINS REVOCABLE TRUST	803 W COLLEGE AVE	54914	CBD	16,330.30	75 LAUNDROMAT	$177,800	$109,800	$326,300	$436,100	$613,900.00	2	Yes	No
31-3-0945-00	SANA PERRY REVOCABLE TRUST	815 W COLLEGE AVE	54914	CBD	5,763.89	FRANK'S PIZZA PALACE	$15,000	$36,400	$132,400	$168,800	$187,800.00	2	Yes	Yes
31-3-0949-01	SANA PERRY REVOCABLE TRUST	819 W COLLEGE AVE	54914	CBD	2,976.02	TRULY HAIR DESIGN	$1,400	$17,700	$47,900	$65,600	$66,900.00	2	Yes	No
31-3-0944-00	SANA PERRY REVOCABLE TRUST	819 W COLLEGE AVE	54914	CBD	8,400.00	The Quick Print Center	$6,700	$21,400	$76,100	$97,500	$104,300.00	2	Yes	No
31-3-0946-00	PIONEER PROFESSIONAL CARPET CARE	809 W COLLEGE AVE	54914	CBD	2,079.96			$17,100	$45,000	$62,100	$62,100.00	2	Yes	Yes
31-3-0937-00	S & K FOOD MART INC	711 W COLLEGE AVE	54914	CBD	20,331.18	DOWNTOWN GAS LLC	$42,000	$130,800	$285,600	$415,400	$468,400.00	2	Yes	Yes
31-3-0937-00	THE SALVATION ARMY	105 S BADGER AVE	54914	C2	10,693.15			$0	$0	$0	$0.00	2	Yes	No
31-3-0969-01	THEADOGA LLC	733 W COLLEGE AVE	54914	CBD	5,345.66	STATS FOOD & SPIRITS	$24,400	$64,400	$142,700	$207,100	$231,500.00	2	Yes	No
31-4-0962-00	VANEGEREN PROPERTIES LLC	741 W COLLEGE AVE	54914	CBD	11,030.12	KUSTOM KITCHEN & BAT	$11,500	$77,100	$51,700	$128,400	$140,900.00	2	Yes	No
31-3-0969-00	WENZ RENTAL PROPERTIES LLC	803 W COLLEGE AVE	54914	CBD	5,760.03	TEAM PVOC LLC	$9,600	$45,800	$115,300	$150,500	$159,900.00	2	Yes	No
31-5-1197-00	APPLETON YCC LLC	100 W COLLEGE AVE	54914	CBD	70,745.15			$0	$0	$0	$0.00	3	Yes	Yes
31-5-1216-00	CAPITAL CREDIT UNION	228 W COLLEGE AVE	54914	CBD	16,282.34	CAPITAL CREDIT UNION	$56,000	$243,300	$458,100	$698,400	$756,400.00	3	No	Yes
31-5-1196-00	RICHARD GLASER	110 N BENNETT ST	54914	CBD	3,888.69	REEFS LLC THE	$5,900	$23,800	$125,900	$149,700	$155,600.00	3	Yes	No
31-5-1174-00	GNI OF APPLETON LLC	200 W COLLEGE AVE	54914	CBD	79,929.10	WALGREEN CO (20218)	$110,600	$790,700	$1,409,300	$2,200,000	$2,309,600.00	3	No	Yes
31-5-1152-00	JOHN MAY REVOCABLE TRUST	300 W COLLEGE AVE	54914	CBD	31,439.87	SCHMITT TITLE LLC	$6,500	$190,200	$888,000	$1,078,200	$1,111,500.00	3	No	No
31-5-1188-00	APPLETON WEST END REALTY LTD	N RICHMOND ST	54914	C2	6,104.14			$16,000	$1,200	$38,300	$38,300.00	4	Yes	Yes
31-5-1199-00	LAURA BERRY	202 N LOCUST ST	54914	R1C	6,671.77			$16,400	$81,600	$98,000	$98,000.00	4	No	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2	81,782.56	LASERSAVE INC	$800	$239,200	$376,400	$615,600	$616,400.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		AHRENS VETERINARY & N	$3,400				$3,400.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		CUSTOM BUSINESS SYST	$4,700				$4,700.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		DIVERSIFIED INVESTIG	$14,800				$14,800.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		GALLOW, TIMOTHY L DDS	$6,700				$6,700.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		RICHMOND TANNING & T	$34,500				$34,500.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		DIEDRICH FAMILY INSU	$1,300				$1,300.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		NELSON FINANCIAL LLC	$2,500				$2,500.00	4	Yes	No
31-5-0712-00	BLUE OFFICE LLC	225 N RICHMOND ST	54914	C2		COMPANIES SALES & MARK	$1,400				$1,400.00	4	Yes	No
31-5-1189-00	MARY BODDY	210 N LOCUST ST	54914	R1C	7,230.09			$15,500	$59,300	$74,800	$74,800.00	4	No	No
31-5-1198-00	CHRISTENSEN LAND CO	137 N RICHMOND ST	54914	C2	86,036.46	MAVETT'S BAR & GRILL	$56,900	$227,200	$321,700	$548,900	$602,800.00	4	Yes	Yes
31-5-1198-00	CHRISTENSEN LAND CO	137 N RICHMOND ST	54914	C2		LINDO MICHOACAN MEXI	$16,400				$16,400.00	4	Yes	Yes
31-5-1198-00	CHRISTENSEN LAND CO	137 N RICHMOND ST	54914	C2		LITTLE CAESARS PIZZA	$9,500				$9,500.00	4	Yes	Yes

31-5-1188-00	CHRISTENSEN LAND CO	137 N RICHMOND ST	54914	C2		COMPUTER CORNER LLC	$4,300				$4,300.00	4	Yes	Yes
31-5-1189-00	CHRISTENSEN LAND CO	137 N RICHMOND ST	54914	C2		H&R BLOCK TAX SERVIC	$5,300				$5,300.00	4	Yes	Yes
31-5-1190-00	CHRISTENSEN LAND CO	W WASHINGTON ST	54914	C2	28,116.95			$114,000	$10,300	$124,200	$124,300.00	4	Yes	Yes
31-5-1187-00	GERALD ENGEL TRUST ET AL	N RICHMOND ST	54914	C2	6,468.45			$75,900	$0	$75,900	$75,900.00	4	Yes	Yes
31-5-0717-00	S L W INVESTMENTS LLC	737 W FRANKLIN ST	54914	B1C	5,327.15			$14,600	$66,300	$80,900	$80,800.00	4	No	Net
31-5-0719-00	MERLIN HEIN	314 N LOCUST ST	54914	B1C	5,040.29			$14,600	$70,100	$84,300	$84,300.00	4	No	Net
31-5-1191-00	JAMES KRANZUSCH	724 W WASHINGTON ST	54914	C2	5,248.02			$26,000	$45,100	$73,100	$73,100.00	4	Yes	Yes
31-5-0720-00	BRANDON LUEDTKE	725 W FRANKLIN ST	54914	B2	7,998.22			$17,600	$55,600	$73,000	$73,200.00	4	No	Net
31-5-1192-00	VIRGINIA MARRY	132 N LOCUST ST	54914	C2	11,187.05			$35,700	$54,300	$90,000	$90,000.00	4	No	Net
31-5-1194-00	AMY N GUYEN	138 N LOCUST ST	54914	C2	5,680.04			$14,600	$84,400	$99,000	$99,000.00	4	No	Net
31-5-0714-00	JEFFREY PABEVILER	721 W FRANKLIN ST	54914	B2	7,942.29			$14,600	$61,800	$76,000	$76,000.00	4	No	Net
31-5-0716-00	GENE THEO	791 W FRANKLIN ST	54914	B1C	5,935.21			$15,200	$84,800	$100,000	$100,000.00	4	No	Net
Vacaos						GreyFoxtt Leasing	$8,100				$8,100.00			
					1,007,696.31							Total area:	854,018	440,018
					23.13 acres		$1,58 2,100	$6,488,300	$13,086,600	$20,1 38,900	$21,717,600	% of District:	65.38%	43.67%

TIF DISTRICT #12 LEGAL DESCRIPTION

DESCRIPTION: A TRACT OF LAND BEING PART OF THE SW ¼ OF SECTION 26 AND A PART OF THE SE ¼ OF SECTION 27, ALL IN TOWNSHIP 21 NORTH, RANGE 17 EAST, CITY OF APPLETON, OUTAGAMIE COUNTY, WISCONSIN BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT THE CENTERLINE OF FRANKLIN STREET AND THE WEST LINE OF RICHMOND STREET AND BEING THE POINT OF BEGINNING;

THENCE SOUTH ALONG THE WEST LINE OF RICHMOND STREET TO THE WESTERLY EXTENSION OF THE SOUTH LINE OF LOT 1 OF CERTIFIED SURVEY MAP NUMBER 5425;

THENCE EASTERLY ALONG SAID EXTENSION AND THEN THE SOUTH LINE OF SAID LOT 1 AND THEN THE EASTERLY EXTENSION OF SOUTH LINE OF SAID LOT 1 TO THE SOUTHEASTERLY LINE OF THE WISCONSIN CENTRAL RAILROAD RIGHT OF WAY;

THENCE NORTHEASTERLY ALONG THE SOUTHEASTERLY LINE OF SAID WISCONSIN CENTRAL RAILROAD RIGHT OF WAY TO THE WEST LINE OF STATE STREET;

THENCE SOUTH ALONG THE WEST LINE OF STATE STREET TO THE WESTERLY EXTENSION OF THE SOUTH LINE OF JOHNSTON STREET;

THENCE EAST ALONG SAID WESTERLY EXTENSION OF JOHNSTON STREET AND THEN THE SOUTH LINE OF JOHNSTON STREET TO THE CENTERLINE OF WALNUT STREET;

THENCE SOUTH ALONG THE CENTERLINE OF WALNUT STREET TO THE NORTH LINE OF COLLEGE AVENUE;

THENCE SOUTHWESTERLY TO THE SOUTHWEST CORNER OF WALNUT STREET AND COLLEGE AVENUE;

THENCE SOUTH ALONG THE WEST LINE OF WALNUT STREET TO THE NORTH LINE OF LAWRENCE STREET;

THENCE WEST ALONG THE NORTH LINE OF LAWRENCE STREET TO THE WEST LINE OF STATE STREET;

THENCE SOUTH ALONG THE WEST LINE OF STATE STREET TO THE CENTERLINE OF LAWRENCE STREET;

THENCE WEST ALONG THE CENTERLINE OF LAWRENCE STREET TO THE CENTERLINE OF STORY STREET;

THENCE NORTH ALONG THE CENTERLINE OF STORY STREET TO THE CENTERLINE OF WASHINGTON STREET;

THENCE EAST ALONG THE CENTERLINE OF WASHINGTON STREET, LYING BETWEEN BLOCK 34 AND BLOCK 35 OF THE **FIFTH WARD PLAT,** TO THE CENTERLINE OF BENNETT STREET;

THENCE NORTH ALONG THE CENTERLINE OF BENNETT STREET TO A POINT 30 FEET NORTH OF THE WESTERLY EXTENSION OF THE SOUTH LINE OF WASHINGTON STREET AND SAID SOUTH LINE BEING CONTIGUOUS WITH THE NORTH LINE OF LOTS 4, 5, 15, 14 AND 13 OF BLOCK 32 OF THE **FIFTH WARD PLAT**;

THENCE EAST AND PARALLEL TO THE SOUTH LINE OF SAID WASHINGTON STREET TO THE CENTERLINE OF LOCUST STREET;

THENCE NORTH ALONG THE CENTERLINE OF LOCUST STREET TO THE CENTERLINE OF FRANKLIN STREET;

THENCE EAST ALONG THE CENTERLINE OF FRANKLIN STREET TO THE POINT OF BEGINNING.

16

OPINION OF THE CITY ATTORNEY ON THE COMPLIANCE OF THE PROJECT PLAN WITH WISCONSIN STATUTE

LEGAL SERVICES DEPARTMENT

Office of the City Attorney

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

100 North Appleton Street
Appleton, WI 54911
Phone: 920/832-6423
Fax: 920/832-5962

June 22, 2017

Mayor Timothy M. Hanna
City of Appleton
100 North Appleton Street
Appleton, WI 54911-4799

Re: Tax Increment Finance Program Plan, City of Appleton
Tax Incremental District #12

Dear Mayor Hanna:

You have asked me for a legal opinion as to the legal sufficiency and statutory compliance of the proposed Tax Incremental Finance Plan for the City of Appleton Tax Incremental District #12. I have reviewed the Project Plan for said District as well as the appendices attached thereto, specifically as to their compliance with the provision of Section 66.1105(4), Wisconsin Statutes. It is my opinion that the Project Plan is in compliance with all of the provisions of Section 66.1105(4) of the Wisconsin Statutes dealing with the creation of Tax Incremental Financing Districts.

If you have any questions concerning this matter, please contact me at your earliest convenience.

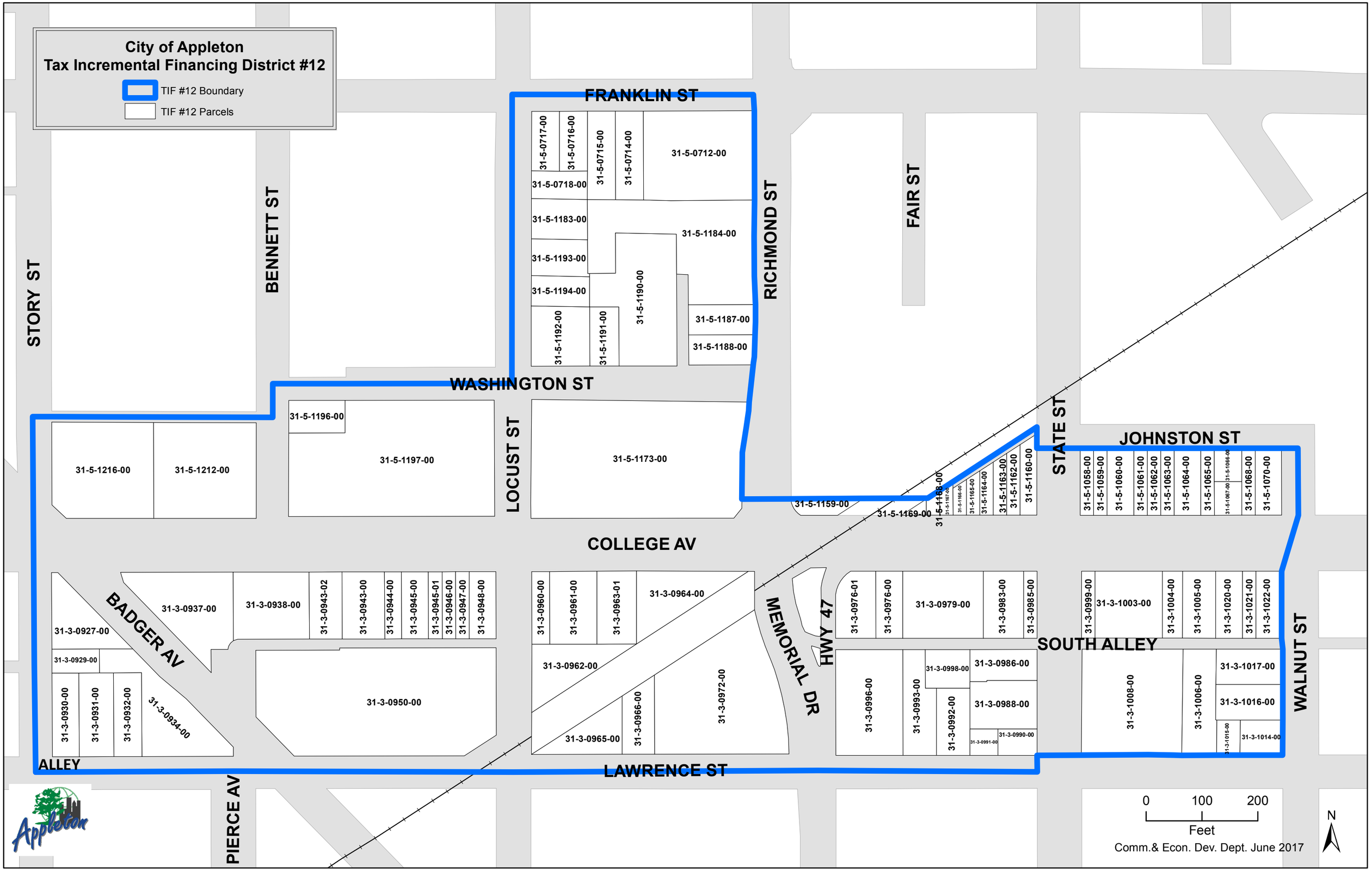
Sincerely,

James P. Walsh
City Attorney

JPW:jlg

J:\Attorney\WORD\jpw\LETTERS\TIF 12 Atty Opinion Letter 06-22-2017.doc

James P. Walsh, *City Attorney*
Christopher R. Behrens, *Deputy City Attorney*
Amanda Abshire, *Assistant City Attorney*


City of Appleton
Tax Incremental Financing District #12
TIF #12 Boundary
TIF #12 Parcels
FRANKLIN ST
WASHINGTON ST
COLLEGE AV
LAWRENCE ST
JOHNSTON ST
SOUTH ALLEY
ALLEY
STORY ST
BENNETT ST
RICHMOND ST
FAIR ST
LOCUST ST
STATE ST
WALNUT ST
BADGER AV
MEMORIAL DR
HWY 47
PIERCE AV
31-5-0717-00
31-5-0716-00
31-5-0715-00
31-5-0714-00
31-5-0712-00
31-5-0718-00
31-5-1183-00
31-5-1184-00
31-5-1193-00
31-5-1194-00
31-5-1190-00
31-5-1192-00
31-5-1191-00
31-5-1187-00
31-5-1188-00
31-5-1196-00
31-5-1197-00
31-5-1173-00
31-5-1216-00
31-5-1212-00
31-5-1159-00
31-5-1169-00
31-5-1168-00
31-5-1167-00
31-5-1166-00
31-5-1165-00
31-5-1164-00
31-5-1163-00
31-5-1162-00
31-5-1160-00
31-5-1058-00
31-5-1059-00
31-5-1060-00
31-5-1061-00
31-5-1062-00
31-5-1063-00
31-5-1064-00
31-5-1065-00
31-5-1066-00
31-5-1067-00
31-5-1068-00
31-5-1070-00
31-3-0937-00
31-3-0938-00
31-3-0943-02
31-3-0943-00
31-3-0944-00
31-3-0945-00
31-3-0945-01
31-3-0946-00
31-3-0947-00
31-3-0948-00
31-3-0927-00
31-3-0929-00
31-3-0930-00
31-3-0931-00
31-3-0932-00
31-3-0934-00
31-3-0950-00
31-3-0960-00
31-3-0961-00
31-3-0963-01
31-3-0964-00
31-3-0962-00
31-3-0965-00
31-3-0966-00
31-3-0972-00
31-3-0976-01
31-3-0976-00
31-3-0979-00
31-3-0983-00
31-3-0985-00
31-3-0996-00
31-3-0993-00
31-3-0998-00
31-3-0992-00
31-3-0986-00
31-3-0988-00
31-3-0991-00
31-3-0990-00
31-3-0999-00
31-3-1003-00
31-3-1004-00
31-3-1005-00
31-3-1020-00
31-3-1021-00
31-3-1022-00
31-3-1008-00
31-3-1006-00
31-3-1017-00
31-3-1016-00
31-3-1015-00
31-3-1014-00
0
100
200
Feet
Comm.& Econ. Dev. Dept. June 2017
N

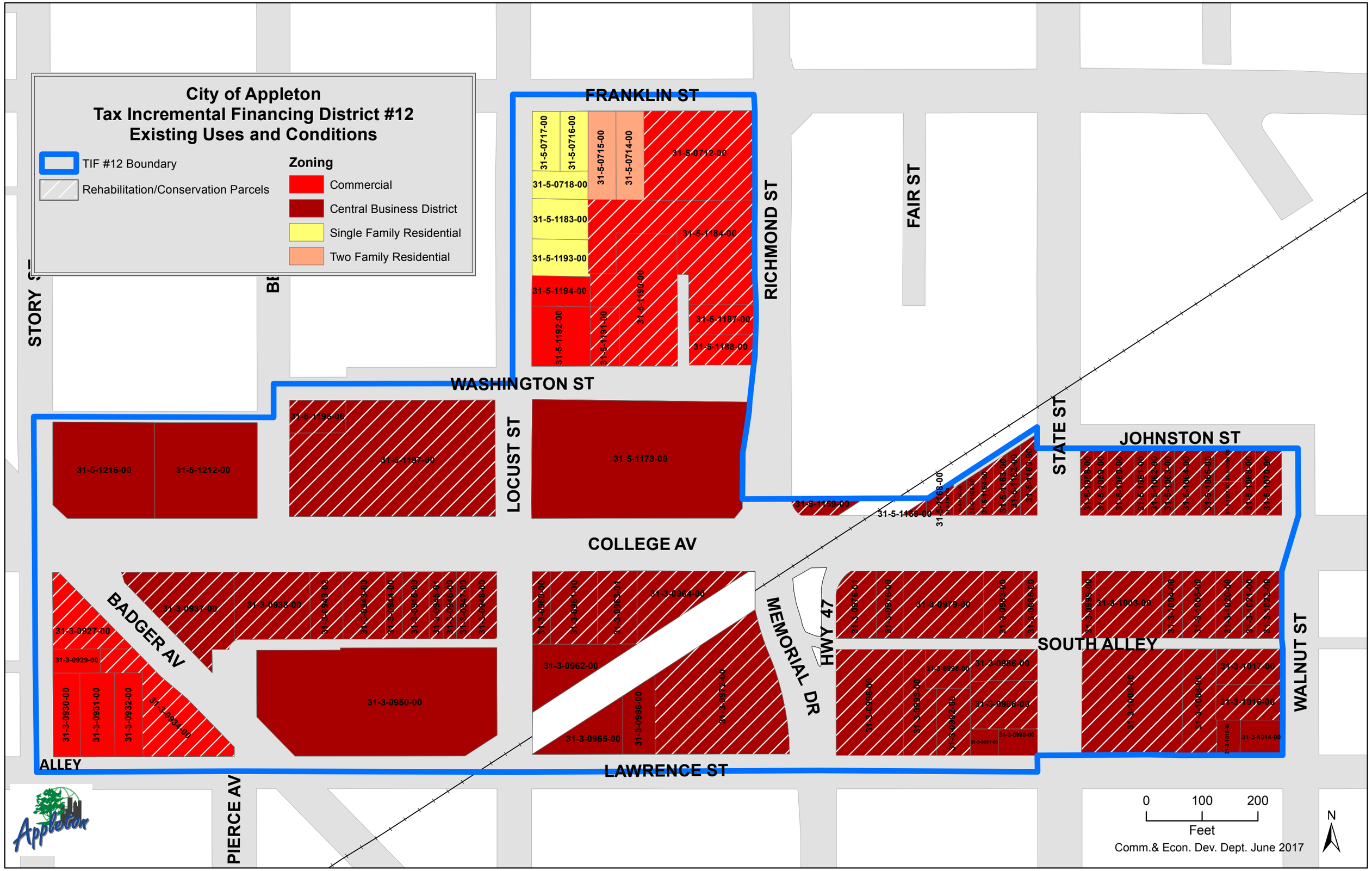
City of Appleton
Tax Incremental Financing District #12
Existing Uses and Conditions

TIF #12 Boundary

Rehabilitation/Conservation Parcels

Zoning

- Commercial
- Central Business District
- Single Family Residential
- Two Family Residential



Comm.& Econ. Dev. Dept. June 2017