



City of Appleton

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

Meeting Agenda - Final Joint Review Board

Monday, August 10, 2020

1:00 PM

Council Chambers, 6th Floor

Outagamie County

1. Call meeting to order
2. Roll call of membership
4. **Public Hearings/Apearances**
5. **Action Items**
6. **Information Items**

[20-0976](#) Discuss Responsibilities of the Joint Review Board

Attachments: [WI TIF Joint Review Board Info.pdf](#)

[20-0977](#) Review and Discuss Tax Incremental District No. 3 and Tax Incremental District No. 11 Project Plan Amendments

Attachments: [TID No. 3 Project Plan Amendment_5th Draft_2020-7-8.pdf](#)

[TID No. 11 Project Plan Amendment_5th Draft_2020-7-8.pdf](#)

[Map For Property Owner Mailing Notification.pdf](#)

[20-0978](#) Review 2019 Annual Reports for Tax Incremental Financing Districts #3, 8, 9, 10, 11 and 12 (those within Outagamie County)

Attachments: [2019 TIF 3 Report.pdf](#)

[2019 TIF 8 Report.pdf](#)

[2019 TIF 9 Report.pdf](#)

[2019 TIF 10 Report.pdf](#)

[2019 TIF 11 Report.pdf](#)

[2019 TIF 12 Report.pdf](#)

[2019 City of Appleton Growth Report.pdf](#)

[20-0979](#) Set Next Meeting Date

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.

Wisconsin Tax Incremental Financing Joint Review Board Information

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



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](#).



August 11, 2020

Tax Incremental District No. 3 Project Plan Amendment



Organizational Joint Review Board Meeting Held:	Scheduled for August 10, 2020
Public Hearing Held:	Scheduled for August 11, 2020
Adoption by Plan Commission:	Scheduled for August 11, 2020
Adoption by Common Council:	Scheduled for August 19, 2020
Approval by the Joint Review Board:	TBD

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SECTION 1: Executive Summary

Description of District

Tax Incremental District (“TID”) No. 3 (“District”) is a blighted area district created by the City on November 4, 1992. In accordance with its Project Plan (“Plan”), the objectives for the District were to stimulate downtown and commercial development, to expand the property tax base and employment opportunities, and to reduce blight in the downtown retail area. On August 3, 2011, the District was designated as distressed as permitted under Wis. Stat. § 66.1105(4e) which extended the expiry of its maximum life by ten years until November 4, 2029. This extension did not lengthen the District’s expenditure period, which terminated on November 4, 2014. The distressed designation was sought following a \$15.4 million decrease in the District’s valuation from 2009 to 2010 resulting from the Department of Revenue’s implementation of a new valuation methodology, and a loss of valuation in the Richmond Terrace project following a bankruptcy sale. As of January 1, 2019, the District had an incremental valuation of \$51,958,700. The District’s remaining liabilities include an advance from the City’s General Fund, which is projected to be repaid in 2024, and payments due to the City’s Parking Utility which are expected to run through the remaining life of the District.

Amendment Purpose

The City has identified 61 parcels within the District that continue to have redevelopment potential. Since the District’s expenditure period has passed, the City is unable to incur further Project Costs to promote redevelopment on those sites. This Plan Amendment will subtract these 61 parcels from the District as permitted under Wis. Stat. § 66.1105(4)(h)2. By separate amendment to Tax Incremental District No. 11 (“TID No. 11”), the City will add the same 61 parcels to that district, which has an active expenditure period through August 2, 2039. This will allow the City to promote further redevelopment in the downtown area in furtherance of the objectives of both TIDs No. 3 and 11. The effective date of the subtraction for valuation purposes will be January 1, 2020, first impacting the 2021 levy for the 2022 budget year.

Other than the subtraction of territory from the District, this Plan Amendment makes no further changes to the District or its Plan. The territory subtraction is expected to reduce the incremental value of the District by a net amount of \$1,095,100. At the present tax rate, the annual revenue reduction will be approximately \$23,000, or \$230,000 over the remaining life of the District. As the District is currently projected to remain open for the balance of its remaining life, the removal of territory will not impact closure, but will instead reduce the funds available for repayments to the Parking Utility.

Summary of Findings

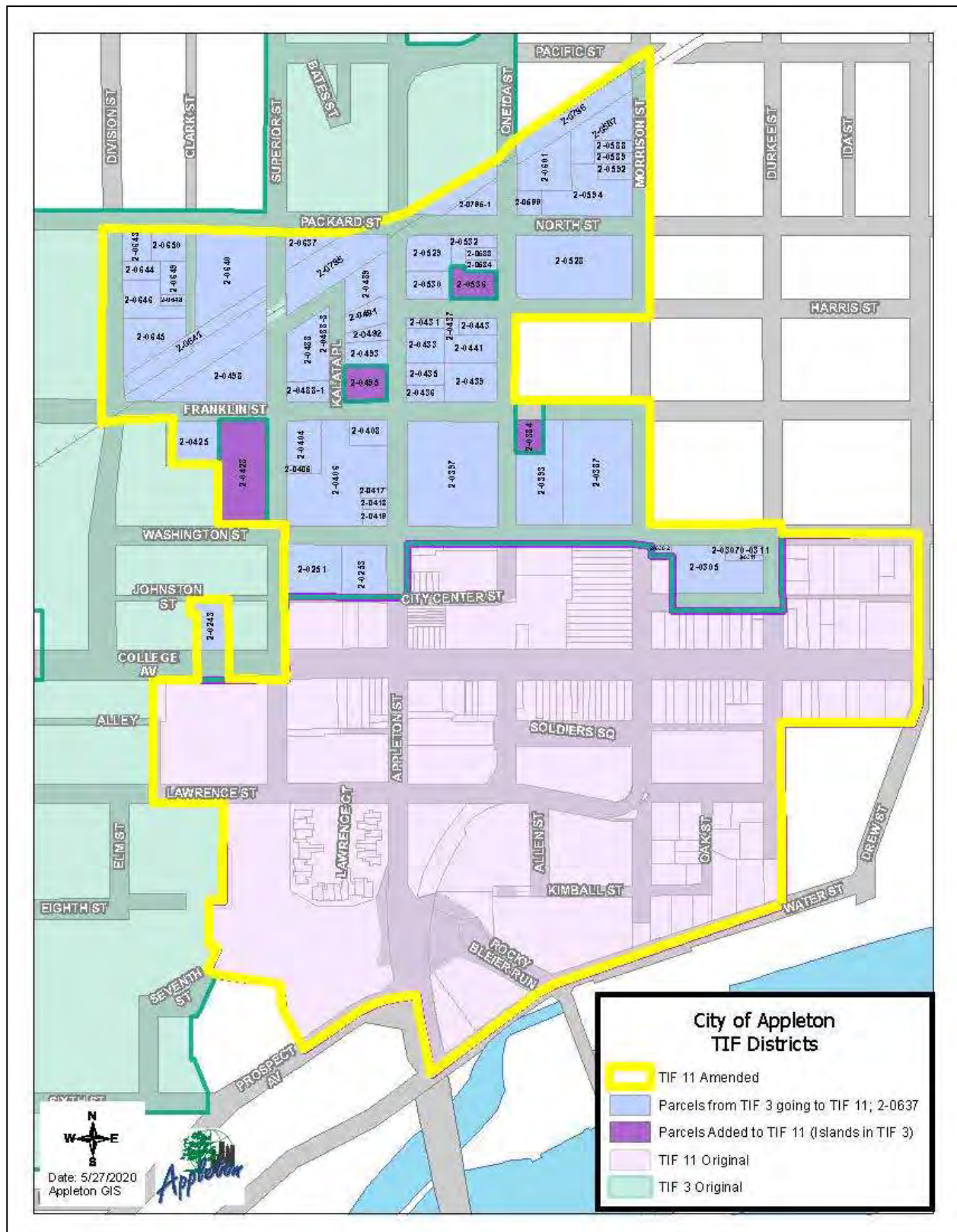
As required by Wis. Stat. § 66.1105, and as documented in this Plan Amendment and the exhibits contained and referenced herein, the following findings are made:

1. **That “but for” this Plan Amendment: 1) the City’s economic development objectives for the District will not be achieved; and 2) additional potential development within the District may not occur in the manner, at the values, or within the timeframe desired by the City.** In evaluating the appropriateness of this Plan Amendment, the Joint Review Board must consider “(w)hether the development expected in the tax incremental district would occur without the use of tax incremental financing” customarily referred to as the “but for” test. Since the purpose of this Plan Amendment is solely to subtract territory, this test cannot be applied in the conventional way. The Joint Review Board has previously concluded that the “but for” test was met with respect to the District. Accordingly, the City finds that it is reasonable to conclude the “but for” test continues to be satisfied.

2. **The economic benefits of amending the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements.** As a result of the Project Costs made within the District, nearly \$52 million in incremental property value has been created. While not quantified, increased employment, business and personal income, and other economic benefits have resulted from the redevelopment that has occurred within the District.
3. **The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions.** Given the Joint Review Board has previously concluded the benefits of the District outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions, the City finds that it is reasonable to conclude that this test continues to be satisfied.
4. Not less than 50% by area of the real property within the District, as amended, was a blighted area within the meaning of Wis. Stat. § 66.1105(2)(a)1. at the time the District was created.
5. Based on the foregoing finding, the District is declared to be, and remains, a blighted area district based on the identification and classification of the property included within the District.
6. The District's Project Costs, which remain unchanged, relate directly to promoting the elimination of blight.
7. No territory will be added to the District. Demonstration of compliance with the 12% equalized value test is therefore not required for this Plan Amendment.
8. Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District
9. The Plan for the District is feasible and is in conformity with the Master Plan of the City.
10. That based on the District's creation date, the City was not required to provide an estimate of the percentage of territory within the District expected to be devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).

SECTION 2: District Boundary Map & Identification of Parcels to be Subtracted

Map Found on Following Page.



SECTION 3:

Identification of Parcels to be Subtracted

The purpose of this Plan Amendment is to remove the parcels identified in the table below from the District effective January 1, 2020. The parcel subtraction will reduce the District's base value by approximately \$5,673,000, and its incremental value by approximately \$1,095,100. The figures listed in the table reflect assessed values. The actual adjustments to the base and incremental value will be calculated by the Department of Revenue using equalized value. Furthermore, the figures listed under the "Current Value" column reflect valuations as of January 1, 2019. The actual reduction in incremental value will be based on January 1, 2020 valuations which are not yet available. The actual reductions in both the base and incremental valuation of the District will therefore vary from the estimates provided. The District's revised based and incremental values resulting from the removal of the listed parcels will first be reflected in the valuations certified for January 1, 2021.

Parcel Number	Street Address	Base Value (Jan. 1, 1993)	Current Value (Jan. 1, 2019)
0-0311	229 E WASHINGTON ST	\$ -	\$ -
2-0243	318 W COLLEGE AVE	\$ -	\$ 827,000
2-0251	221 W WASHINGTON ST	\$ -	\$ -
2-0253	131 N APPLETON ST	\$ 530,600	\$ 536,600
2-0302	130 N MORRISON ST	\$ 89,600	\$ 140,000
2-0305	215 E WASHINGTON ST	\$ 90,000	\$ 34,100
2-0307	E WASHINGTON ST	\$ 124,000	\$ 28,500
2-0311	129 N DURKEE ST	\$ 100,000	\$ 160,500
2-0387	130 E WASHINGTON ST	\$ 95,000	\$ -
2-0393	100 E WASHINGTON ST	\$ -	\$ -
2-0397	225 N ONEIDA ST	\$ 275,000	\$ -
2-0404	231 W FRANKLIN ST	\$ 567,700	\$ 270,900
2-0405	214 N SUPERIOR ST	\$ -	\$ 174,900
2-0406	N APPLETON ST	\$ -	\$ 762,800
2-0408	233 N APPLETON ST	\$ -	\$ 223,100
2-0417	211 N APPLETON ST	\$ 198,300	\$ 135,500
2-0418	207 N APPLETON ST	\$ 78,600	\$ 218,700
2-0419	201 N APPLETON ST	\$ -	\$ 313,000
2-0425	W FRANKLIN ST	\$ 140,700	\$ 136,600
2-0431	322 N APPLETON ST	\$ 127,800	\$ -
2-0433	314 N APPLETON ST	\$ 112,500	\$ -
2-0435	304 N APPLETON ST	\$ 27,500	\$ 272,600
2-0436	300 N APPLETON ST	\$ -	\$ -
2-0437	E HARRIS ST	\$ 88,900	\$ 14,700
2-0439	303 N ONEIDA ST	\$ 30,000	\$ -
2-0441	N ONEIDA ST	\$ 60,200	\$ 103,800

(Table Continued on Next Page)

Parcel Number	Street Address	Base Value (Jan. 1, 1993)	Current Value (Jan. 1, 2019)
2-0443	N ONEIDA ST	\$ -	\$ 38,900
2-0488	N SUPERIOR ST	\$ 32,900	\$ 173,400
2-0488-1	222 W FRANKLIN ST	\$ -	\$ -
2-0488-3	323 N KALATA PL	\$ 148,700	\$ -
2-0489	N APPLETON ST	\$ -	\$ -
2-0491	325 N APPLETON ST	\$ 183,800	\$ 228,000
2-0492	319 N APPLETON ST	\$ 34,200	\$ -
2-0493	317 N APPLETON ST	\$ 17,100	\$ 212,000
2-0498	N SUPERIOR ST	\$ 98,200	\$ 236,100
2-0528	120 E HARRIS ST	\$ 91,000	\$ -
2-0529	N APPLETON ST	\$ -	\$ 86,900
2-0530	116 W HARRIS ST	\$ -	\$ 125,000
2-0532	433 N ONEIDA ST	\$ 146,400	\$ -
2-0533	415 N ONEIDA ST	\$ 217,000	\$ 86,000
2-0534	N ONEIDA ST	\$ 28,700	\$ 20,900
2-0587	531 N MORRISON ST	\$ 29,800	\$ -
2-0588	N MORRISON ST	\$ 44,200	\$ -
2-0589	517 N MORRISON ST	\$ 44,700	\$ 66,300
2-0592	513 N MORRISON ST	\$ 48,000	\$ -
2-0594	130 E NORTH ST	\$ -	\$ -
2-0599	506 N ONEIDA ST	\$ 180,200	\$ 122,200
2-0601	510 N ONEIDA ST	\$ -	\$ 242,600
2-0637	N SUPERIOR ST	\$ -	\$ -
2-0640	311 W PACKARD ST	\$ -	\$ -
2-0641	311 N SUPERIOR ST	\$ 32,100	\$ 143,200
2-0643	414 N DIVISION ST	\$ 74,000	\$ 142,000
2-0644	N DIVISION ST	\$ -	\$ -
2-0645	N DIVISION ST	\$ -	\$ 132,400
2-0646	400 N DIVISION ST	\$ 95,700	\$ -
2-0648	401 N CLARK ST	\$ 77,600	\$ 108,000
2-0649	403 N CLARK ST	\$ 805,700	\$ 88,900
2-0650	327 W PACKARD ST	\$ 78,500	\$ 162,000
2-0795	LAND LOCKED	\$ 78,500	\$ -
2-0795	LAND LOCKED	\$ 28,800	\$ -
2-0795-1	W PACKARD ST	\$ 209,100	\$ -
2-0796	LAND LOCKED	\$ 111,700	\$ -
Totals		\$ 5,673,000	\$ 6,768,100

SECTION 4: Map Showing Existing Uses and Conditions

Except for subtraction of territory, this Plan Amendment makes no changes to the map depicting existing uses and conditions of real property within the District as included in the original Project Plan for the District approved on November 4, 1992. That map is hereby incorporated by reference.

SECTION 5: Equalized Value Test

No territory will be added to the District. Demonstration of compliance with the 12% equalized value test is therefore not required for this Plan Amendment.

SECTION 6: Statement of Kind, Number and Location of Proposed Public Works and Other Projects

The District's expenditure period terminated on November 4, 2014; therefore, no additional Project Costs may be incurred. The Statement of Kind, Number and Location of Proposed Public Works and Other Projects set forth in the original Project Plan for the District approved on November 4, 1992 remains unchanged.

SECTION 7: Map Showing Proposed Improvements and Uses

Except for subtraction of territory, this Plan Amendment makes no changes to the maps depicting proposed improvements and uses within the District as included in the original Project Plan for the District approved on November 4, 1992. That map is hereby incorporated by reference.

SECTION 8: Detailed List of Project Costs

The District's expenditure period terminated on November 4, 2014; therefore, no additional Project Costs may be incurred. The Detailed List of Project Costs set forth in the original Project Plan for the District approved on November 4, 1992 remains unchanged.

SECTION 9:

Economic Feasibility Study, Financing Methods, and the Time When Costs or Monetary Obligations Related are to be Incurred

The cash flow projection found on the following page reflects the District's current financial position and anticipated performance through the end of its maximum life. The District's expenditure period ended on November 4, 2014 and additional expenditures will be limited to repayment of existing obligations and direct administrative cost. Existing liabilities include an advance from the General Fund expected to be repaid by 2024, and payments owed to the City's Parking Utility which will run through the District's final year in 2031.

TAX INCREMENT DISTRICT # 3 CASH FLOW PROJECTION

Valuation Year 1/1	Revenue Year	TIF District 3 Valuation*	Tax Rate	Tax Increment	Other Revenues	Admin Expense	Interest on Gen Fund Advance	Repayment to Parking Utility	Fund Balance	Repayment of General Fund Advance	Cash Balance
	2019								\$ (4,158,375)		\$ 334,052
2019	2020	70,899,500	21.2190	1,102,512	13,593	(1,500)	(195,871)	0	(3,239,641)	(1,150,000)	102,786
2020	2021	71,608,495	21.2190	1,117,556	13,000	(2,000)	(142,121)	0	(2,253,206)	(1,000,000)	89,221
2021	2022	65,420,441	21.2190	1,106,627	13,000	(2,000)	(92,121)	0	(1,227,700)	(1,000,000)	114,727
2022	2023	66,074,646	21.2190	1,120,508	13,000	(2,000)	(39,621)	0	(135,813)	(1,100,000)	106,614
2023	2024	66,735,392	21.2190	1,134,529	13,000	(2,000)	0	(900,000)	109,716	(242,427)	109,716
2024	2025	67,402,746	21.2190	1,148,689	13,000	(2,000)	0	(1,200,000)	69,405	0	69,405
2025	2026	68,076,773	21.2190	1,162,992	13,000	(2,000)	0	(1,200,000)	43,397	0	43,397
2026	2027	68,757,541	21.2190	1,177,437	13,000	(2,000)	0	(1,200,000)	31,834	0	31,834
2027	2028	69,445,117	21.2190	1,192,026	13,000	(2,000)	0	(1,200,000)	34,860	0	34,860
2028	2029	70,139,568	21.2190	1,206,762	13,000	(2,000)	0	(1,200,000)	52,622	0	52,622
2029	2030	70,840,963	21.2190	1,221,645	13,000	(2,000)	0	(1,200,000)	85,267	0	85,267
2030	2031	71,549,373	21.2190	1,236,677	13,000	(6,000)	0	(1,328,944)	(0)	0	(0)
				<u>\$ 13,927,960</u>	<u>\$ 156,593</u>	<u>\$ (27,500)</u>	<u>\$ (469,734)</u>	<u>\$ (9,428,944)</u>		<u>\$ (4,492,427)</u>	

* A 1% valuation growth has been used for 2020 and beyond. Valuation and Tax Increment figures also assume a \$5,673,000 reduction in District base value, and a \$6,768,100 reduction in District incremental value as of January 1, 2020 as a result of the territory subtraction. (Net loss of \$1,095,100 in incremental value).

SECTION 10: Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. No territory is being added to the District as part of this Plan Amendment

SECTION 11: Proposed Zoning Ordinance Changes

The proposed Plan Amendment is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

SECTION 12: Proposed Changes in Master Plan, Map, Building Codes and Ordinances

The proposed Plan Amendment is in general conformance with the City's Comprehensive Plan. Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

SECTION 13: Relocation

The District's expenditure period terminated on November 4, 2014, therefore no additional Project Costs, to include relocation costs, may be incurred.

SECTION 14: Orderly Development of the City

This original District Plan contributed to the orderly development of the City by promoting revitalization of blighted and transitional areas in the City's Downtown District. The District's expenditure period has past, and this Plan Amendment has no impact to the original District Plan regarding orderly development of the City.

SECTION 15: List of Estimated Non-Project Costs

Non-Project Costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

The District's expenditure period terminated on November 4, 2014, therefore no additional Project Costs, or Non-Project Costs will be incurred.

SECTION 16:

Opinion of Attorney for the City of Appleton Advising
Whether the Plan is Complete and Complies with
Wisconsin Statutes 66.1105

SAMPLE

RE: Project Plan Amendment for Tax Incremental District No. 3

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105. As City Attorney for the City of Appleton, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan Amendment for the City of Appleton Tax Incremental District No. 3 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

Christopher R. Behrens
City Attorney

SECTION 17:

Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The scope of this Plan Amendment makes no changes to the calculations prepared and included in the original District Project Plan approved on November 4, 1992. Those calculations are hereby incorporated by reference.



August 11, 2020

Tax Incremental District No. 11 Project Plan Amendment



Organizational Joint Review Board Meeting Held:	Scheduled for August 10, 2020
Public Hearing Held:	Scheduled for August 11, 2020
Adoption by Plan Commission:	Scheduled for August 11, 2020
Adoption by Common Council:	Scheduled for August 19, 2020
Approval by the Joint Review Board:	TBD

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SECTION 1: Executive Summary

Description of District

Tax Incremental District (“TID”) No. 11 (“District”) is a blighted area district created by the City on August 2, 2017. In accordance with its Project Plan (“Plan”), the objectives for the District are 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 complete description of the District, individual development areas, and objectives related to those areas can be found in Section 2 of this Plan.

Amendment Purpose

The City has identified 61 parcels within Tax Incremental District No. 3 (TID No. 3) comprising an area that continues to have redevelopment potential. Since TID No. 3’s expenditure period has passed, the City is unable to incur further Project Costs within this area. This Plan Amendment will add these 61 parcels to the District as permitted under Wis. Stat. § 66.1105(4)(h)2. Four additional parcels not presently located within TID No. 3 will also be added to the District as part of this Plan Amendment. This will allow the City to promote further redevelopment in the downtown area in furtherance of the objectives of both TIDs No. 3 and 11. The effective date of the territory additions for valuation purposes will be January 1, 2020. The Plan also sets forth additional Project Costs the City may incur within the District and the territory being added to the District.

Summary of Findings

As required by Wis. Stat. § 66.1105, and as documented in this Plan Amendment and the exhibits contained and referenced herein, the following findings are made:

1. **That “but for” this Plan Amendment: 1) the City’s economic development objectives for the District will not be achieved; and 2) additional potential development within the District may not occur in the manner, at the values, or within the timeframe desired by the City.** Development Areas identified in this Plan Amendment contain various impediments to redevelopment including obsolete structures, structures requiring substantial renovation, substandard access, and inadequate parking. Due to the additional development costs associated with brownfield redevelopment such as demolition, remediation and provision of off-street parking, Tax Incremental Financing (“TIF”) is often required to make a project economically feasible. Without use of TIF, redevelopment projects that the City wants to encourage are unlikely to attract needed private investment capital. It is therefore the City’s judgment that “but for” the use of TIF within the District and the territory to be added, that redevelopment is not likely to occur in the manner, at the values, or within the timeframe desired by the City. Since the District includes various potential Development Areas, the City will evaluate specific projects as they are proposed regarding any requested TIF assistance.
2. **The economic benefits of amending the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements.** Beyond the expected increase in incremental property value, development within the District will result in short-term employment opportunities as a result of both public and private construction, as well as long-term employment opportunities resulting from commercial and retail operations that will locate in or be retained within the District. Implementation of the Plan Amendment will also provide housing opportunities, and commercial enterprise providing goods and services to

workers and residents in the area. The City expects that the level of economic benefit derived from implementing the amended Plan will be more than sufficient to compensate for the Project Costs to be undertaken.

3. **The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions.** As identified in 2. above, the economic benefits of the Plan Amendment are expected to more than compensate for the Project Costs. These same benefits will be enjoyed by taxpayers of all overlying taxing jurisdictions. The City finds that the benefits of the Plan Amendment similarly outweigh the cost of the anticipated tax increments to be paid.
4. Not less than 50% by area of the real property within the District, as amended, is a blighted area within the meaning of Wis. Stat. § 66.1105(2)(ae)1.
5. Based on the foregoing finding, the District is declared to be, and remains, a blighted area district based on the identification and classification of the property included within the District.
6. The District's Project Costs relate directly to promoting the elimination of blight.
7. The equalized value of the taxable property within the territory to be added to the District, plus the value increment of all other existing tax incremental districts within the City, does not exceed 12% of the total equalized value of taxable property within the City.
8. Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District
9. The Plan for the District is feasible and is in conformity with the Master Plan of the City.
10. The City estimates that 10% of the territory within the District will devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).

SECTION 2: Intent and Purpose of District and the Amendment

The District was created by the City of Appleton under the authority provided by Wis. Stat. § 66.1105 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. 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 original District consisted of approximately 39 acres of land with the vast majority zoned Central Business District. This Amendment will add approximately 29 acres of land to the District, further identified as Development Areas #9 through #13 in the Section. A minority of parcels in the District are currently zoned Planned Development Multi-Family, Public Institution, Single-Family Residential, and Multi-Family Residential.

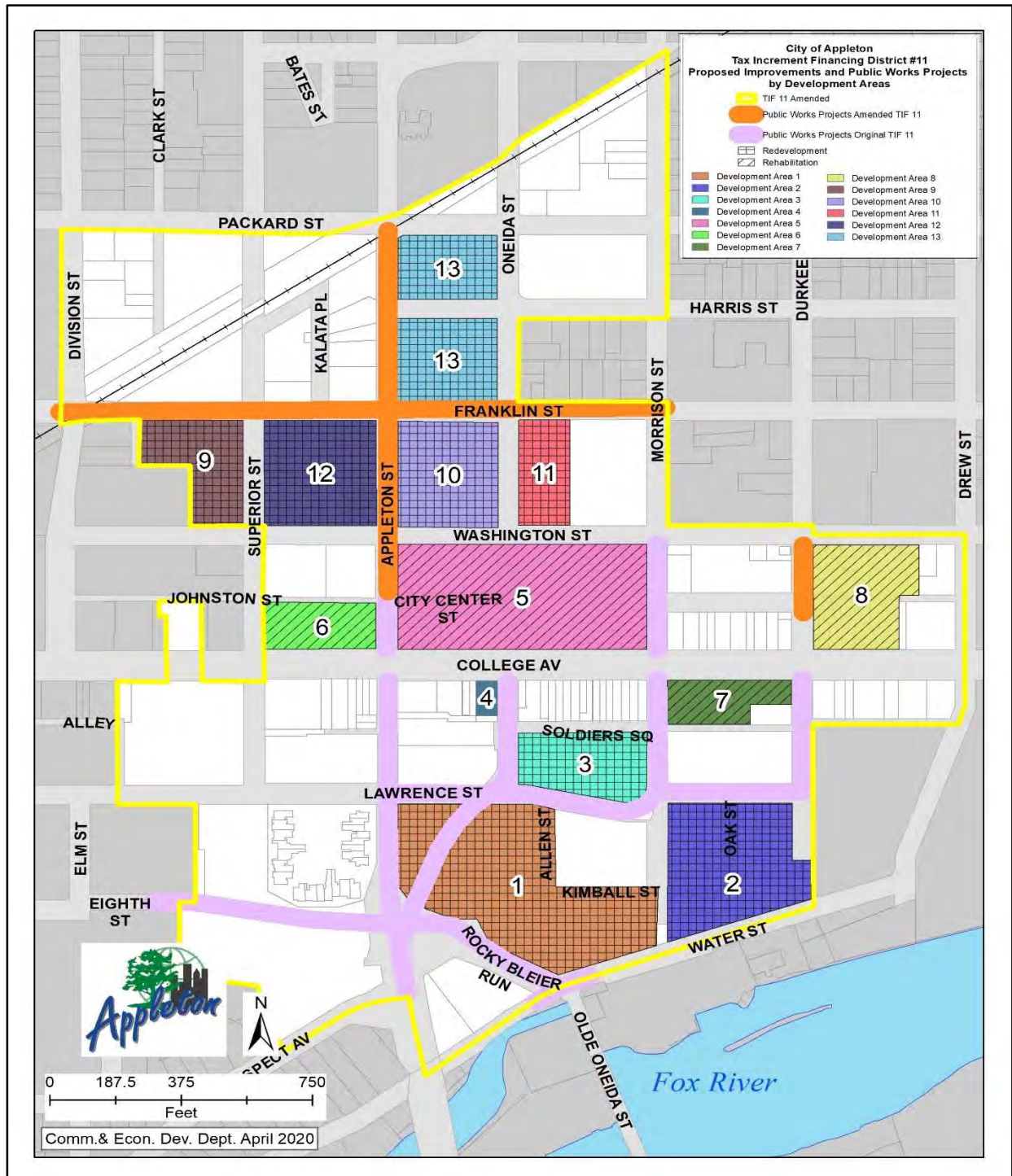
The District was created as a “Blighted Area” district based upon the finding that at least 50%, by area of the real property within the District, was blighted within the meaning of Wis. Stat. § 66.1105 and 66.1333 described below.

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 Plan, as amended, outlines the City’s role in assisting with the redevelopment of vacant, blighted, and underutilized properties and the rehabilitation or 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 thirteen identified development areas (see map below) within the District that include a combination of redevelopment and rehabilitation sites. Areas #1 through #8 are located within the original District boundary, with Areas #9 through #13 incorporated through this Amendment. The following map and accompanying narrative highlight 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, when the site was purchased by One Lawrence Street, LLC, in January 2017. This local developer intended to demolish the site for redevelopment.

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, One Lawrence Street, LLC, in January 2017 whose intentions were to demolish the site for redevelopment.

Subsequently, in December of 2019, U.S. Venture, Inc. purchased both 209 Allen Street and 111 Kimball Street sites with the intention to build their National Headquarters. Demolition of the Church and Michiels buildings are underway.

Future possible uses for these sites may include office, mixed use, public parking, public library, medical clinic, hotel, multi-family apartments and/or condominiums. The timing for this redevelopment is 2017-2022, and the proposed construction costs are estimated at \$81.6 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 along College Avenue and Development Area #3 Solider Square Parking Ramp and Plaza Area.

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

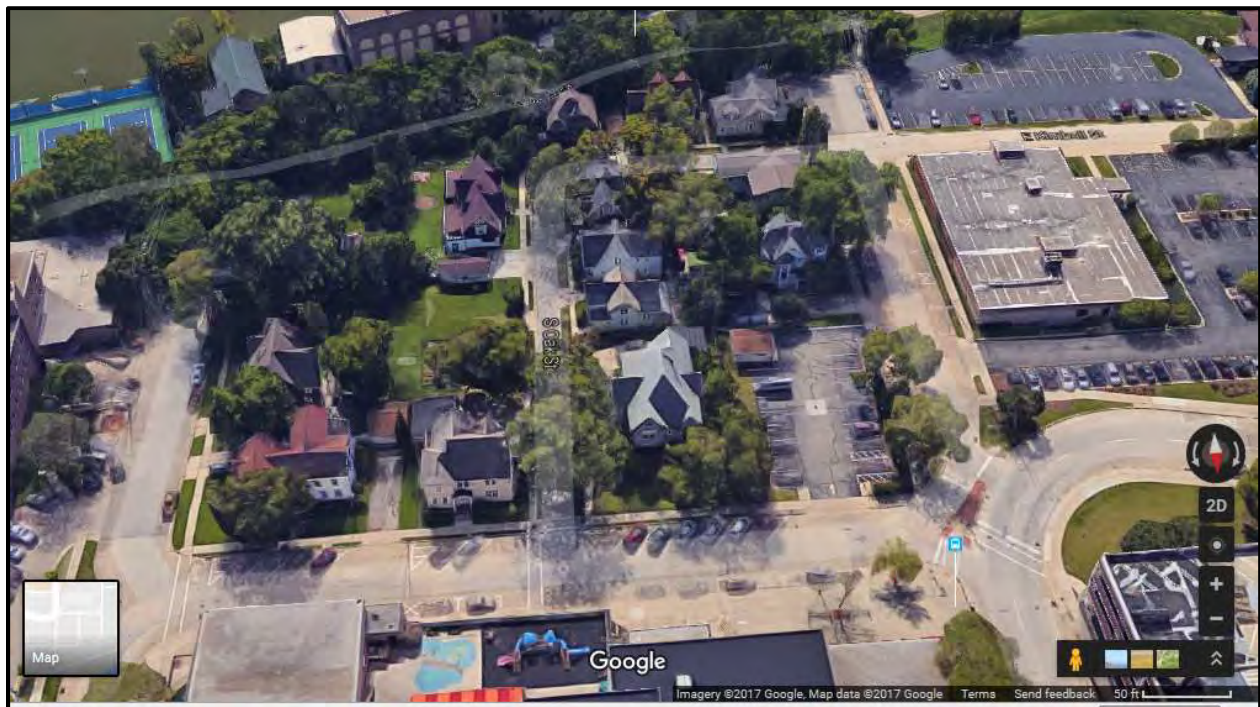


An aerial view of the bluff site.

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 and had several owners but currently there are only two owners. U.S. Venture, Inc. or their proxy and the YMCA of the Fox Cities. The YMCA of the Fox Cities owns 7 of the 16 parcels. The 7 parcels owned by the YMCA of the Fox Cities are comprised of 1 vacant lot, 5 vacant homes and 1 surface parking lot. Five (5) of the 7 parcels are on the tax rolls.

The remaining parcels owned by U.S. Venture or their proxy and have been or are in the process of being demolished. U.S. Venture intends to use this area for future growth and an approximate value is not known at this time.

This blighted area could benefit from redevelopment and rehabilitation 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 aerial view of bluff site 2.

Development Area #3. The Solider Square Ramp located at 120 S. Oneida Street was built in 1966, has 424 parking 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 as Central Business District designation on the Future Land Use Map. The image below is a concept that was included in Chapter 14: Downtown Plan. 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. Due to the City's release of an RFP for a mixed-use library, Commercial Horizons, in early 2017, proposed to construct a mixed-use library on this site. The City has, and at some point, may continue to complete due diligence on this proposal.



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., within the building and the vacancy rate is high due to a pending re-development project. 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 the modification.

The first seven floors in the original 1931 building were largely constructed using marble originally designed and planned 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 construction bids, funding and timing of other projects. The proposed project will have an approximate value of \$10 million upon completion of the proposed renovations.



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

Development Area #5: This area is comprised of City Center Plaza and the vacant land where the Blue Ramp and 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, Saleytics, 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, Thrivent Financial 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, had 401 stalls parking ramp, and was demolished in 2019 as it was blighted, a substandard and/or deteriorating structure, and had 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. As of March 1, 2020, the City of Appleton has an exclusive planning option with Merge Development on both the Blue Ramp and Washington Place sites. This option will allow Merge Development to complete all due diligence necessary to determine physical and financial feasibility of constructing a mixed-use development with rental units and light retail space. At this time, it is estimated that a development such as this would add a minimum of \$4 million in assessed value to our tax rolls.

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**

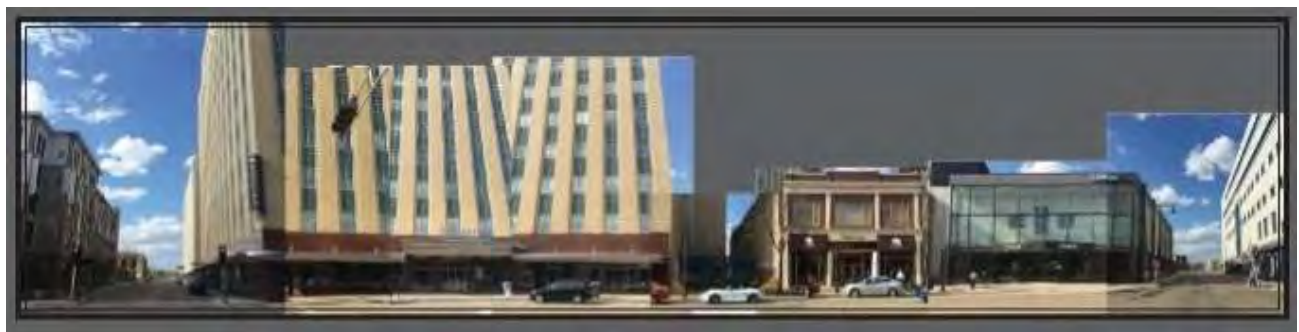
Development Area #6: This area includes Chase Bank and parking, a parklet, and the 222 Building.

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. In 2019, as recommended in the Downtown Mobility Study, adopted by Council in 2016, Appleton Street was converted from one-way southbound traffic to two-way traffic, 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.

The 222 Building, located at 222 W. College Avenue, was originally constructed in 1952, and 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 block of East 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, 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. The four buildings were used as a retail furniture store utilizing approximately 35,000 sq. ft. for showroom with additional basement space for storage until 2019.

In May 2019, Fore Development purchased all four buildings for redevelopment into a mixed-use project named Gabriel Lofts. This project will have 21 market rate apartments and street level commercial/retail space. These efforts will make this blighted area more aesthetically pleasing through redevelopment, rehabilitation and conservation. This project will add approximately \$4 million in increment to our tax rolls.

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 or as a coordinated effort. 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, as well as parcels North of Johnston 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 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.

Fore Development plans to redevelop 118 N. Durkee Street into the Avant Apartments. The Avant Apartments is a 33-unit multi-family, market rate apartment complex with an approximate incremental assessed value of \$4 million. This project is anticipated to be open Summer of 2020.

Tadych Investments plans to redevelop 320 E. College Avenue into a 6 story, mixed use building containing 39 apartments, 44 indoor parking stalls, and 2,770 sq. ft. of commercial space with an estimated assessed value of \$9.0 million. This project should be completed in the fall of 2022.

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.**

Development Area #9: The Gannett Building, 306 W. Washington Street and adjacent parking area is a redevelopment site for Crescent Lofts, a 69-unit redevelopment project utilizing WHEDA Tax Credits and Historic Tax Credits. This building was added to the State and National Register in 2019.

Of the total 69 units, 58- units will be designated for low to moderate-income households and 11 units will be market rate. Estimated construction costs are around \$13 million and construction may begin in 2020.

This blighted area deals with parking challenges, ingress and egress difficulties, deteriorating structures, accessibility and obsolescence. This area is characterized by multiple smaller parcels with an historic/older building and could be redeveloped individually or in groups. Rehabilitation of the existing building and/or property would further enhance the entire area. Encouraging development north of College Avenue has been a longtime priority for the City and is a potential catalyst for other projects.

Development Area #10: The existing Library Site located north of E. Washington Street between N. Appleton Street and N. Oneida Street. The library occupies the northern half of the block, while the southern half of the block is a separate lot currently owned by the City of Appleton and used as surface parking. The site's close proximity to City Center Plaza, City Hall, and College Avenue make it a high priority location for future development north of College Avenue. If the library were to leave this site (or stay) the development concept envisioned is a three to five story mixed use development including a combination of office, commercial, and residential uses. Potentially, current on-site surface parking would need to be accommodated on-street and in the Yellow Ramp. Cost, timing and exact project(s) are not known at this time.

This blighted area deals with parking challenges, ingress and egress difficulties, deteriorating structures, accessibility and obsolescence. Rehabilitation of the existing buildings and property, conservation and/or incorporate portions of this site into a large site for future development. Since this entire area is highly visible and an integral part of the Downtown, this Development Area would benefit from increased commercial activity. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area.

Development Area #11: The current transit center site, located between the library and the Yellow Ramp, is also strategically located near a number of key destinations downtown. The 2010-2030 Comprehensive Plan shares a concept envisioned for this site as a vertical mixed-use building which would maintain the transit center as the primary use on the first floor of the building. The additional 3-4 stories of development over the transit center would include a mix of office and commercial uses. Sound could be mitigated by a green deck over the bus loading area and through the use of green screens on the existing parking deck or via other methods.

The Appleton Redevelopment Authority owns the parcel at 222 N. Oneida St. The building has been demolished and the site is being mitigated.

This blighted area deals with parking challenges, ingress and egress difficulties, deteriorating structures, accessibility and obsolescence. This area could be redeveloped individually or in groups. Rehabilitation, conservation and/or redevelopment of the existing buildings and/or 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. Redevelopment of this area would further benefit, and potentially induce, investment in parcels located surrounding and in close proximity to this area.

Development Area #12: The area comprised of the west side of the 200 Block of North Appleton Street includes a vacant lot, 2 story historic buildings, surface parking and a church and event site. A fire destroyed one of the buildings, creating a vacant lot. Additional buildings are in poor condition, and some of the existing first floor businesses do not maintain regular hours. The block is strategically important because of its high visibility immediately west of the existing Library and Transit Center and north of City Center Plaza and College Avenue. This area is prime for redevelopment. Street level could be residential, retail, office, service, and/or hospitality.

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, conservation or redevelopment of the existing buildings and/or property would further enhance the entire area. Encouraging development north of College Avenue has been a longtime priority for the City and is a potential catalyst for other projects.

Development Area #13: The area North of Franklin Street, the block bound by Appleton Street, Packard Street, Oneida Street and Harris Street includes vacant lots, a vacant building and two businesses. This area is prime for redevelopment. Town homes, multi-family, office, service and/or hospitality could be opportunities in this area. Cost, timing and exact project is not known at this time.

This blighted area deals with ingress and egress difficulties, deteriorating structures, accessibility and obsolescence. This area is characterized by multiple parcels with multiple owners of vacant lots and/or historic/older buildings and could be redeveloped individually or in groups. Rehabilitation, conservation or redevelopment of the existing buildings and/or property would further enhance the entire area. Encouraging development north of College Avenue has been a longtime priority for the City and is a potential catalyst for other projects.

SECTION 3:

District Boundary Map & Identification of Parcels to be Added

Map Found on Following Page.

SECTION 4:

Identification of Parcels to be Added

The purpose of this Plan Amendment is to add the parcels identified in the tables below to the District effective January 1, 2020. The figures listed under the “Current Value” column reflect valuations as of January 1, 2019. The actual addition to the District’s base value will be based on January 1, 2020 valuations which are not yet available. The District’s revised base will first be reflected in the valuations certified for January 1, 2021. Any changes in the valuation of the parcels being added to the District that occurs after January 1, 2020 will impact the incremental value of the District.

Parcels Currently Located within TID No. 3

Parcel Number	Street Address	Current Value (Jan. 1, 2019)	Acres	Blighted Acres
0-0311	229 E WASHINGTON ST	\$ -	0.081	
2-0243	318 W COLLEGE AVE	\$ 827,000	0.375	0.375
2-0251	221 W WASHINGTON ST	\$ -	0.679	
2-0253	131 N APPLETON ST	\$ 536,600	0.543	0.543
2-0302	130 N MORRISON ST	\$ 140,000	0.050	
2-0305	215 E WASHINGTON ST	\$ 34,100	0.866	
2-0307	E WASHINGTON ST	\$ 28,500	0.057	0.057
2-0311	129 N DURKEE ST	\$ 160,500	0.081	
2-0387	130 E WASHINGTON ST	\$ -	1.676	
2-0393	100 E WASHINGTON ST	\$ -	0.906	0.906
2-0397	225 N ONEIDA ST	\$ -	2.176	2.176
2-0404	231 W FRANKLIN ST	\$ 270,900	0.379	
2-0405	214 N SUPERIOR ST	\$ 174,900	0.041	
2-0406	N APPLETON ST	\$ 762,800	1.585	1.585
2-0408	233 N APPLETON ST	\$ 223,100	0.221	0.221
2-0417	211 N APPLETON ST	\$ 135,500	0.058	0.058
2-0418	207 N APPLETON ST	\$ 218,700	0.066	
2-0419	201 N APPLETON ST	\$ 313,000	0.096	0.096
2-0425	W FRANKLIN ST	\$ 136,600	0.483	0.483
2-0431	322 N APPLETON ST	\$ -	0.083	0.083
2-0433	314 N APPLETON ST	\$ -	0.305	
2-0435	304 N APPLETON ST	\$ 272,600	0.197	
2-0436	300 N APPLETON ST	\$ -	0.138	
2-0437	E HARRIS ST	\$ 14,700	0.052	0.052
2-0439	303 N ONEIDA ST	\$ -	0.464	
2-0441	N ONEIDA ST	\$ 103,800	0.340	0.340
2-0443	N ONEIDA ST	\$ 38,900	0.137	0.137
2-0488	N SUPERIOR ST	\$ 173,400	0.577	0.577

(Table Continued on Next Page)

Parcel Number	Street Address	Current Value (Jan. 1, 2019)	Acres	Blighted Acres
2-0488-1	222 W FRANKLIN ST	\$ -	0.201	
2-0488-3	323 N KALATA PL	\$ -	0.014	
2-0489	N APPLETON ST	\$ -	0.395	0.395
2-0491	325 N APPLETON ST	\$ 228,000	0.243	
2-0492	319 N APPLETON ST	\$ -	0.126	
2-0493	317 N APPLETON ST	\$ 212,000	0.247	0.247
2-0498	N SUPERIOR ST	\$ 236,100	0.998	0.998
2-0528	120 E HARRIS ST	\$ -	1.696	
2-0529	N APPLETON ST	\$ 86,900	0.361	0.361
2-0530	116 W HARRIS ST	\$ 125,000	0.286	0.286
2-0532	433 N ONEIDA ST	\$ -	0.188	0.188
2-0533	415 N ONEIDA ST	\$ 86,000	0.087	0.087
2-0534	N ONEIDA ST	\$ 20,900	0.087	0.087
2-0587	531 N MORRISON ST	\$ -	0.545	
2-0588	N MORRISON ST	\$ -	0.099	0.099
2-0589	517 N MORRISON ST	\$ 66,300	0.099	
2-0592	513 N MORRISON ST	\$ -	0.127	0.127
2-0594	130 E NORTH ST	\$ -	0.772	0.772
2-0599	506 N ONEIDA ST	\$ 122,200	0.147	
2-0601	510 N ONEIDA ST	\$ 242,600	0.547	
2-0637	N SUPERIOR ST	\$ -	0.298	0.298
2-0640	311 W PACKARD ST	\$ -	1.214	1.214
2-0641	311 N SUPERIOR ST	\$ 143,200	0.514	0.514
2-0643	414 N DIVISION ST	\$ 142,000	0.200	
2-0644	N DIVISION ST	\$ -	0.165	
2-0645	N DIVISION ST	\$ 132,400	0.556	0.556
2-0646	400 N DIVISION ST	\$ -	0.405	
2-0648	401 N CLARK ST	\$ 108,000	0.067	
2-0649	403 N CLARK ST	\$ 88,900	0.194	
2-0650	327 W PACKARD ST	\$ 162,000	0.245	
2-0795	LAND LOCKED	\$ -	1.793	1.793
2-0795	LAND LOCKED	\$ -		
2-0795-1	W PACKARD ST	\$ -	0.235	0.235
2-0796	LAND LOCKED	\$ -	1.610	1.610
2-0796	LAND LOCKED	\$ -		

Subtotal of TID No. 3 Parcels

\$ 6,768,100 27.470 17.553

Additional Parcels to be Added to the District

Parcel Number	Street Address	Current Value (Jan. 1, 2019)	Acres	Blighted Acres
2-0428	306 W WASHINGTON ST	\$ 1,127,300	1.161	1.161
2-0495	N APPLETON ST	\$ 70,400	0.341	0.341
2-0536	N ONEIDA ST	\$ 75,200	0.314	0.314
2-0384	N ONEIDA ST	\$ -	0.211	0.211

Subtotal of Additional Parcels to be Added

\$ 1,272,900 2.027 2.027

Total of All Parcels to be Added

\$ 8,041,000 29.199 19.282

Calculation of Blighted Area Percentage

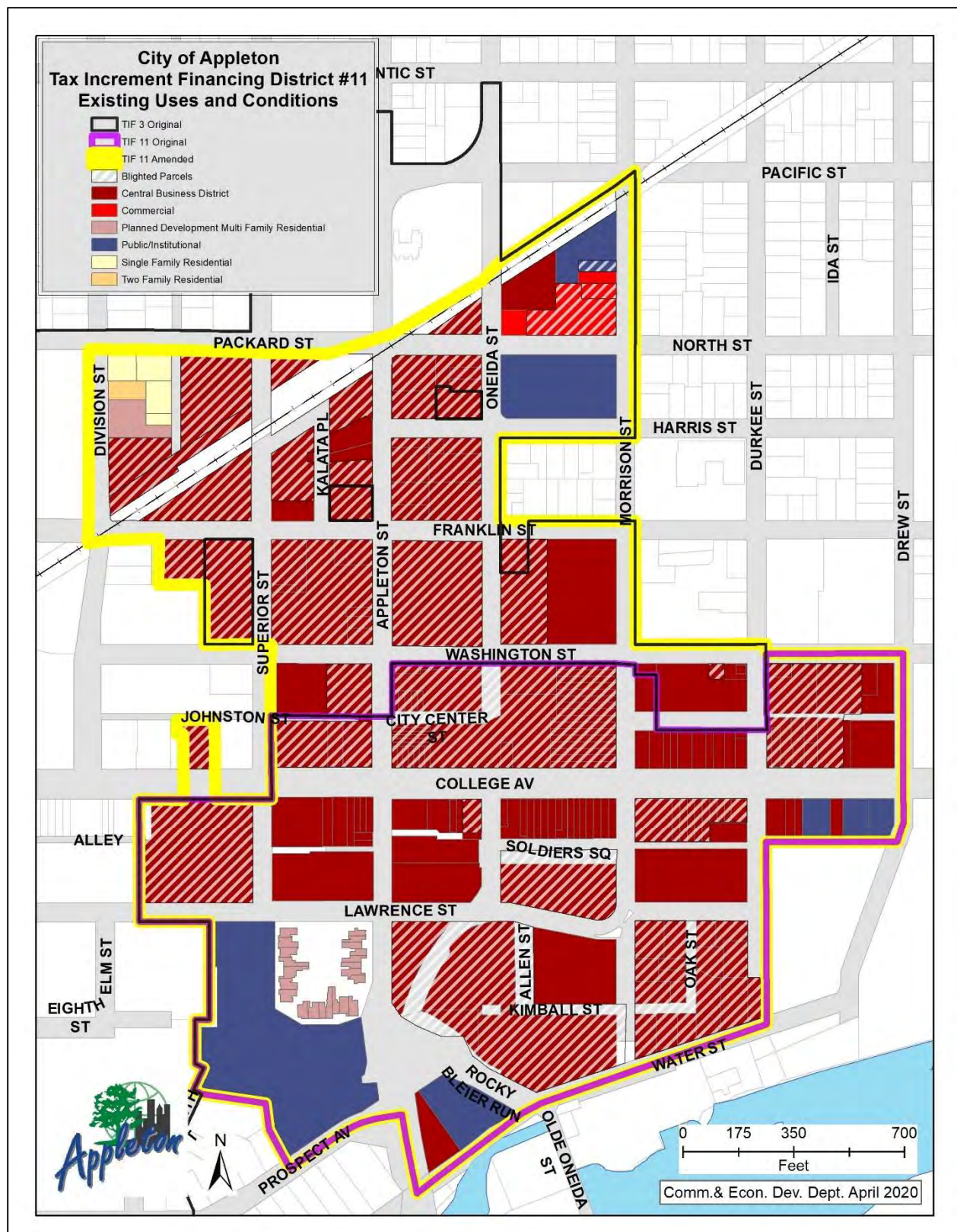
	Total Acres	Blighted Acres	Percentage
Original District Area	38.670	25.587	66.17%
Territory to be Added	29.497	19.581	66.38%
Total	68.167	45.168	66.26%

Parcels within the territory to be added to the District that have been identified as blighted include those that:

1. Contain 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.
2. Consist of land upon which building, or structures have been demolished and which because of obsolete platting, many of changes of ownership or deterioration of structures or site improvements, or otherwise, substantially impairs or arrests the sound growth of the community.

SECTION 5: Maps Showing Existing Uses and Conditions

Map Found on Following Page



SECTION 6: Equalized Value Test

The following calculations demonstrate that the City expects to be in compliance with Wis. Stat. § 66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property proposed to be added to the District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

Calculation of City Equalized Value Limit

City TID IN Equalized Value (Jan. 1, 2019)	\$ 5,855,356,700
TID Valuation Limit @ 12% of Above Value	\$ 702,642,804

Calculation of Value Subject to Limit

Base Value of Territory to be Added to District	\$ 8,041,000
Less: Incremental Value of Overlapped Parcels	(\$ 1,095,100)
Plus: Incremental Value of Existing Districts (Jan. 1, 2019)	\$ <u>235,828,500</u>
Total Value Subject to 12% Valuation Limit	\$ 242,774,400

The equalized value of the territory to be added to the District plus the incremental value within all other existing tax incremental districts totals \$242,774,400 which is 4.15% of the City's total equalized value. This value is less than the maximum of \$702,642,804 in equalized value that is permitted for the City.

SECTION 7:

Statement of Kind, Number and Location of Proposed Public Works and Other Projects

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges, other than tax increments, received or reasonably expected to be received in connection with the implementation of the Plan. If Project Costs incurred benefit territory outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this amended Plan are preliminary estimates made prior to design considerations and are subject to change after planning, design and construction is completed.

With all Project Costs, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

As set forth in the District's original Plan approved on August 2, 2017, the following is a list of public works and other tax incremental financing eligible Project Costs that the City expects to make, or may need to make, in conjunction with the implementation of the District's Plan. The map found in Section 8 of this Plan along with the Detailed List of Project Costs found in Section 9 provide additional information as to the kind, number and location of potential Project Costs.

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 and staff time, 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. The City expects to incur the following Project Costs outside of the District:

Project & Year	Estimated Cost
Lawrence Street (Walnut to Elm)	
• Underground Utilities (2021)	\$250,000
• Paving (2022)	\$238,000
Atlantic Street (Oneida to Lawe)	
• Underground Utilities (2021)	\$709,000
• Paving (2022)	\$920,000
Alley (Walnut to Lawrence)	
• Storm Sewer & Paving (2022)	\$179,000
Lawe Street (College to Spring)	
• Underground Utilities (2023)	\$832,000
• Paving (2024)	\$1,486,000
Atlantic Street (Richmond to Oneida)	
• Underground Utilities (2025)	\$940,000
• Paving (2026)	\$1,230,000

Refer to Section 8 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 2.

SECTION 8: Map Showing Proposed Improvements and Uses

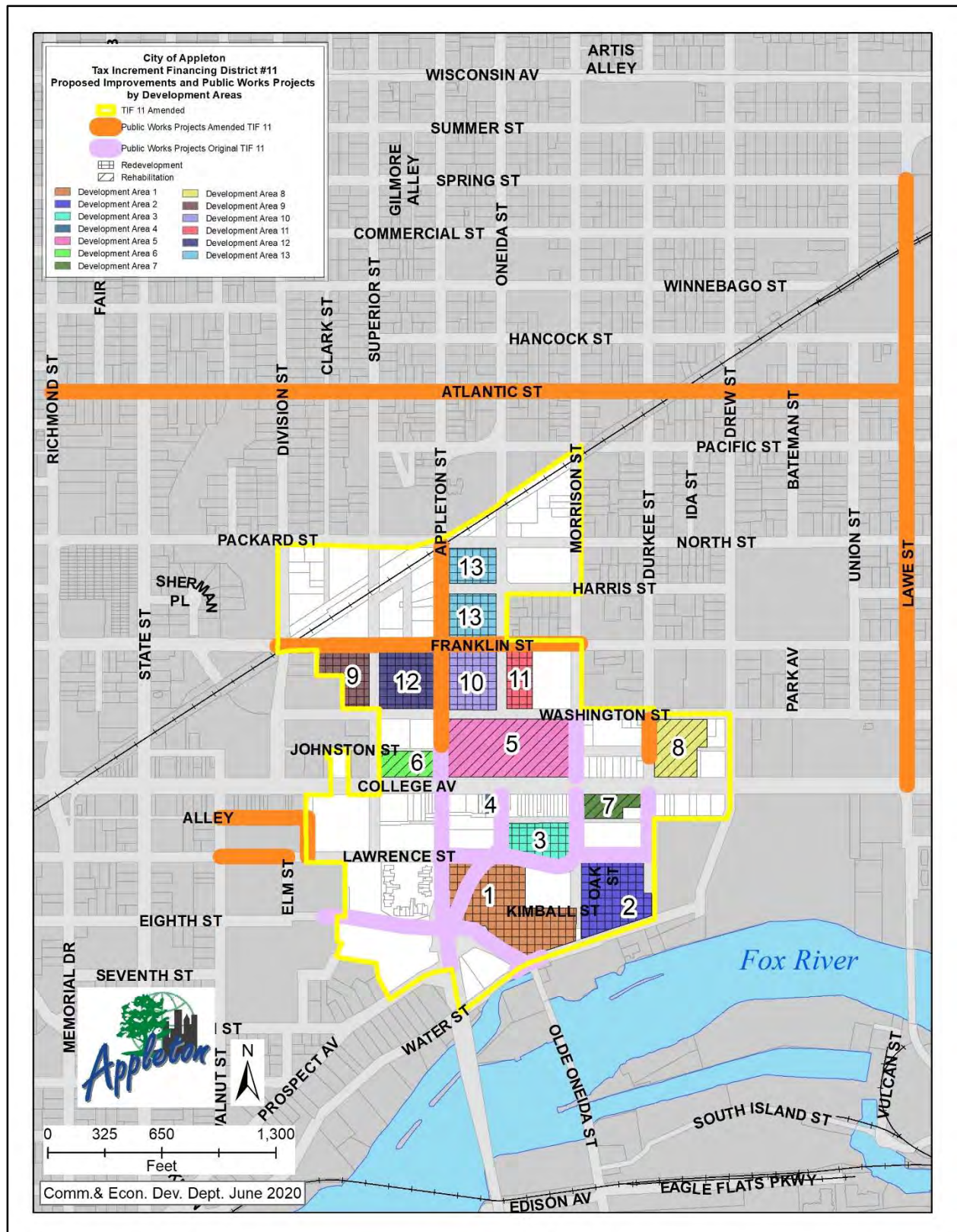
Maps Found on Following Page.

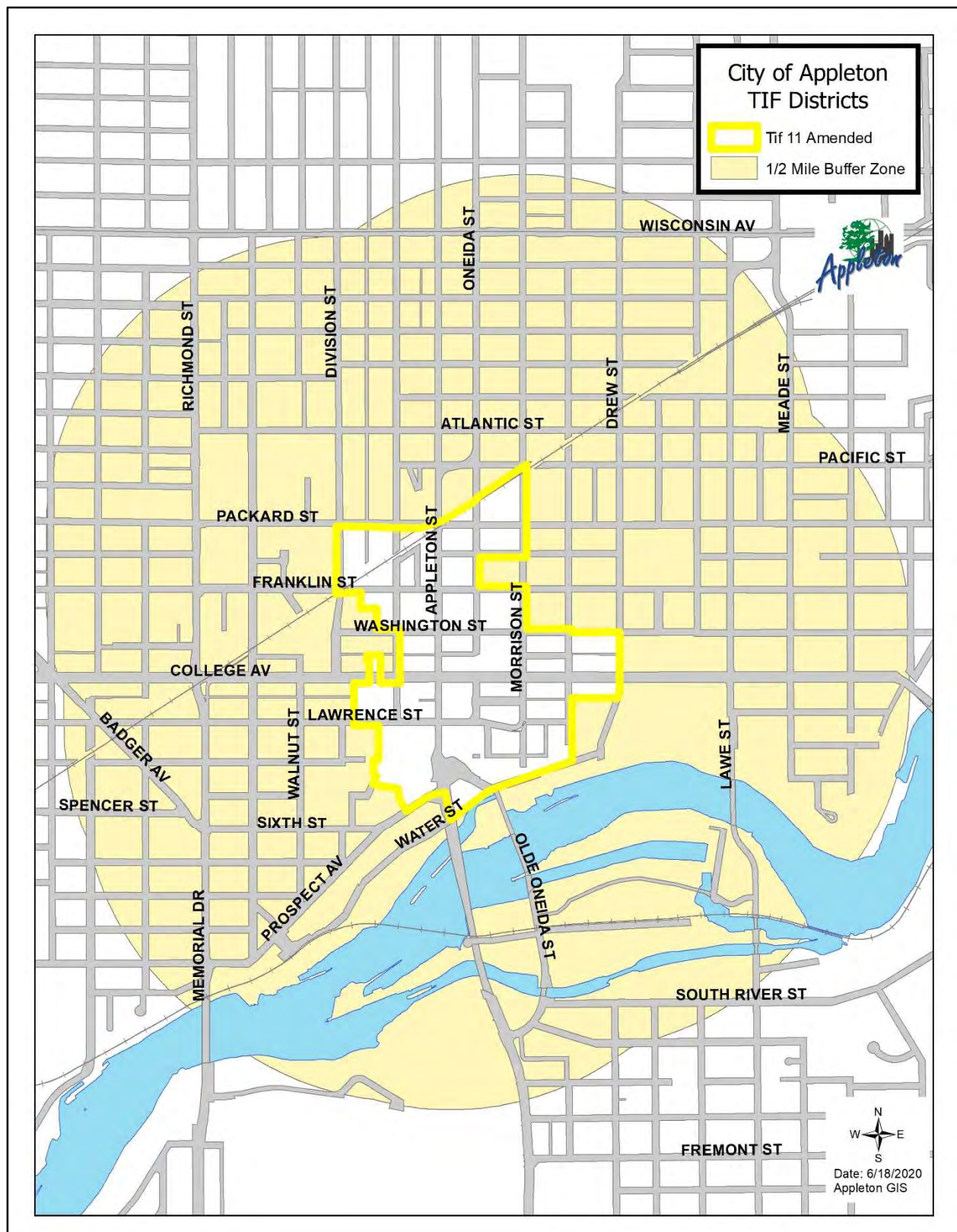
The first map depicts the locations where the City may undertake Municipal Infrastructure Improvements as detailed in Section 7. This includes eligible Project Costs to be incurred outside of, but within ½ mile of the District's boundaries. The second map identifies the ½ mile zone of eligibility.

The following types of Project Costs included in Section 7 are generally expected to be incurred within the Development Areas identified on the map.

- Land Assembly, Clearance, and Real Estate Acquisitions
- Relocation costs.
- Development Incentives (Cash Grants and/or Loans).

Other costs identified in Section 7 may be associated with expenditures made for the Municipal Infrastructure Improvements, activities within the Development Areas, or may not relate to a specifically identified geographical location such as District administrative costs.





SECTION 9: Detailed List of Project Costs

The following list identifies the Project Costs that the City currently expects to incur in implementing the District's amended Plan. All projects identified and related costs reflect the best estimates available as of the date of preparation of this amended Plan. All costs are preliminary estimates and may increase or decrease. Certain Project Costs listed may become unnecessary, and other Project Costs not currently identified may need to be made. (Section 7 details the general categories of eligible Project Costs). Changes in Project Cost totals or the types of Project Costs to be incurred will not require that this Plan be further amended. This Plan is not meant to be a budget nor an appropriation of funds for specific Project Costs, but a framework within which to manage Project Costs.

Project/Activity	Total Cost (Original Plan Est.)	Cost Added (This Amendment)	Total Revised Cost Estimate	Estimated Timing
• Municipal Infrastructure Improvements	\$3,234,600	\$1,869,382	\$5,103,982	2018 – 2023
• Municipal Infrastructure within the ½ Mile Boundary	None	\$6,784,000	\$6,784,000	2021 - 2026
• Development Incentives & Property Grants	\$14,847,560	\$24,693,461	\$39,541,021	2018 – 2042
• Other Costs – Administrative, Professional, Environmental, and Promotion Services Costs. Filing fees and fees charged by State.	\$124,750	\$528,859	\$653,609	2017 – 2045
• Financing Costs <ul style="list-style-type: none"> ○ General Fund Advance Interest Expense ○ General Obligation 	\$1,528,283	\$7,234,048	\$8,762,331	2017 – 2041
SUBTOTAL:	\$19,735,193	\$41,109,750	\$60,840,943	2017 – 2045
• Financing Costs* <ul style="list-style-type: none"> ○ Development Incentives 	\$9,127,794	(\$9,127,794)		
TOTAL*	\$28,862,987	\$31,981,956	\$60,840,943	

***NOTE:** The original District Plan line item for Development Incentives & Property Grants did not include estimated interest payments on developer financed incentives, although that cost was reflected in projected District cash flows. That total from the original Plan was \$9,127,794. When comparing the estimated total Project Costs from the original Plan to the Amended Plan, it is necessary to include that additional amount. The actual increase in estimated Project Costs from the original Plan to the Amended Plan is the \$31,981,956 figure shown on the total line.

SECTION 10:

Economic Feasibility Study, Financing Methods, and the Time When Costs or Monetary Obligations Related are to be Incurred

This Section includes a forecast of the valuation increases expected within the District, the associated tax increment collections, a summary of how Project Costs would be financed, and a projected cash flow demonstrating that the District is economically feasible.

As of January 1, 2019, the District had incremental value of \$1,603,700. The Plan assumes that \$122.6 million in additional incremental value will be created within the District by January 1, 2022 as a result of development projects proceeding within Development Areas #1, #4, #5, #7, #8 and #9 as shown on **Table 1**. The City expects it may need to pay Development Incentives to make these private projects economically feasible. A projection of potential incentive payments is shown on **Table 2**. These payments would be made from a combination of City borrowed funds, and tax increment cash (“pay as you go”) generated by the projects.

In addition to payment of incentives, the City has, and will, complete Municipal Infrastructure Improvements within the District. The City has, and will, finance these costs with General Obligation debt. Actual and estimated debt service for paying the cost of both the Municipal Infrastructure Projects and Development Incentives are identified on **Table 3**.

Table 4 is a projected cash flow for the District. Based on the incremental value expected to be created (**Table 1**) the District is projected to generate approximately \$73.6 million in tax increment revenue over its twenty-seven-year life. This assumes a tax rate increasing at ½% per year over the actual rate for the 2019/20 budget year. Considering the projected debt service (**Table 2**) and Development Incentive payments (**Table 3**), the District is projected to run a negative fund balance through the year 2036 before eventually generating a projected \$19.5 million surplus by its required closure date. The City will advance funds to the District as needed to cover the deficit fund balance and will charge the District interest on the advance.

The projected surplus fund balance indicates the District could close prior to the end of its maximum life; however, the City expects that development will occur within other identified Development Areas, and that the City may incur additional associated Project Costs. Additional development and incurrence of costs beyond what is shown in the projections included within this Section could increase or decrease the projected surplus fund balance and hasten or delay District closure. Under all circumstances, the District must make all Project Cost expenditures not later than the year 2039 and must close in 2044 with a final collection of tax increment for the 2045 budget year.

The cash flow exhibit does not include the costs of projects identified in this Plan located outside of, but within ½ mile of the District’s boundaries. These costs will be paid for initially from other sources. The extent to which the District may be able to offset a portion of these costs will be determined at a future date depending on District financial performance. Any contributions from the District towards these costs would reduce the projected surplus shown in the cash flow exhibit.

Based on the information included within this Section, the City concludes that the District remains economically feasible and that the City has the financial resources available to implement the Plan.

TAX INCREMENT DISTRICT #11
TAX INCREMENTS BY YEAR

Valuation Year	TID Revenue Year	TID Value (1)	TID Base Value	TID Increment	New Construction							Total TID Increment (1)
					Dev Area #1	Dev Area #4	Dev Area #5	Dev Area #7	Dev Area #8	Dev Area #8	Dev Area #9	
					Bluff Site	Zuelke Building LLC	Blue Ramp/ City Center	Gabriel Lofts LLC	Avant Apartments LLC	320 E College LLC	Crescent Lofts	
2017	2018	\$ 83,099,200	\$ 83,099,200	\$ -								\$ -
2018	2019	90,259,800	83,099,200	7,160,600								7,160,600
2019	2020	84,702,900	83,099,200	1,603,700								1,603,700
2020	2021	85,549,929	83,099,200	2,450,729								2,450,729
2021	2022	94,446,428 (2)	91,140,200	3,306,228								
2022	2023				79,334,300	577,900		4,000,000	4,090,300	9,221,100		21,195,528
2023	2024					7,500,000	8,000,000				8,000,000	124,241,784
2024	2025											125,484,201
2025	2026											126,739,043
2026	2027											128,006,434
2027	2028											129,286,498
2028	2029											130,579,363
2029	2030											131,885,157
2030	2031											133,204,008
2031	2032											134,536,048
2032	2033											135,881,409
2033	2034											137,240,223
2034	2035											138,612,625
2035	2036											139,998,752
2036	2037											141,398,739
2037	2038											142,812,726
2038	2039											144,240,854
2039	2040											145,683,262
2040	2041											147,140,095
2041	2042											148,611,496
2042	2043											150,097,611
2043	2044											151,598,587
2044	2045											153,114,573
					<u>\$ 79,334,300</u>	<u>\$ 8,077,900</u>	<u>\$ 8,000,000</u>	<u>\$ 4,000,000</u>	<u>\$ 4,090,300</u>	<u>\$ 9,221,100</u>	<u>\$ 8,000,000</u>	154,645,718

- (1) TID values for the 2017-2019 valuation years are actual. TID values for valuation years 2020 and beyond projected to increase 1% annually.
(2) Both the TID value and TID base value increased \$8,041,000 due to transfer of parcels from TID #3 to TID #11 in 2020.

Table 1

TAX INCREMENT DISTRICT #11
ESTIMATED DEVELOPER INCENTIVE PAYMENTS

Valuation Year	Budget Year	Dev Area #1 Developer TIF Payment Bluff Site	Dev Area #4 Developer TIF Payment Zuelke Bld LLC	Dev Area #5 Developer TIF Payment Blue Ramp/City Center	Dev Area #7 Developer TIF Payment Gabriel Lofts LLC	Dev Area #8 Developer TIF Payment Avant Apts LLC	Dev Area #8 Developer TIF Payment 320 E College LLC	Total Payments
2016	2017	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2017	2018	0	0	0	0	0	0	0
2018	2019	0	0	0	0	0	0	0
2019	2020	0	0	0	0	0	0	0
2020	2021	0	0	0	0	0	0	0
2021	2022	16,500,000	9,912	0	76,464	78,927	177,930	16,843,233
2022	2023	545,764	172,400	155,160	76,589	79,421	179,028	1,208,362
2023	2024	544,410	173,487	156,108	76,714	79,916	180,127	1,210,762
2024	2025	545,018	174,575	157,057	76,839	80,411	181,228	1,215,128
2025	2026	545,228	175,667	158,009	76,964	80,908	182,331	1,219,107
2026	2027	544,935	176,760	158,962	77,090	81,406	183,437	1,222,590
2027	2028	546,281	177,856	159,917	77,215	81,905	184,544	1,227,718
2028	2029	544,709	178,954	160,874	77,341	82,405	185,654	1,229,937
2029	2030	544,735	180,055	161,832	77,468	82,906	186,766	1,233,762
2030	2031	546,257	181,157	162,793	77,594	83,408	187,879	1,239,088
2031	2032	544,712	182,263	163,754	77,720	83,911	188,995	1,241,355
2032	2033	544,613	183,370	164,718	77,846	84,415	190,113	1,245,075
2033	2034	545,847	184,480	165,684	77,973	84,920	191,233	1,250,137
2034	2035	546,170	185,592	166,651	78,100	85,426	192,355	1,254,294
2035	2036	545,657	186,706	167,620	78,227	0	193,479	1,171,689
2036	2037	544,295	187,823	168,591	78,354	0	194,606	1,173,669
2037	2038	546,508	189,024	169,636	78,482	0	195,819	1,179,469
2038	2039	545,429	190,227	170,684	78,610	0	0	984,950
2039	2040	545,571	191,433	171,733	0	0	0	908,737
2040	2041	544,601	192,641	0	0	0	0	737,242
2041	2042	544,717	0	0	0	0	0	544,717
2042	2043	0	0	0	0	0	0	0
2043	2044	0	0	0	0	0	0	0
2044	2045	0	0	0	0	0	0	0
		<u>\$27,405,457</u>	<u>\$3,474,382</u>	<u>\$2,939,783</u>	<u>\$1,395,590</u>	<u>\$1,150,285</u>	<u>\$3,175,524</u>	<u>\$39,541,021</u>

Note: Actual amounts may differ due to changes in project timing, projected valuations, and equalized tax rates

Table 2

**TAX INCREMENT DISTRICT #11
GENERAL OBLIGATION DEBT**

Budget Year	\$2,010,000 2019 GO Notes		\$2,310,000 2021 GO Notes		\$17,800,000 2022 Taxable GO Bonds		Total Payments
	Principal	Interest	Principal	Interest	Principal	Interest	
2017	\$0	\$0	\$0	\$0	\$0	\$0	\$0
2018	0	0	0	0	0	0	0
2019	0	0	0	0	0	0	0
2020	0	*	0	0	0	0	0
2021	0	*	0	0	0	0	0
2022	0	51,150	0	58,766	0	425,798	535,714
2023	260,000	47,250	0	58,766	710,000	559,199	1,635,215
2024	270,000	39,300	0	58,766	730,000	541,528	1,639,594
2025	280,000	31,050	295,000	54,405	740,000	522,714	1,923,169
2026	285,000	22,575	310,000	45,268	765,000	502,555	1,930,398
2027	295,000	15,350	320,000	35,830	785,000	480,956	1,932,136
2028	305,000	9,350	330,000	25,953	810,000	457,912	1,938,215
2029	315,000	3,150	340,000	17,661	835,000	433,491	1,944,302
2030	0	0	350,000	10,804	860,000	407,865	1,628,669
2031	0	0	365,000	5,402	885,000	381,048	1,636,450
2032	0	0	0	0	915,000	352,608	1,267,608
2033	0	0	0	0	945,000	322,635	1,267,635
2034	0	0	0	0	975,000	291,222	1,266,222
2035	0	0	0	0	1,010,000	258,151	1,268,151
2036	0	0	0	0	1,045,000	223,521	1,268,521
2037	0	0	0	0	1,080,000	187,052	1,267,052
2038	0	0	0	0	1,115,000	148,956	1,263,956
2039	0	0	0	0	1,160,000	108,824	1,268,824
2040	0	0	0	0	1,200,000	66,514	1,266,514
2041	0	0	0	0	1,235,000	22,539	1,257,539
2042	0	0	0	0	0	0	0
2043	0	0	0	0	0	0	0
2044	0	0	0	0	0	0	0
2045	0	0	0	0	0	0	0
	<u>\$2,010,000</u>	<u>\$219,175</u>	<u>\$2,310,000</u>	<u>\$371,621</u>	<u>\$17,800,000</u>	<u>\$6,695,088</u>	<u>\$29,405,884</u>

* Interest payments paid with debt premium

Table 3

TAX INCREMENT DISTRICT #11
CASH FLOW PROFORMA

Valuation Year	Budget Year	TID Increment	Tax Rate (1)	TIF Revenue	Other Revenues	Debt Proceeds	Admin Expense	General Obligation Debt Service	Project/Other Expenses	Developer Incentive Payments	Interest on General Fund Advance	Annual Surplus/ (Deficit)	Fund Balance
2016	2017	0		0	0	0	(1,000)	0	0	0	(25)	(1,025)	(1,025)
2017	2018	0		0	133	0	(150)	0	(409,539)	0	(8,551)	(418,107)	(419,132)
2018	2019	7,160,600	22.7611	162,983	0	2,010,000	(1,470)	0	(2,820,982)	0	(27,729)	(677,198)	(1,096,330)
2019	2020	1,603,700	21.2190	34,029	0	0	(1,500)	0	(42,000)	0	(48,740)	(58,211)	(1,154,541)
2020	2021	2,450,729	21.3251	52,262	0	2,310,000	(1,500)	0	(2,310,000)	0	(58,115)	(7,353)	(1,161,894)
2021	2022	21,195,528	21.4317	454,257	0	17,800,000	(1,500)	(535,714)	0	(16,843,233)	(38,115)	835,694	(326,200)
2022	2023	124,241,784	21.5389	2,676,029	0	0	(6,500)	(1,635,215)	(118,450)	(1,208,362)	(26,865)	(319,363)	(645,564)
2023	2024	125,484,201	21.6466	2,716,303	0	0	(1,500)	(1,639,594)	0	(1,210,762)	(40,615)	(176,168)	(821,732)
2024	2025	126,739,043	21.7548	2,757,183	0	0	(1,500)	(1,923,169)	0	(1,215,128)	(55,615)	(438,229)	(1,259,961)
2025	2026	128,006,434	21.8636	2,798,679	0	0	(1,500)	(1,930,398)	0	(1,219,107)	(76,865)	(429,191)	(1,689,152)
2026	2027	129,286,498	21.9729	2,840,799	0	0	(1,500)	(1,932,136)	0	(1,222,590)	(98,115)	(413,542)	(2,102,694)
2027	2028	130,579,363	22.0828	2,883,553	0	0	(1,500)	(1,938,215)	0	(1,227,718)	(118,115)	(401,995)	(2,504,689)
2028	2029	131,885,157	22.1932	2,926,951	0	0	(1,500)	(1,944,302)	0	(1,229,937)	(138,115)	(386,904)	(2,891,593)
2029	2030	133,204,008	22.3041	2,971,001	0	0	(1,500)	(1,628,669)	0	(1,233,762)	(148,115)	(41,045)	(2,932,638)
2030	2031	134,536,048	22.4157	3,015,715	0	0	(1,500)	(1,636,450)	0	(1,239,088)	(148,115)	(9,439)	(2,942,077)
2031	2032	135,881,409	22.5277	3,061,101	0	0	(1,500)	(1,267,608)	0	(1,241,355)	(138,115)	412,523	(2,529,554)
2032	2033	137,240,223	22.6404	3,107,171	0	0	(1,500)	(1,267,635)	0	(1,245,075)	(116,865)	476,096	(2,053,458)
2033	2034	138,612,625	22.7536	3,153,934	0	0	(1,500)	(1,266,222)	0	(1,250,137)	(91,865)	544,209	(1,509,248)
2034	2035	139,998,752	22.8674	3,201,400	0	0	(1,500)	(1,268,151)	0	(1,254,294)	(63,115)	614,340	(894,908)
2035	2036	141,398,739	22.9817	3,249,582	0	0	(1,500)	(1,268,521)	0	(1,171,689)	(29,365)	778,506	(116,402)
2036	2037	142,812,726	23.0966	3,298,488	0	0	(1,500)	(1,267,052)	0	(1,173,669)	(5,308)	850,959	734,557
2037	2038	144,240,854	23.2121	3,348,130	0	0	(1,500)	(1,263,956)	0	(1,179,469)	0	903,205	1,637,762
2038	2039	145,683,262	23.3281	3,398,519	0	0	(6,500)	(1,268,824)	0	(984,950)	0	1,138,245	2,776,007
2039	2040	147,140,095	23.4448	3,449,667	0	0	(1,500)	(1,266,514)	0	(908,737)	0	1,272,916	4,048,923
2040	2041	148,611,496	23.5620	3,501,585	0	0	(1,500)	(1,257,539)	0	(737,242)	0	1,505,304	5,554,227
2041	2042	150,097,611	23.6798	3,554,283	0	0	(1,500)	0	0	(544,717)	0	3,008,066	8,562,293
2042	2043	151,598,587	23.7982	3,607,775	0	0	(1,500)	0	0	0	0	3,606,275	12,168,569
2043	2044	153,114,573	23.9172	3,662,072	0	0	(1,500)	0	0	0	0	3,660,572	15,829,141
2044	2045	154,645,718	24.0368	3,717,187	0	0	(6,500)	0	0	0	0	3,710,687	19,539,828
				<u>73,600,637</u>	<u>133</u>	<u>22,120,000</u>	<u>(56,620)</u>	<u>(29,405,884)</u>	<u>(5,700,971)</u>	<u>(39,541,021)</u>	<u>(1,476,447)</u>	<u>19,539,828</u>	

(1) Tax rate projected to increase 1/2% annually beginning in 2021

Table 4

SECTION 11: Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. None of the territory being added to the District as part of this Plan Amendment was annexed to the City in the preceding three years.

SECTION 12: Proposed Zoning Ordinance Changes

The proposed Plan Amendment is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

SECTION 13: Proposed Changes in Master Plan, Map, Building Codes and Ordinances

The proposed Plan Amendment is in general conformance with the City's Comprehensive Plan. Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

SECTION 14: Relocation

The City does not expect that the continued implementation of the Plan will cause a need to relocate persons or businesses. 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:

1. 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.
2. 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.
3. 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.

SECTION 15: Orderly Development of the City

Amendment of the District contributes to the orderly development of the City by providing for the elimination of blighting influences and the redevelopment of underutilized properties along the East College Avenue corridor, and by 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 Amended Plan is complimentary to the adopted City of Appleton's *Comprehensive Plan 2010-2030* (Comprehensive Plan), specifically Chapter 14 Downtown Plan that identifies the 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.*

SECTION 16:

List of Estimated Non-Project Costs

Non-Project Costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

No improvements to be made within the District will benefit property outside the District. Furthermore, there will be no improvements made outside the District that will only partially benefit the District.

SECTION 17:

Opinion of Attorney for the City of Appleton Advising
Whether the Plan is Complete and Complies with
Wisconsin Statutes 66.1105

SAMPLE

RE: Project Plan Amendment for Tax Incremental District No. 11

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105. As City Attorney for the City of Appleton, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan Amendment for the City of Appleton Tax Incremental District No. 11 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

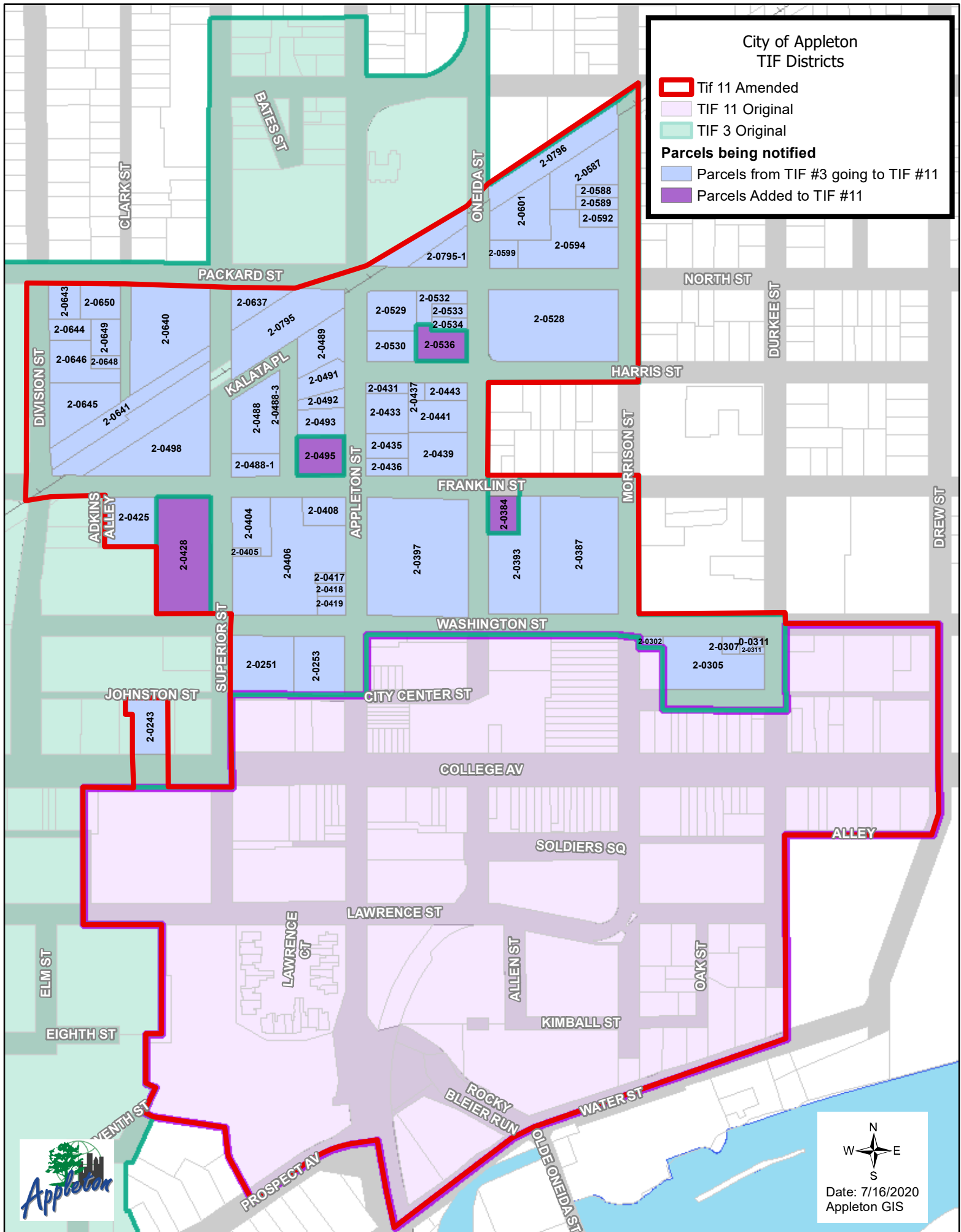
Christopher R. Behrens
City Attorney

SECTION 18:

Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The following projection is provided to meet the requirements of Wis. Stat. § 66.1105(4)(i)4. Allocation percentages based on 2019 Statement of Taxes.

<u>Budget Year</u>	<u>Tax Increment</u>	<u>City of Appleton</u> 39.11%	<u>Outagamie County</u> 17.40%	<u>Appleton Schools</u> 38.62%	<u>FVTC</u> 4.87%
2019 (Act.)	7,160,600	\$ 2,800,163	\$ 1,246,106	\$ 2,765,689	\$ 348,641
2020 (Act.)	1,603,700	\$ 627,129	\$ 279,080	\$ 619,408	\$ 78,082
2021	2,450,729	\$ 958,361	\$ 426,482	\$ 946,562	\$ 119,323
2022	21,195,528	\$ 8,288,543	\$ 3,688,501	\$ 8,186,499	\$ 1,031,985
2023	124,241,784	\$ 48,584,937	\$ 21,620,879	\$ 47,986,784	\$ 6,049,183
2024	125,484,201	\$ 49,070,787	\$ 21,837,087	\$ 48,466,652	\$ 6,109,675
2025	126,739,043	\$ 49,561,495	\$ 22,055,458	\$ 48,951,319	\$ 6,170,772
2026	128,006,434	\$ 50,057,109	\$ 22,276,013	\$ 49,440,832	\$ 6,232,480
2027	129,286,498	\$ 50,557,681	\$ 22,498,773	\$ 49,935,240	\$ 6,294,805
2028	130,579,363	\$ 51,063,257	\$ 22,723,761	\$ 50,434,592	\$ 6,357,753
2029	131,885,157	\$ 51,573,890	\$ 22,950,998	\$ 50,938,938	\$ 6,421,330
2030	133,204,008	\$ 52,089,629	\$ 23,180,508	\$ 51,448,328	\$ 6,485,543
2031	134,536,048	\$ 52,610,525	\$ 23,412,313	\$ 51,962,811	\$ 6,550,399
2032	135,881,409	\$ 53,136,630	\$ 23,646,437	\$ 52,482,439	\$ 6,615,903
2033	137,240,223	\$ 53,667,997	\$ 23,882,901	\$ 53,007,264	\$ 6,682,062
2034	138,612,625	\$ 54,204,677	\$ 24,121,730	\$ 53,537,336	\$ 6,748,882
2035	139,998,752	\$ 54,746,723	\$ 24,362,947	\$ 54,072,710	\$ 6,816,371
2036	141,398,739	\$ 55,294,191	\$ 24,606,577	\$ 54,613,437	\$ 6,884,535
2037	142,812,726	\$ 55,847,133	\$ 24,852,642	\$ 55,159,571	\$ 6,953,380
2038	144,240,854	\$ 56,405,604	\$ 25,101,169	\$ 55,711,167	\$ 7,022,914
2039	145,683,262	\$ 56,969,660	\$ 25,352,181	\$ 56,268,278	\$ 7,093,143
2040	147,140,095	\$ 57,539,357	\$ 25,605,702	\$ 56,830,961	\$ 7,164,075
2041	148,611,496	\$ 58,114,750	\$ 25,861,759	\$ 57,399,271	\$ 7,235,715
2042	150,097,611	\$ 58,695,898	\$ 26,120,377	\$ 57,973,263	\$ 7,308,073
2043	151,598,587	\$ 59,282,857	\$ 26,381,581	\$ 58,552,996	\$ 7,381,153
2044	153,114,573	\$ 59,875,685	\$ 26,645,397	\$ 59,138,526	\$ 7,454,965
2045	154,645,718	\$ 60,474,442	\$ 26,911,851	\$ 59,729,911	\$ 7,529,515
Totals	3,227,449,764	\$ 1,262,099,110	\$ 561,649,211	\$ 1,246,560,786	\$ 157,140,657



Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 003	TID type 1D	TID name n/a	Creation date 11/04/1992	Mandatory termination date 11/04/2029	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$-5,649,231

Section 3 - Revenue	Amount
Tax increment	\$1,085,346
Investment income	\$20,664
Debt proceeds	\$0
Special assessments	\$0
Exempt computer aid	\$5,141
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Developer name Red Lion Paper Valley Hotel	\$36,741
Transfer from other funds source	
Source Parking Utility	\$600,000
Other grants sources	
Other revenue sources	
Source State Aid - Personal Property	\$6,203
Total Revenue (deposits)	\$1,754,095

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$0
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	\$262,121
DOR fees	\$150
Discount on long-term debt	\$0
Debt issuance costs	\$0
Principal on long-term debt	\$0
Environmental costs	\$0
Real property assembly costs	\$0
Allocation to another TID	
Developer grants name	
Developer name n/a	\$0
Transfer to other funds source	
Other expenditures source	
Total Expenditures	\$263,591

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$-4,158,727
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$-4,158,727

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	003
Submission date	06-26-2020 11:32 AM
Confirmation	TIDAR20191206O1590782775437
Submission type	ORIGINAL

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 008	TID type 2	TID name n/a	Creation date 05/20/2009	Mandatory termination date 05/20/2036	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$-166,598

Section 3 - Revenue	Amount
Tax increment	\$1,014,802
Investment income	\$60,374
Debt proceeds	\$0
Special assessments	\$0
Exempt computer aid	\$3,124
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Transfer from other funds source	
Other grants sources	
Other revenue sources	
Source Riverheath Debt Payment Contribution	\$536,250
Source State Aid - Personal Property	\$3,143
Total Revenue (deposits)	\$1,617,693

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$0
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	\$40,242
DOR fees	\$150
Discount on long-term debt	\$0
Debt issuance costs	\$0
Principal on long-term debt	\$611,250
Environmental costs	\$0
Real property assembly costs	\$0
Allocation to another TID	
Developer grants name	
Developer name Eagle Flats, LLC	\$74,976
Developer name Riverheath, LLC	\$635,441
Developer name Eagle Point Development	\$192,616
Transfer to other funds source	
Other expenditures source	
Total Expenditures	\$1,555,995

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$-104,900
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$-104,900

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	008
Submission date	06-26-2020 11:45 AM
Confirmation	TIDAR20191206O1590784728493
Submission type	ORIGINAL

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 009	TID type 2	TID name n/a	Creation date 09/18/2013	Mandatory termination date 09/18/2040	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$196,937

Section 3 - Revenue	Amount
Tax increment	\$18,769
Investment income	\$7,781
Debt proceeds	\$0
Special assessments	\$0
Exempt computer aid	\$73,794
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Transfer from other funds source	
Other grants sources	
Other revenue sources	
Source State Aid - Personal Property	\$382
Total Revenue (deposits)	\$100,726

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$0
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	\$0
DOR fees	\$150
Discount on long-term debt	
Debt issuance costs	
Principal on long-term debt	
Environmental costs	
Real property assembly costs	
Allocation to another TID	
Developer grants name	
Developer name Union Square Apartments, LLC	\$34,160
Transfer to other funds source	
Other expenditures source	
Total Expenditures	\$35,630

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$262,033
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$262,033

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	009
Submission date	06-26-2020 11:47 AM
Confirmation	TIDAR20191206O1590785313840
Submission type	ORIGINAL

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 010	TID type 2	TID name n/a	Creation date 09/18/2013	Mandatory termination date 09/18/2040	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$91,772

Section 3 - Revenue	Amount
Tax increment	\$0
Investment income	\$3,360
Debt proceeds	\$0
Special assessments	\$0
Exempt computer aid	\$5,163
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Transfer from other funds source	
Other grants sources	
Other revenue sources	
Total Revenue (deposits)	\$8,523

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$0
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	
DOR fees	\$150
Discount on long-term debt	\$0
Debt issuance costs	\$0
Principal on long-term debt	\$0
Environmental costs	\$0
Real property assembly costs	\$0
Allocation to another TID	
Developer grants name	
Developer name n/a	\$0
Transfer to other funds source	
Other expenditures source	
Total Expenditures	\$1,470

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$98,825
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$98,825

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	010
Submission date	06-26-2020 11:50 AM
Confirmation	TIDAR20191206O1590786002153
Submission type	ORIGINAL

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 011	TID type 2	TID name TID 11	Creation date 08/02/2017	Mandatory termination date 08/02/2044	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$-419,132

Section 3 - Revenue	Amount
Tax increment	\$162,983
Investment income	\$0
Debt proceeds	\$2,010,000
Special assessments	\$0
Exempt computer aid	\$0
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Transfer from other funds source	
Other grants sources	
Other revenue sources	
Total Revenue (deposits)	\$2,172,983

Form PE-300	TID Annual Report		2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$2,793,982
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	\$27,729
DOR fees	\$150
Discount on long-term debt	\$0
Debt issuance costs	\$0
Principal on long-term debt	\$0
Environmental costs	\$0
Real property assembly costs	\$0
Allocation to another TID	
Developer grants name	
Developer name N/A	\$0
Transfer to other funds source	
Other expenditures source	
Name Business Improvement Grants	\$27,000
Total Expenditures	\$2,850,181

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$-1,096,330
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$-1,096,330

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	011
Submission date	06-26-2020 11:53 AM
Confirmation	TIDAR20191206O1590787475499
Submission type	ORIGINAL

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 1 - Municipality and TID					
Co-muni code 44201	Municipality APPLETON		County OUTAGAMIE	Due date July 1, 2020	Report type ORIGINAL
TID number 012	TID type 3	TID name TIF 12	Creation date 08/02/2017	Mandatory termination date 08/02/2044	Expected termination date N/A

Section 2 - Beginning Balance	Amount
TID fund balance at beginning of year	\$-8,283

Section 3 - Revenue	Amount
Tax increment	\$0
Investment income	\$37
Debt proceeds	\$0
Special assessments	\$0
Exempt computer aid	\$0
Sale of property	\$0
Allocation from another TID	
Developer guarantees name	
Transfer from other funds source	
Other grants sources	
Other revenue sources	
Total Revenue (deposits)	\$37

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Section 4 - Expenditures	Amount
Capital expenditures	\$0
Administration	\$0
Professional services	\$1,320
Interest and fiscal charges	\$1,576
DOR fees	\$150
Discount on long-term debt	\$0
Debt issuance costs	\$0
Principal on long-term debt	\$0
Environmental costs	\$0
Real property assembly costs	\$0
Allocation to another TID	
Developer grants name	
Developer name N/A	\$0
Transfer to other funds source	
Other expenditures source	
Name Business Improvement Grants	\$42,099
Total Expenditures	\$45,145

Section 5 - Ending Balance	Amount
TID fund balance at end of year	\$-53,391
Future costs	\$0
Future revenue	\$0
Surplus or deficit	\$-53,391

Section 6 - Preparer/Contact Information	
Preparer name Anthony Saucerman	Preparer title Finance Director
Preparer email tony.saucerman@appleton.org	Preparer phone (920) 832-6440
Contact name Anthony Saucerman	Contact title Finance Director
Contact email tony.saucerman@appleton.org	Contact phone (920) 832-6440

Form PE-300	TID Annual Report	2019 WI Dept of Revenue
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Submission Information	
Co-muni code	44201
TID number	012
Submission date	06-26-2020 11:55 AM
Confirmation	TIDAR20191206O1590787837729
Submission type	ORIGINAL



CITY OF APPLETON
**Community & Economic
Development Department**
March 11, 2020

GROWTH REPORT

2019

CITY OFFICIALS

Timothy Hanna, Mayor
James Walsh, City Attorney
Kami Lynch, City Clerk

2019 COMMON COUNCIL

District 1: William Siebers	District 9: Alex Schultz
District 2: Vered Meltzer	District 10: Christine Williams
District 3: Brad Firkus	District 11: Patti Coenen
District 4: Joe Martin	District 12: Cathy Spears
District 5: Katie Van Zeeland	District 13: Kyle Lobner
District 6: Denise Fenton	District 14: Christopher Croatt
District 7: Maiyoua Thao	District 15: Corey Otis
District 8: Matthew Reed	

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

Karen Harkness, Director
Monica Stage, Deputy Director
Matt Rehbein, Economic Development Specialist
Laura Bonnet, Housing Coordinator
David Kress, Principal Planner
Don Harp, Principal Planner
Jessica Titel, Principal Planner
Nikki Gerhard, Grants Administrator
Mark Lund, GIS Specialist
Jessica Schneider, GIS Specialist
Heath Anderson, GIS Specialist
DeAnn Brosman, City Assessor
Tim Smith, Property Assessor
Dan Steenbock, Property Assessor
Matt Tooke, Property Assessor
Lona Thelen, Personal Property Clerk
Karen Pietila, Real Estate Assessment Clerk
Brenda Broeske, Administrative Assistant

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City of Appleton, Community & Economic Development Department, 100 N. Appleton Street, Appleton WI 54911
TEL (920) 832-6468 FAX (920) 832-5994 www.appleton.org www.facebook.com/appletoncityhall

INTRODUCTION

Each year, the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth. The Report looks at Appleton's building permit activity, equalized valuation, and net new construction and compares them with the Fox Cities region. Equalized value is the estimated value of all taxable real and personal property in each taxation district by class of property. This Report will compare the City of Appleton to other comparable cities in the State of Wisconsin and throughout the United States that we compete with for jobs and economic development. Other areas addressed include: success in target growth areas, prospects for growth, barriers that need to be overcome to continue growth, and a synopsis of the marketing efforts taken to promote growth.

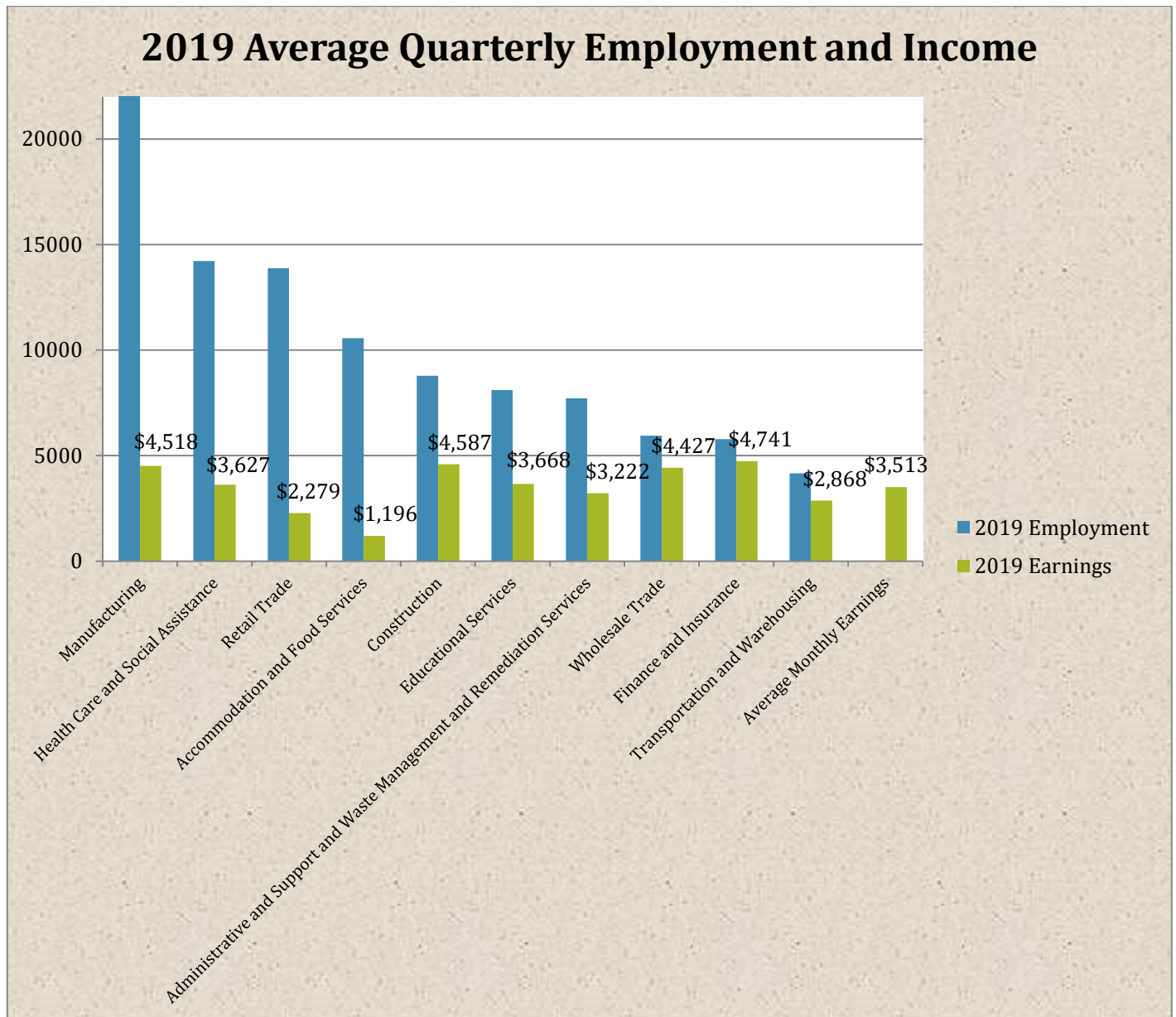
Last year, we started placing an increased focus on net new construction and a reduced focus on construction permit data. Construction permit data tends to be the most volatile, and reporting can be inconsistent or duplicated. Net new construction, on the other hand, is defined and standardized by the State of Wisconsin and has a direct bearing on the City's tax levy and ability to collect income.

INCOME

According to ESRI [supplier of geographic information system (GIS) applications] data, the median household income for the City of Appleton in 2019 was \$58,457, which is slightly below the median household income of \$59,087 for the State of Wisconsin and the U.S. average of \$60,548.

LABOR STATISTICS

The City of Appleton and the Appleton Metropolitan Statistical Area (MSA), defined by the Office of Management and Budget (OMB) as Outagamie and Calumet Counties, has a well-established labor force and is known internationally for its industry clusters of food processing, paper industry and manufacturing. The following chart shows the average quarterly employment by industry for the top 10 classifications and average monthly income within the Appleton MSA for 2019 (monthly earnings included in chart).



Source: US Census Bureau – Local Employment Dynamics

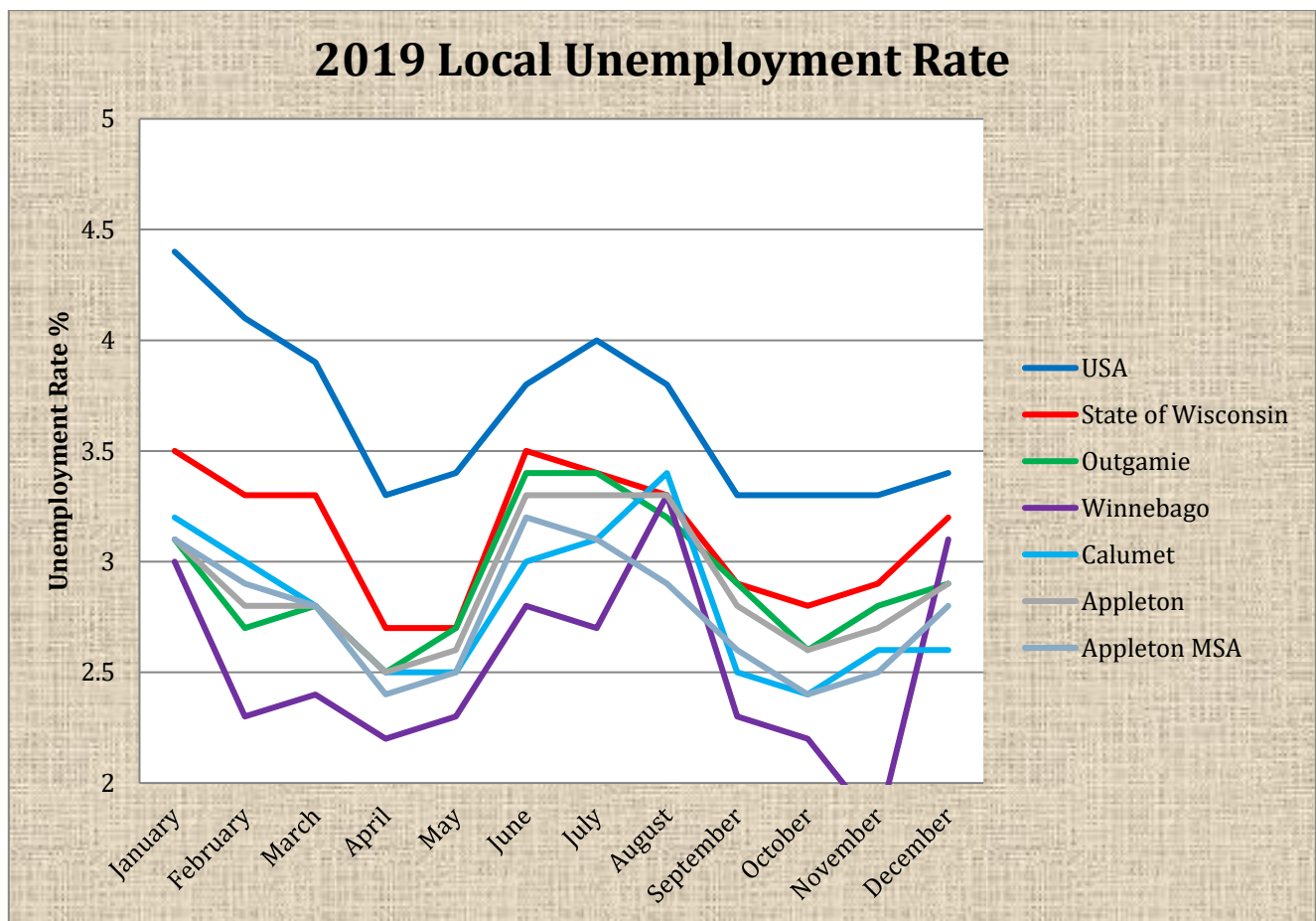
Manufacturing shows the highest quarterly employment, followed by Health Care and Social Assistance, then Retail Trade.

Average monthly earnings ranged from \$1,196 to \$4,587 per position for the top ten employment sectors represented. As a reference point, the Department of Housing and Urban Development (HUD) considers a monthly gross household income of \$5,588 or less to be low income for a family of four in the Appleton MSA, a family comprised of 1 individual is considered low income if under \$3,912.50 per month. It is worthy of note that 2 of the top 4 employment sectors by number of jobs provide earnings less than the \$3,515 average across all 10 employment categories.

It is important that we continue to invest in the necessary infrastructure, economic support, and educational systems to continue the growth of high wage industries to keep the income levels up in our community.

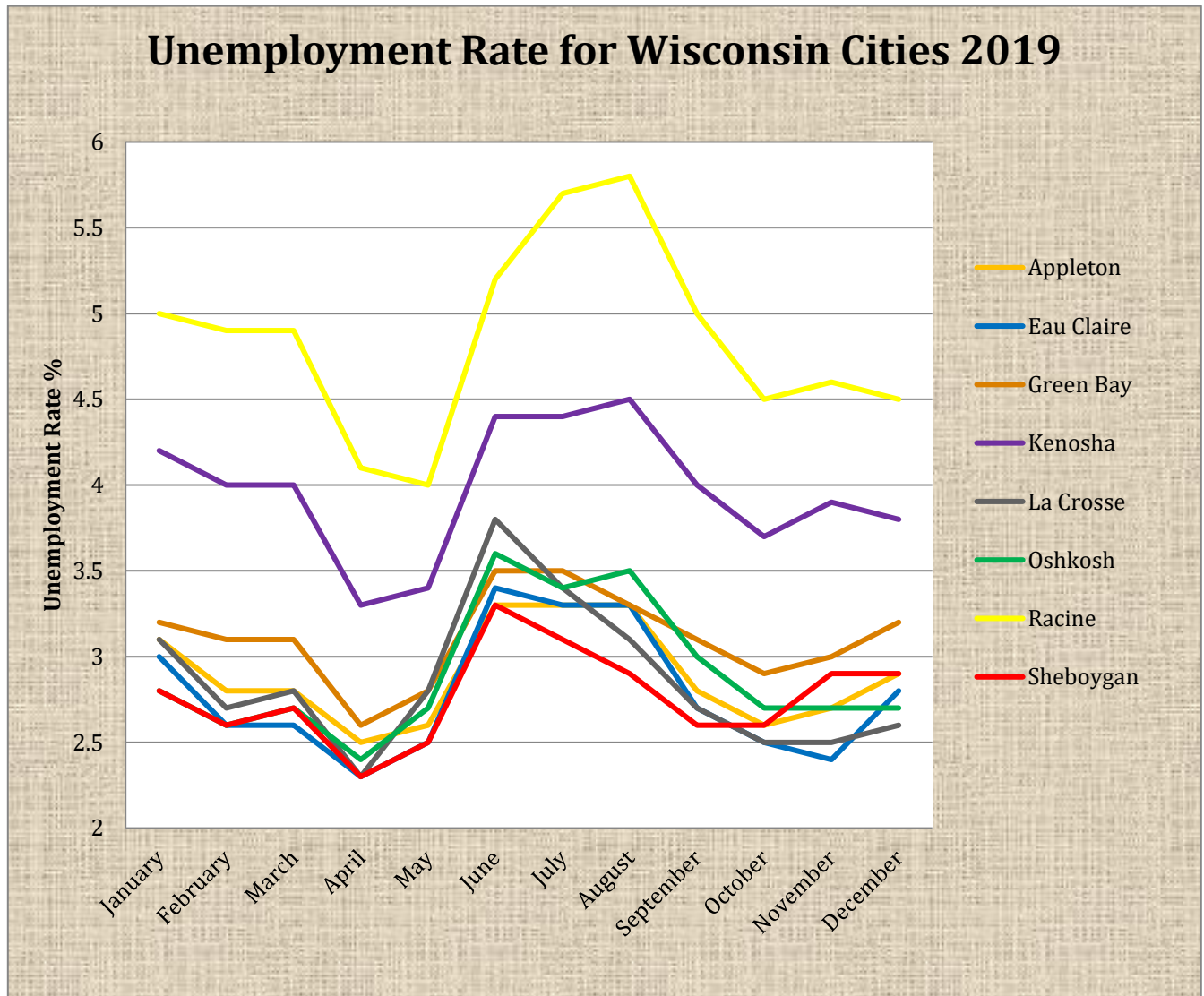
UNEMPLOYMENT

The City of Appleton unemployment rate declined last year. The City started January 2019 at 3.1% unemployment and concluded the year at 2.9%. The average 2019 unemployment rate for Appleton was 2.9%. Included in the chart are the comparable unemployment rates for the United States, the State of Wisconsin, Appleton MSA, and the counties of Winnebago, Outagamie, and Calumet. The unemployment rate for the City of Appleton consists of persons who file an unemployment claim and live within the corporate City limits of Appleton.



Source: State of Wisconsin Department of Workforce Development

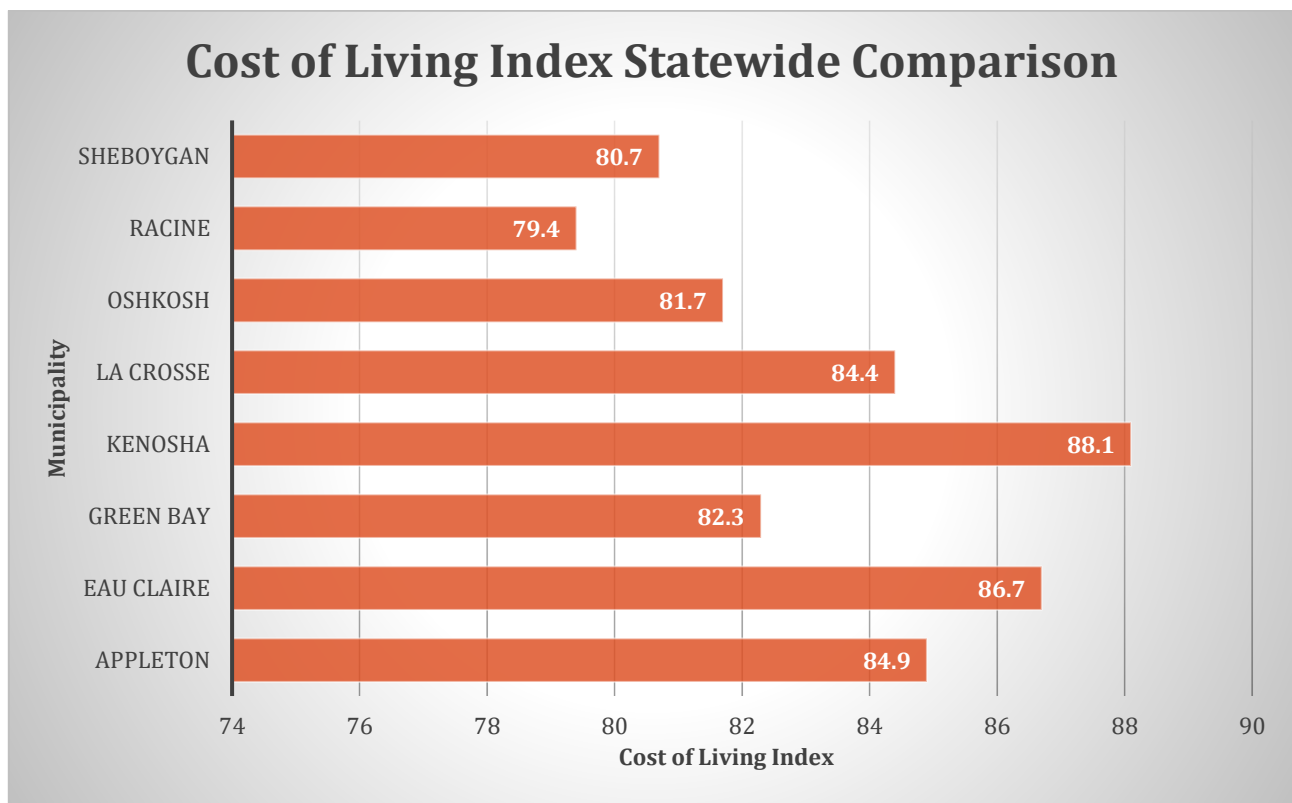
The following chart shows the average unemployment rate of the medium size cities in the State of Wisconsin. The Cities of Eau Claire and Sheboygan saw the lowest average unemployment rate of 2.8% in 2019, while the City of Racine had the highest unemployment rate of 4.9%. The City of Appleton trended similarly to other communities in the state each month and was toward the middle of the pack with an average for the year of 2.9%. Employers are acutely aware of the need to attract workers. Leading economists indicate an unemployment rate of around 5% is considered “full employment”. These unemployment figures indicate communities throughout the state are all in need of workers. To maintain competitiveness, availability of skilled workers is crucial.



Source: State of Wisconsin Department of Workforce Development

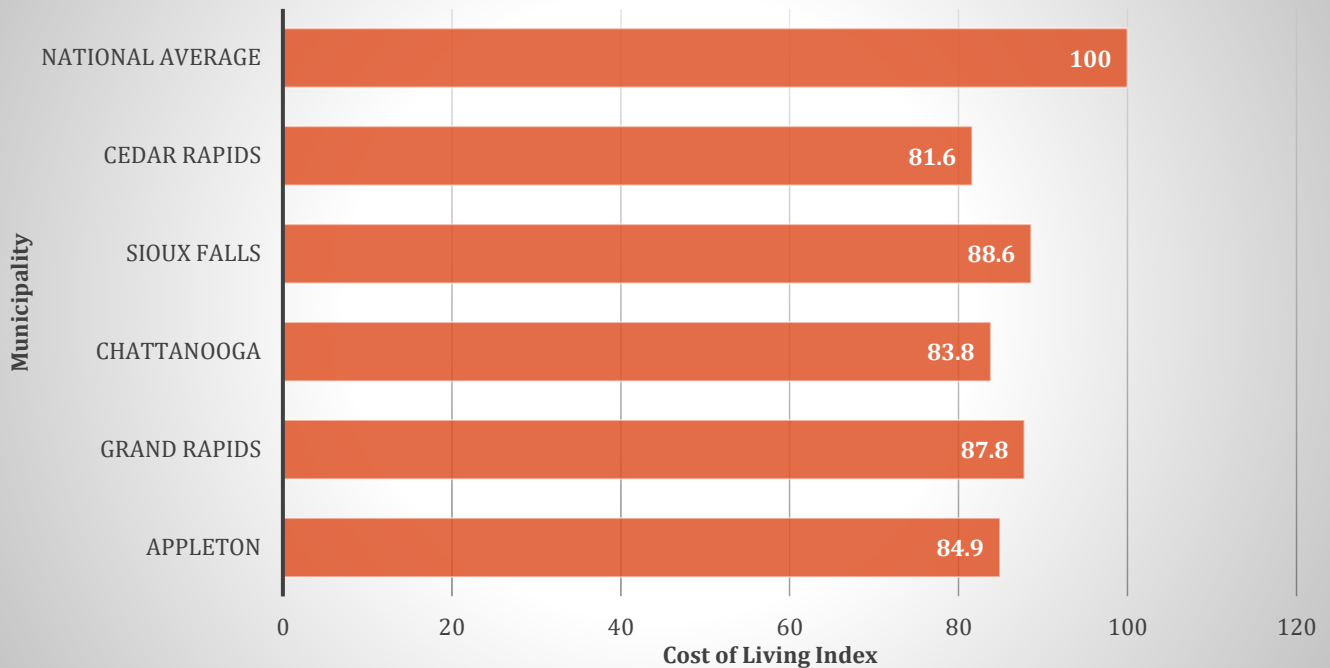
COST OF LIVING

The cost of living index is a number used as the total of all living expense categories. The categories used to determine the index include housing, food and groceries, transportation, utilities, health care, and miscellaneous expenses such as clothing, services, and entertainment. The definition of these variables that are evaluated for each index is included below. The City of Appleton has a cost of living index of 84.9, which compares favorably to the national average of 100. Appleton's rating of 84.9 is near the middle when compared to other communities across the State and Midwest. Compared to the nearby communities of Green Bay and Oshkosh, Appleton's cost of housing and utilities was the highest, resulting in the higher cost of living overall among the three. The first chart below compares the City of Appleton to the other midsize cities in Wisconsin; the second chart, on the following page, compares Appleton to competitor cities throughout the United States.



Source: www.bestplaces.net

Cost of Living Index National Comparison



Source: www.bestplaces.net

Categories used to calculate the cost of living index are listed below along with the City of Appleton's ranking out of 100 in parentheses():

Food (94.): The average cost of food and groceries, not including restaurants.

Housing (67.4): The average cost of an area's housing which includes mortgage payments, apartment rents, and property taxes.

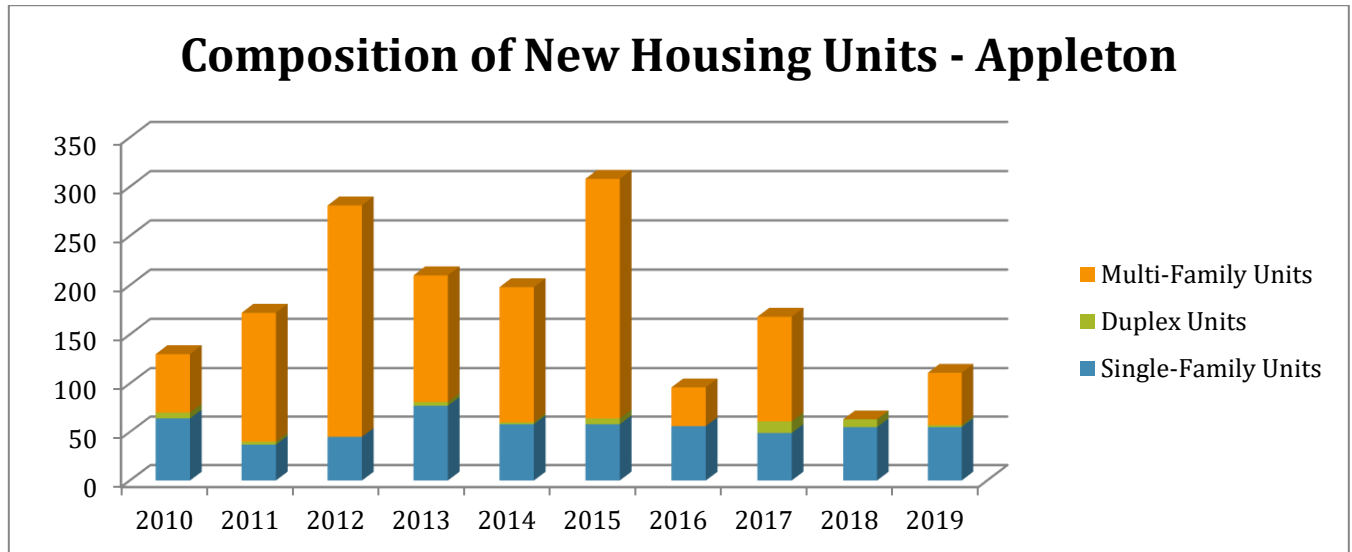
Utilities (97.9): The average cost of heating and cooling a typical residence for the area, including electricity and natural gas.

Transportation (74.1): The average cost of gasoline, car insurance, and maintenance expenses and mass transit expenses for the area. (Cost of the vehicle and vehicle registration and licensing taxes not included.)

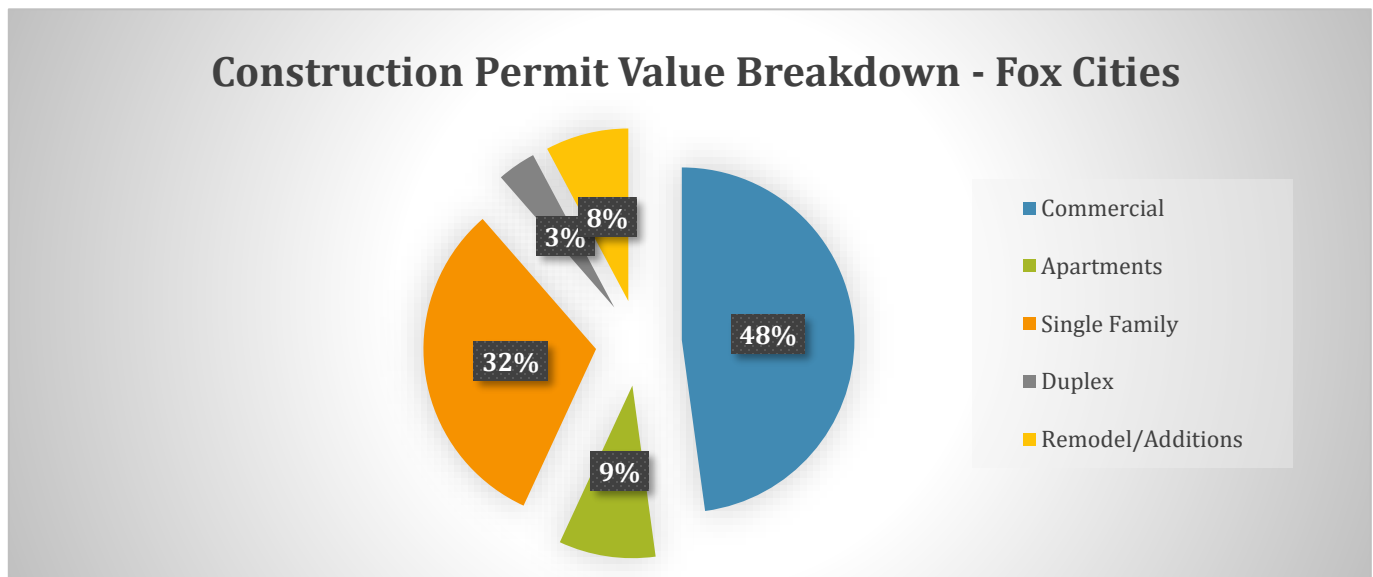
Health (103): The average cost of health care calculated using the standard daily rate for a hospital room and the costs of a doctor's office visit and a dental checkup.

BUILDING PERMIT ACTIVITY

The number of single-family homes in the City of Appleton constructed in 2019 was 55, which is identical to the number of single-family residential permits in 2018. Total housing unit construction in Appleton increased in 2019 to 111 units from 63 units in 2018. 2018 residential unit deliveries were exceptionally low due to no new multi-family project permits pulled in 2018.

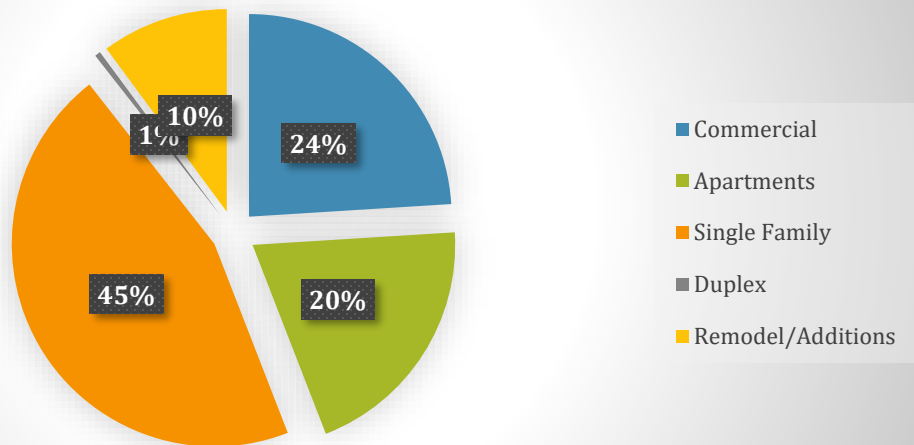


Construction by type for the City of Appleton exceeded construction by type for the overall Fox Cities by percentage in the single-family residential and multi-family categories. Commercial permits were a larger percentage in the Fox Cities overall in 2019.



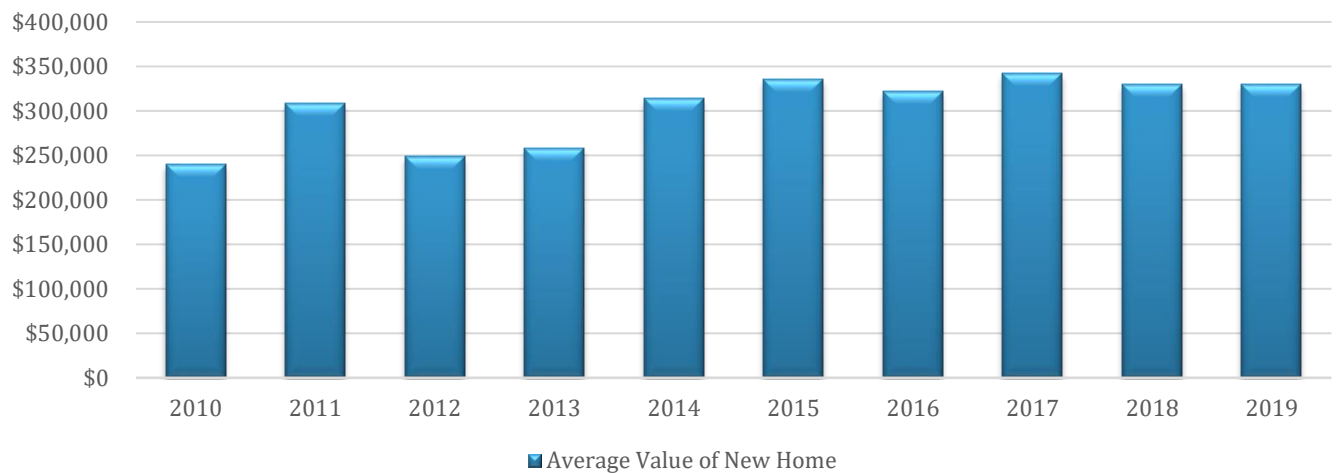
*Permit data from Village of Harrison and Town of Buchanan not received

Construction Permit Value Breakdown - Appleton



The total dollar value of single-family permits increased negligibly to \$18,152,000 from \$18,133,139 in the City of Appleton, with an average permit value of new home construction at \$330,036 in 2019 compared to \$329,701 in 2018.

Average Value of New Homes 2019 - Appleton



To follow is a list of projects started in 2019 over \$1 million in estimated value based on permits. Projects over \$1 million provided for \$45,322,469 in construction value in 2019, with \$11,982,169 of that exempt from taxes.

2019 PERMITS IN APPLETON OVER \$1,000,000

Owner	Address	Estimated Cost (\$)	Reason	Description	Taxable Status
PELICAN'S NEST LLC	E JOHN ST	6,026,440	COMMERCIAL	NEW BUILDING	Y
THRIVENT FINANCIAL	4321 N BALLARD RD	4,982,489	COMMERCIAL	REMODEL	Y
RIVERHEATH WILLOW LLC	161 S RIVERHEATH WAY	4,904,431	COMMERCIAL	NEW BUILDING	Y
AVANT APARTMENTS LLC	126 N DURKEE ST	4,500,000	MULTI FAMILY	NEW BUILDING	Y
THEDACARE INC	2500 E CAPITOL DR	4,359,740	COMMERCIAL	REMODELING	Y
OUTAGAMIE COUNTY	320 S WALNUT ST	3,600,000	COMMERCIAL	REMODELING	N
GABRIEL LOFTS LLC	209 E COLLEGE AVE	3,550,000	MULTI FAMILY	NEW BUILDING	Y
WISCONSIN ELECTRIC POWER COMPANY	139 N STATE ST	2,000,000	COMMERCIAL	CONC SLAB	N
CITY OF APPLETON	1313 E WITZKE BLVD	1,800,000	COMMERCIAL	ADDITION	N
JMAE HOLDINGS LLC	3232 N BALLARD RD	1,600,000	COMMERCIAL	REMODEL INT	Y
NEW MORNING REAL ESTATE LLC	3600 E VANTAGE DR	1,455,000	COMMERCIAL	NEW BUILDING	N
PERKINS LLC	1200 S PERKINS ST	1,200,000	COMMERCIAL	ADDITION	Y
DAYTON HUDSON CORP	1800 S KENSINGTON DR	1,117,200	COMMERCIAL	REMODEL I/E	Y
BENSHAW PROPERTIES LLC	3984 E ENDEAVOR DR	1,107,969	COMMERCIAL	NEW BUILDING	N
THOMAS PURDY	6800 N PURDY PKWY	1,100,000	ONE FAMILY	NEW BUILDING	Y
ETERNAL LOVE EVANGEL LUTH CHURCH	1011 E MIDWAY RD	1,019,200	COMMERCIAL	REMODEL INT	N
CITY OF APPLETON	N APPLETON ST	1,000,000	COMMERCIAL	WRECKING	N

EQUALIZED VALUE AND NET NEW CONSTRUCTION

EQUALIZED VALUE:

The equalized value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1 and certified by DOR on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Being the largest number (\$5.86B in 2019 vs. \$5.44B in 2018), it is also the least volatile. Equalized values capture the following changes:

- DOR's market field studies
- Demolition or destruction of buildings or other improvements
- Changes in property's exempt status
- Changes in classification of property
- Annexation gains or losses
- Other miscellaneous changes
- Adjustments (corrections) made under State law (Sec. 70.57, Wis. Stats.)

NET NEW CONSTRUCTION:

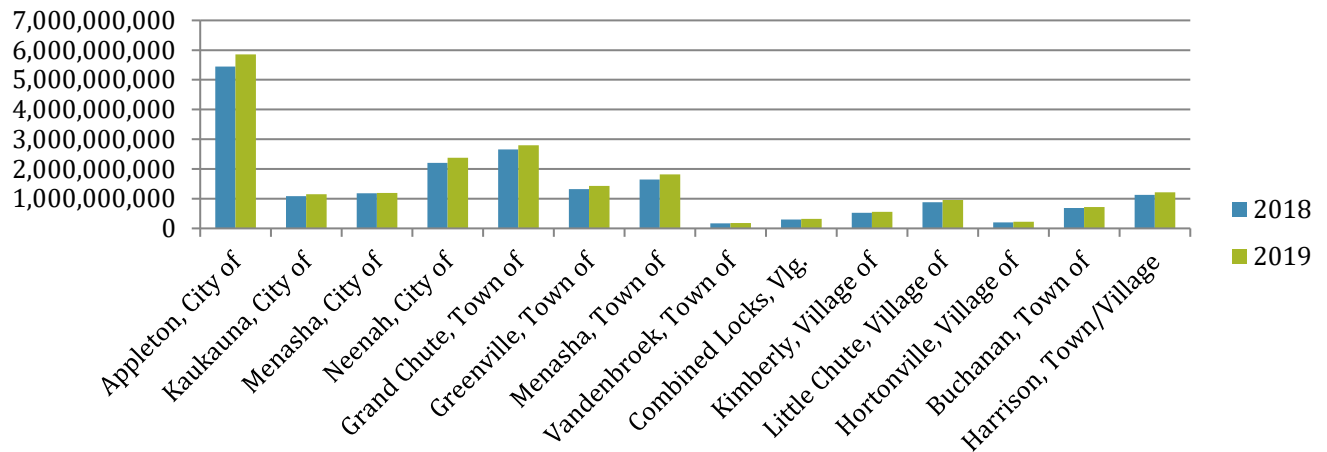
Net new construction captures the following:

- Land value changes are due to higher land utility
- Improvement value changes are due to construction of new buildings

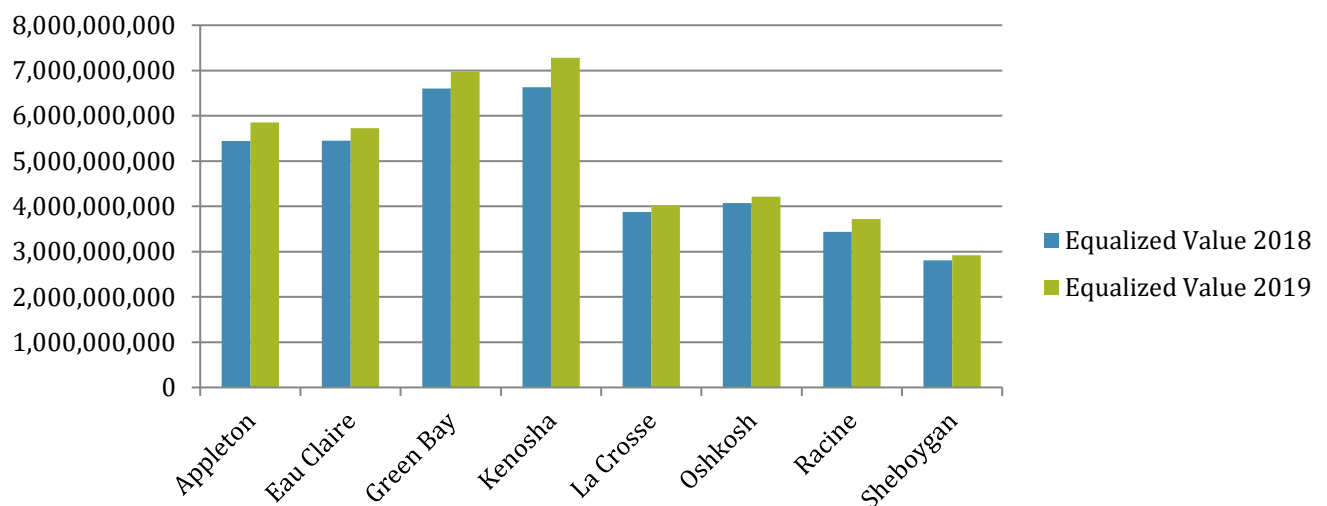
This is a significant number to pay attention to because it ties directly to the City's available tax levy. A municipality is allowed to increase its levy over the amount it levied in the prior year by the percentage increase in equalized value from net new construction. If no new construction occurred in your community, then your allowable levy increase is zero percent.

Appleton experienced an increase in equalized values for the City overall of 7.57%, compared to a statewide increase in Wisconsin of 5.72%. The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.

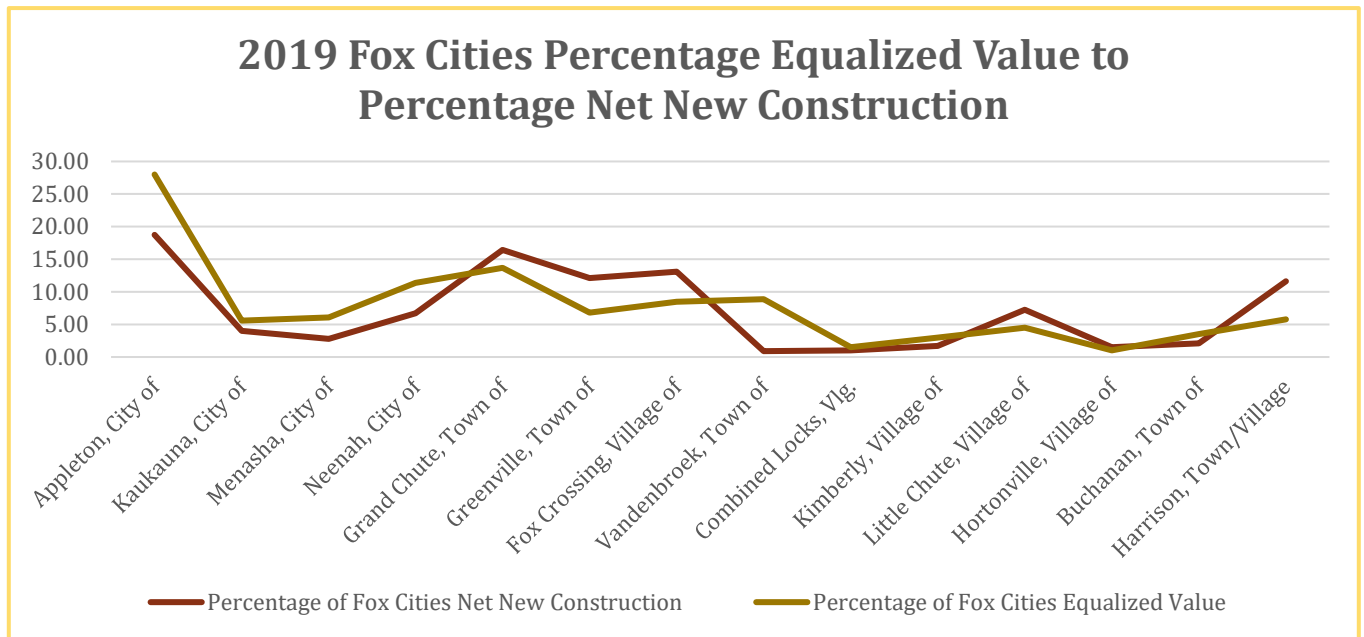
Equalized Values Fox Cities 2019



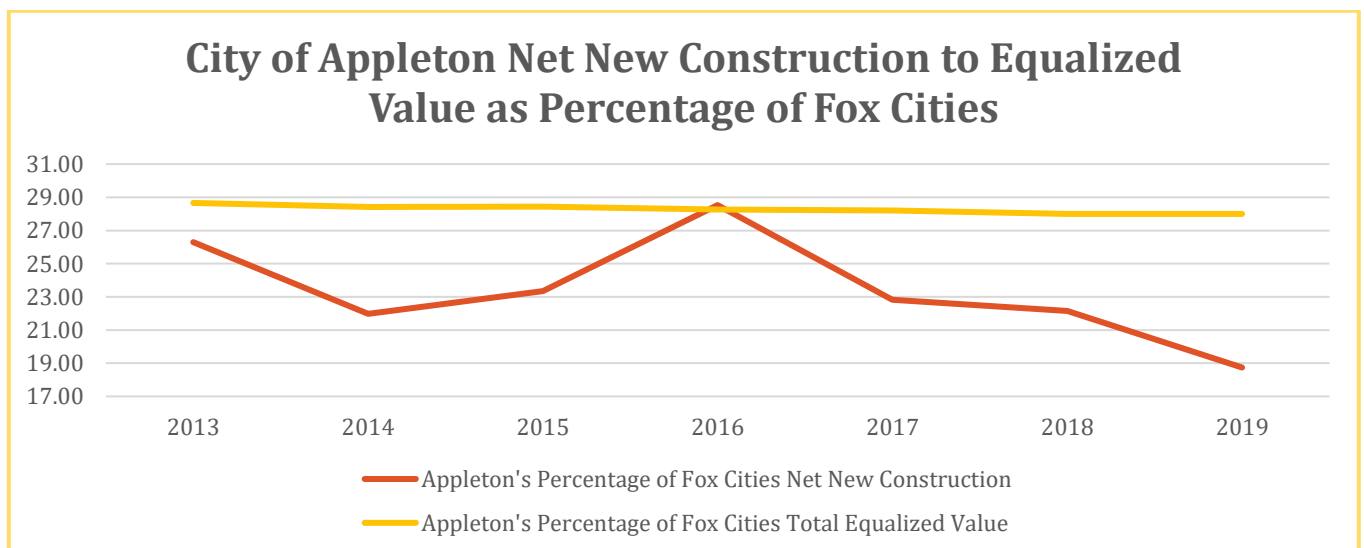
Equalized Values Statewide 2019



The following chart shows the percentage of net new construction captured by each municipality (as a percentage of the Fox Cities) and their equalized value (as a percentage of the Fox Cities). The City of Appleton garnered a lower percentage of net new construction in the Fox Cities relative to the percentage of equalized value in the Fox Cities. Grand Chute, Greenville, Fox Crossing, Little Chute, Hortonville and Harrison outperformed their percentage of the Fox Cities with net new construction in 2019. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.



The 7-year trend shown in the following chart which compares the City of Appleton's percentage of Fox Cities net new construction and the percentage of total equalized value in the City of Appleton is concerning. 2016 was the only year in which the City's net new construction percentage exceeded the City's percentage of equalized value. With an average net new construction percentage 4.88% below the equalized value percentage over the 7-year period, the City of Appleton's percentage of total Fox Cities' equalized value has been decreasing.



Fox Cities by Percentage Increase in Net New Construction

Municipality	2018 Equalized Value	Net New Construction	2018-2019 Percentage Increase	Percentage of Fox Cities Net New Construction
Harrison, Town/Village	1,123,583,900	45,449,900	4.05%	11.60%
Greenville, Town of	1,323,094,600	47,471,000	3.59%	12.12%
Little Chute, Village of	878,465,300	28,438,300	3.24%	7.26%
Fox Crossing, Village of	1,644,837,000	51,383,900	3.12%	13.12%
Hortonville, Village of	199,760,600	5,921,900	2.96%	1.51%
Grand Chute, Town of	2,657,993,100	64,385,300	2.42%	16.43%
Calumet County*	4,215,076,500	96,454,400	2.29%	N/A
Vandenbroek, Town of	172,130,300	3,534,000	2.05%	.90%
Outagamie County*	15,601,113,200	296,924,700	1.9%	N/A
Kaukauna, City of	1,088,410,700	15,788,200	1.45%	4.03%
Winnebago County*	13,475,470,700	184,265,000	1.37%	N/A
Appleton, City of	5,443,435,200	73,422,600	1.35%	18.74%
Combined Locks, Vlg.	297,130,800	3,996,300	1.34%	1.02%
Kimberly, Village of	524,142,700	6,617,900	1.26%	1.69%
Buchanan, Town of	684,363,800	8,204,300	1.20%	2.09%
Neenah, City of	2,209,662,100	26,350,800	1.19%	6.73%
Menasha, City of	1,177,560,800	10,814,200	.92%	2.76%
Fox Cities Total	\$19,424,570,900	\$391,778,600	2.02%	100%

*County numbers included for net new construction comparison only, not included in totals

The City of Appleton represents 28.00% of the Fox Cities by total equalized value and captured 18.74% of net new construction equalized value in 2019. The City's net new construction percentage increase is 1.35%, compared to the Fox Cities average of 2.02%, which warrants monitoring to ensure the City of Appleton captures its "fair share" of net new construction. Details of net new construction throughout the State can be found on the State of Wisconsin Department of Revenue Website:

<https://www.revenue.wi.gov/SLFReportsassessor/nnc-2019f.pdf>

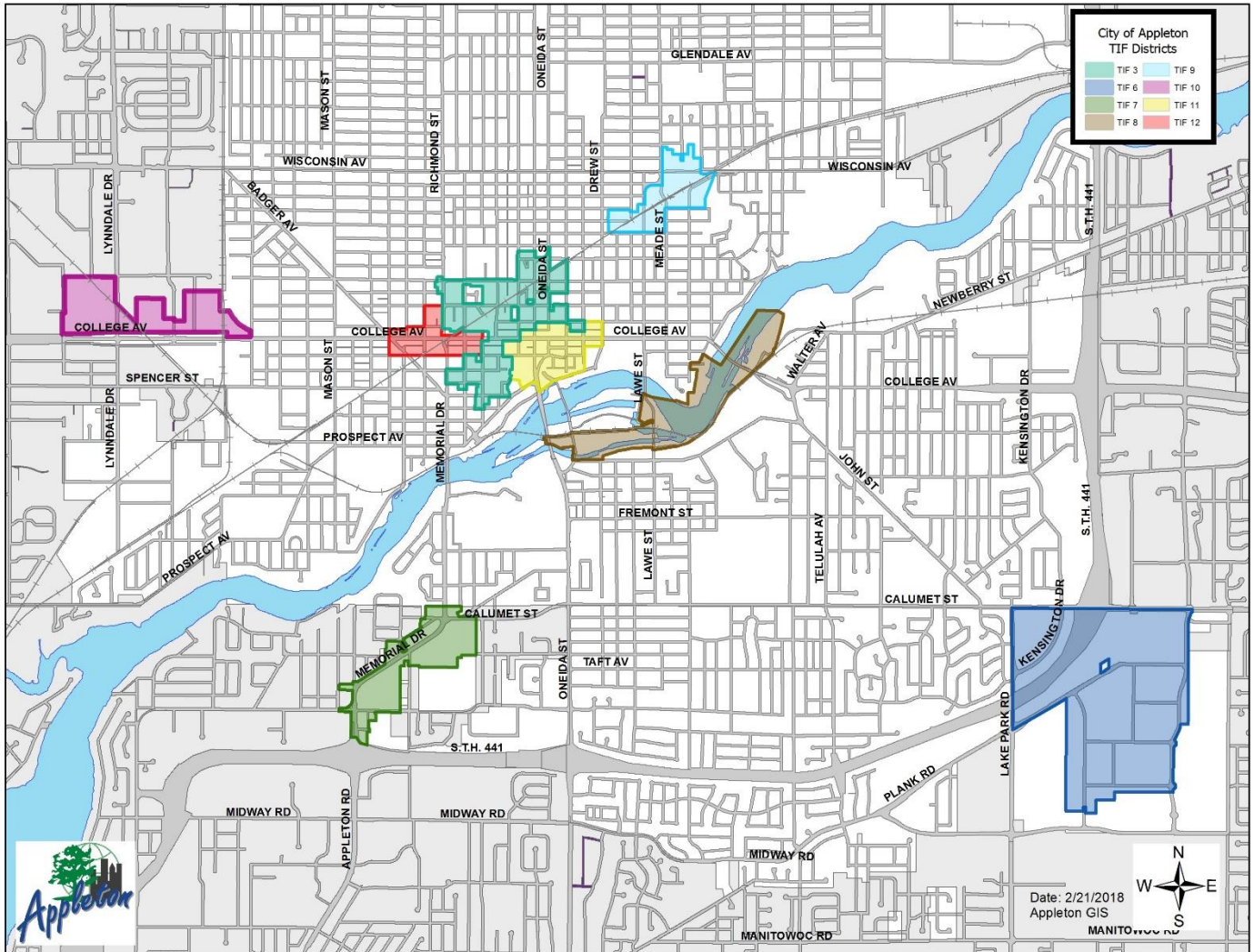
TAX INCREMENTAL DISTRICT

The following table shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change. Tax Incremental Districts 3, 6, 8 and 12 saw increase in increment in 2019, while Tax Incremental Districts 7, 9, 10 and 11 saw decreases. Citywide, the cumulative decrease across all Tax Increment Districts in 2019 was (.96)%. The following pages summarize performance by each district. In 2019, the City's Assessment ratio, as set by the State of Wisconsin, went from 96% to 100%, resulting in a 4% reduction in values across all TIF Districts.

<i>Tax Incremental District Valuations</i>									
TID #	Start	Base Value	2018 Value	2019 Value	Total Increment	2018-2019 Increment	% Change in 2018-2019 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	66,625,000	70,899,500	51,958,700	4,274,500	6.42%	10.97%	274.32%
TID 6	2000	12,141,600	126,319,900	129,019,600	116,878,000	2,699,700	2.14%	53.48%	962.62%
TID 7	2007	25,657,000	44,650,100	39,089,800	13,432,800	(5,560,300)	-12.45%	4.76%	52.36%
TID 8	2009	6,135,100	50,720,000	56,920,500	50,785,400	6,200,500	12.22%	91.98%	827.78%
TID 9	2013	21,512,900	22,337,500	20,537,900	(975,000)	(1,799,600)	-8.06%	-0.91%	-4.53%
TID 10	2013	24,543,900	24,196,200	18,183,800	(6,360,100)	(6,012,400)	-24.85%	-5.18%	-25.91%
TID 11	2017	83,099,200	90,259,800	84,702,900	1,603,700	(5,556,900)	-6.16%	1.93%	1.93%
TID 12	2017	22,974,900	22,689,200	24,144,800	1,169,900	1,455,600	6.42%	5.09%	5.09%
Total		\$215,005,400	\$447,797,700	\$443,498,800	\$228,493,400	(\$4,298,900)	-0.96%		106.27%

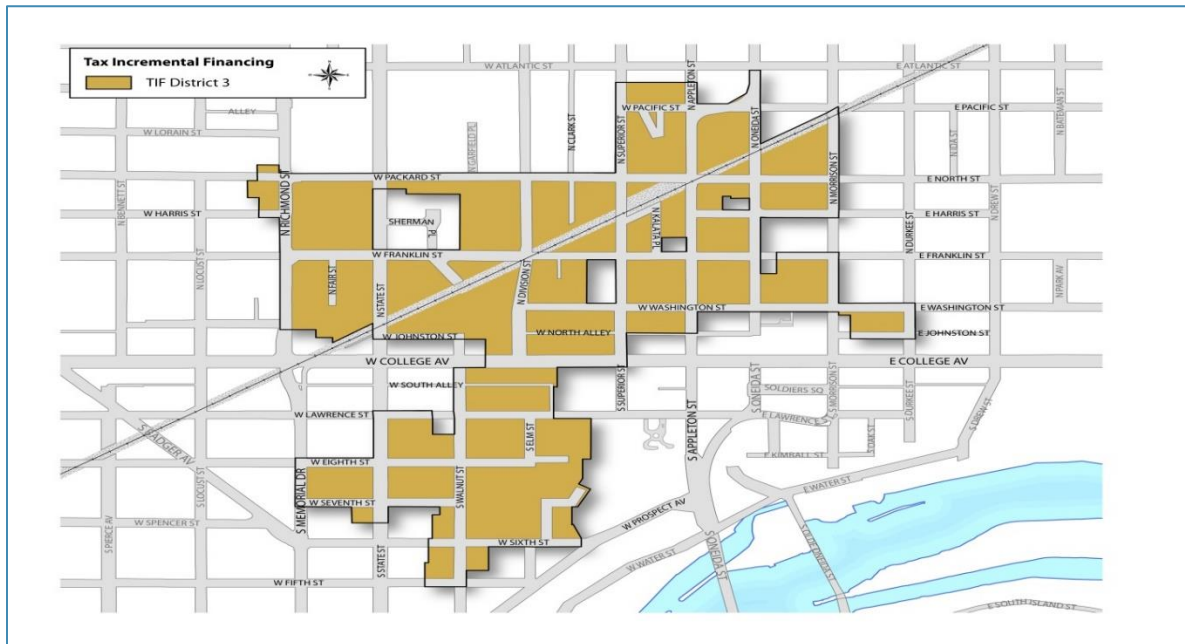
*Note: TID #6 & TID #8 Base Value adjusted to include amended area that was added to the district.

The following is a City Map indicating locations of the TIDs and then a map of, and performance notes for each, along with the scheduled closing date of each TID:

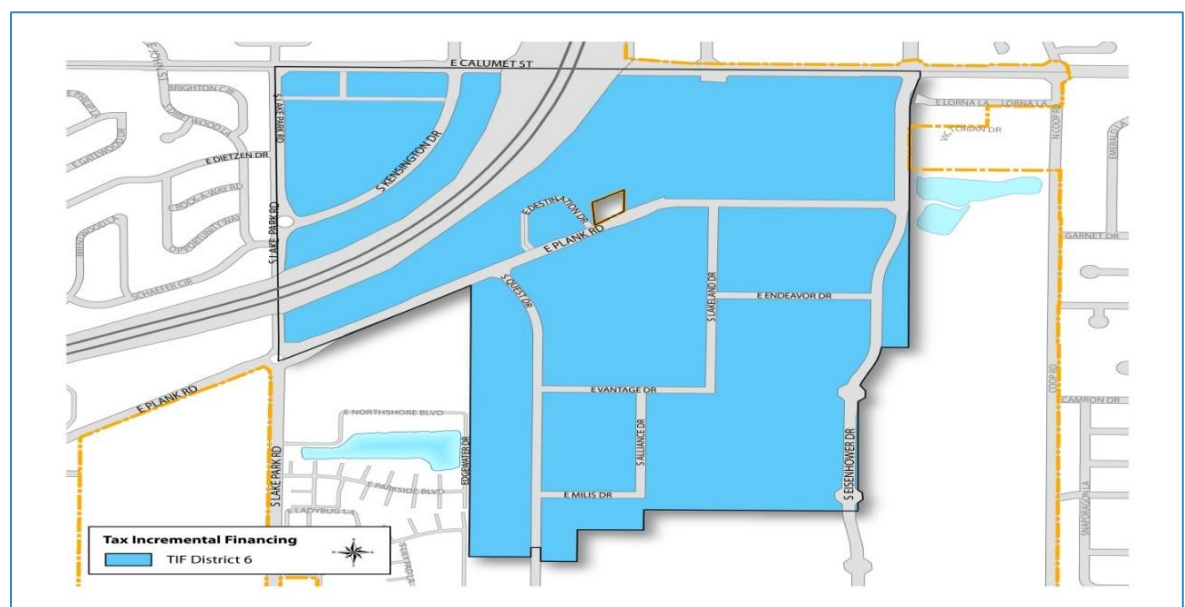


TAX INCREMENTAL DISTRICT PERFORMANCE

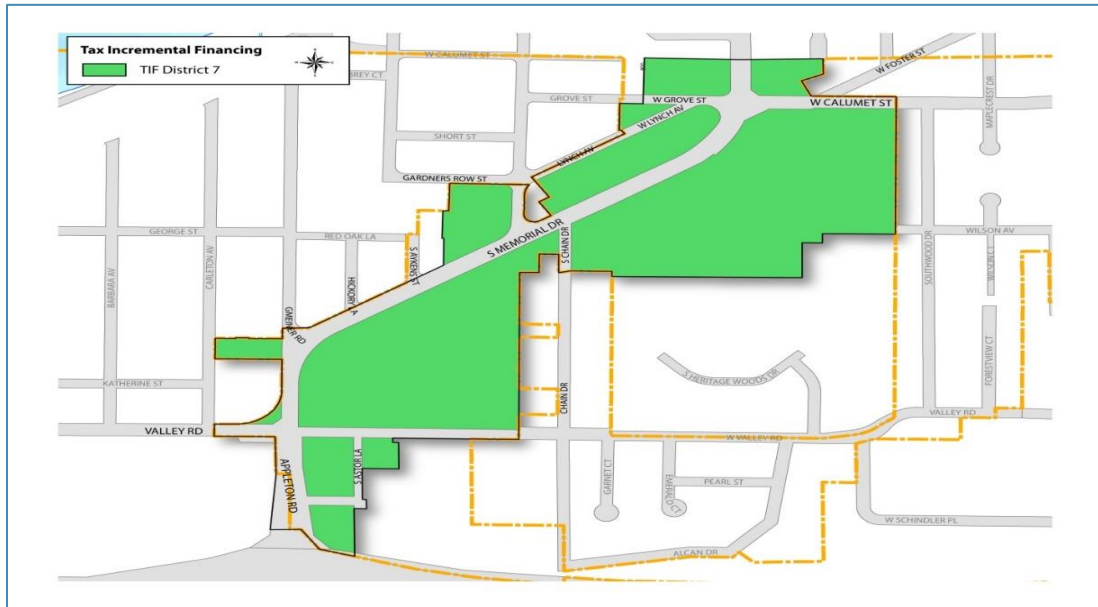
TID #3 Equalized valuations in TID #3 increased by \$4,274,500 or 6.42%. Much of this increase is attributable to the former Gill Tech building renovation, commercial revaluation completed in 2018 and adjustments made by the State in 2019. This TID was declared distressed in 2011 and is scheduled to close by 2029.



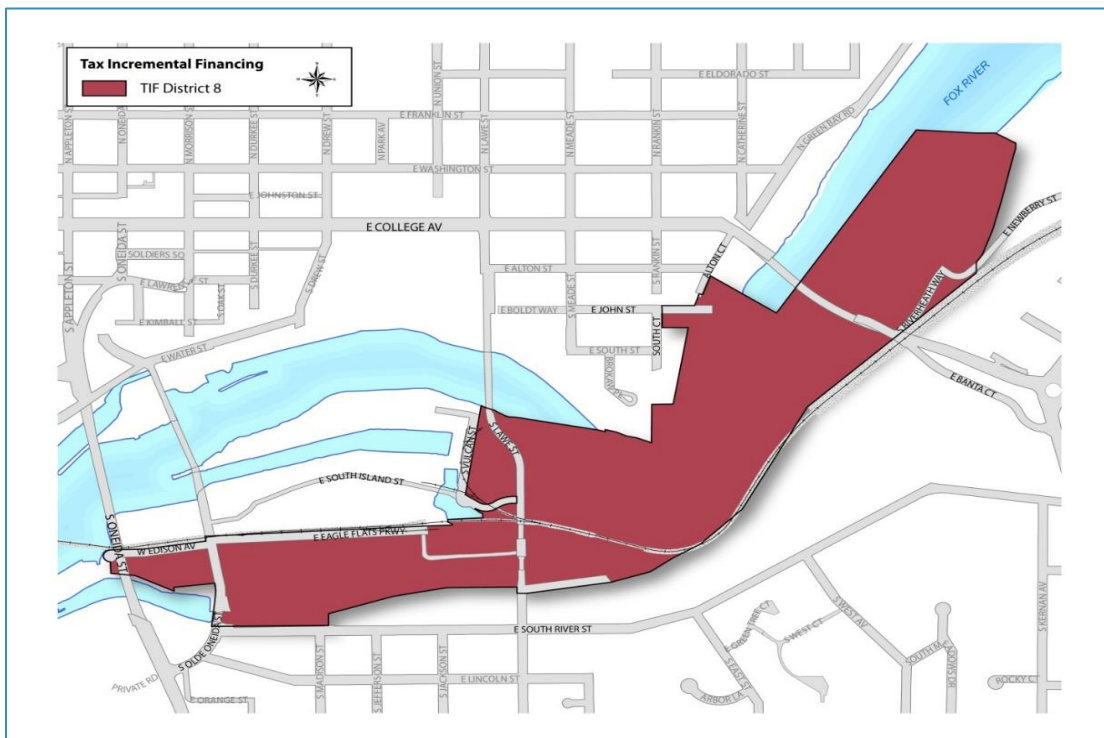
TID #6 Equalized valuations increased in TID #6 by \$2,699,700 or 2.14%. Much of this increase is due to the newly constructed Encapsys Headquarters, Custom Offsets and Security Luebke buildings in Southpoint Commerce Park and the commercial revaluation completed in 2018. This TID is scheduled to close in 2023.



TID #7 TID #7 saw a decrease in equalized valuation of \$5,560,300 which is (12.45)%. Reductions in personal property contributed to 3% of the decrease (2% of which is personal property reductions from Secura Insurance). State adjustments added another 3.5% decrease, and the citywide adjustment to the assessment ratio made up most of the rest. This TID is scheduled to close in 2034.



TID #8 In 2019, the equalized value of TID #8 increased by \$6,200,500 or 24.85%. Most of this growth is attributed to fully assessed projects at Eagle Point and the Marriott Hotel development in the RiverHeath project. While the Marriott opened earlier, it was not fully assessed until 2019. This TID is scheduled to close in 2036.



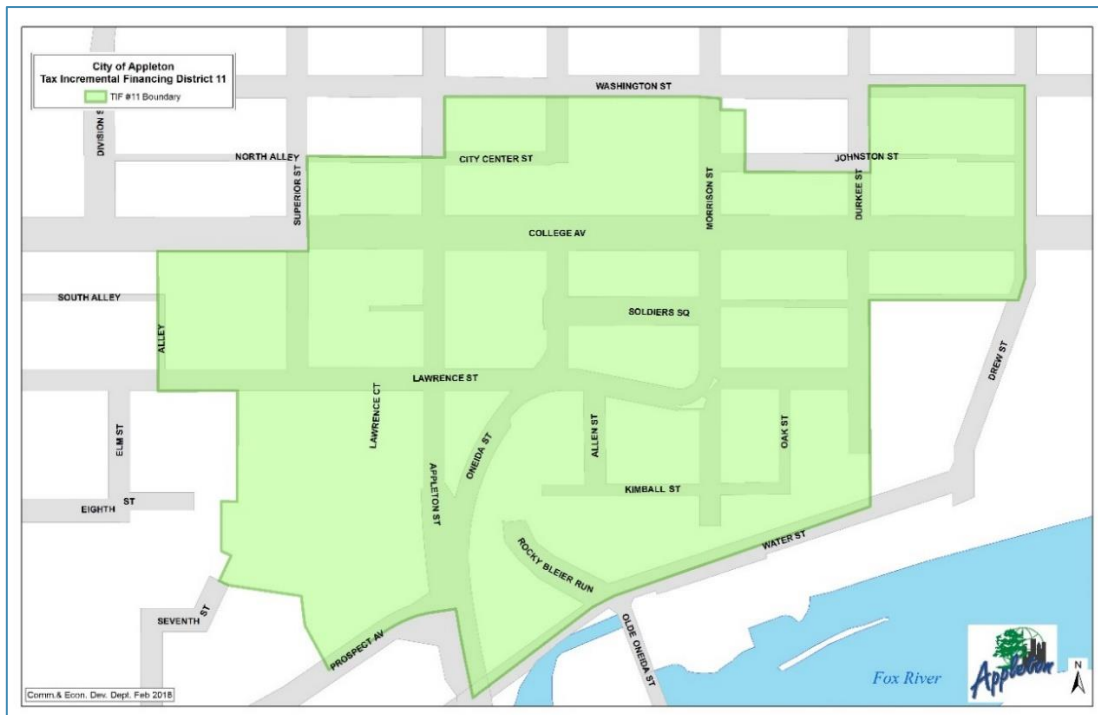
TID #9 TID #9 was created in 2013 and saw a decrease in value of \$1,799,600 or (8.06)%, due mostly to a decrease in the value of personal property from Appvion. This TID is scheduled to close in 2040.



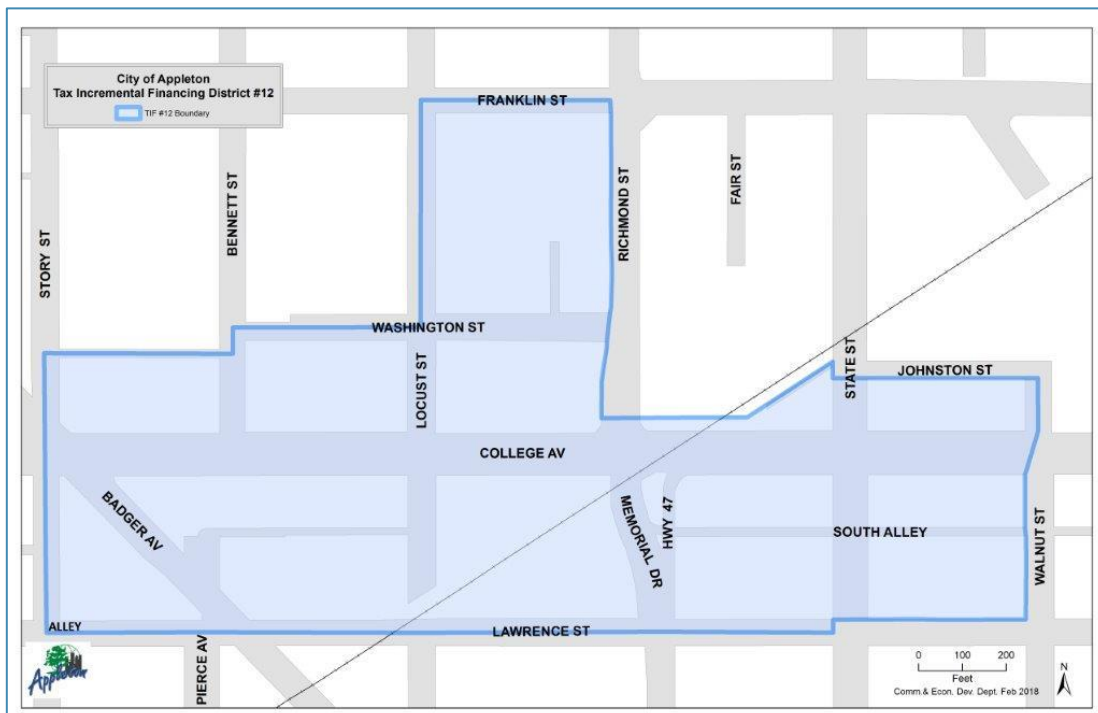
TID #10 TID #10, also created in 2013, saw a decrease in value of \$6,012,400 or (24.85)%. This is largely due to a significant reduction in value of Marketplace Center during the open book period and subsequent adjustments by the State of Wisconsin. This TID is scheduled to close in 2040.



TID #11 Created in 2017, TID #11 saw a decrease in value of \$5,556,900 or (6.16)% due mostly to the ratio adjustment to equalized values. This TID is scheduled to close in 2044.



TID #12 TID #12, also created in 2017, saw an increase in value of \$1,455,600 or 6.42%. The former Thompson Community Center returned to the tax roles in 2019, and McFleshman's made significant improvements comprising much of the increase. This TID is scheduled to close in 2044.



BUSINESS DEVELOPMENT

The City once again experienced a net gain in new businesses. During 2019, 161 new businesses opened in the City, while 73 closed, for a net gain of 88. The following pages highlight the new businesses that opened in Appleton and the businesses that closed or moved in 2019.

New Businesses That Opened in the City of Appleton:

TRIPLE E MACHINE & TOOL INC	GLK FOODS LLC	TOLL PROS INC
WII & ARI : W WAREHOUSING INC	PERFECT PATTERNS INC	CHEMPRINT NORTH INC
CASTERS & MATERIAL HANDLING INC	CAPTAIN'S AUTO SALES LLC	CD PRODUCTS INC : INMAR ENTERPRISE INC
CECKA'S BARBERSHOP LLC	COTTINGHAM & BUTLER INS SERVICES INC	DRAKE HOMES LLC
EAGLE POINT SENIOR LIVING INC	EDWARD D JONES & CO LP #98407	EVER DRY WATERPROOFING OF THE FOX CITIES
FIRST IMPRESSIONS SC	FOX VALLEY CLEAN AIR C/O DANIEL BECK	GEC HOME INSPECTIONS LLC
HANDS-ON HEALING MASSAGE LLC	CIA PLUS INC	JIMMY JOHNS : J-BALLARD INC
JMW CONSTRUCTION C/O JAMES MICHAEL WIDDER	KATIE'S CONSULTING LLC	L&W SUPPLY CORP - APPLETON EAST
LEGACY INVESTMENTS SERVICES INC	LIFE IQ LLC	MOON WATER CAFE LLC
PAUL DAVIS RESTORATION OF SE WI INC	PERSONA BODY ART STUDIO LLC	POWER ENGINEERS INC
PRECISION POWDER LLC	RAPID 3D INC	RAYMOND JAMES & ASSOC INC
ROONEY TEAM C/O JILL ROONEY	SHERMAN COUNSELING MANAGEMENT LLC	STERLING LAW OFFICES SC
THEDACARE HEMATOLOGY & ONCOLOGY : THEDACARE INC	VALLEY SPINE AND SPORT LLC	WISCONSIN REGISTERED AGENT LLC
WOMEN : ASARE ENTERPRISES LLC	WONDERS ICE CREAM C/O GAOLAI LEE & HONG KONG VANG	AIA CORPORATION
BYLINE BANK : SMALL BUSINESS CAPITAL	CARDINAL REALTY LLC	CASTING ON LLC
FITZGERALD & BOMIER LLC	GREAT LAKES REALTY ADVISORS LLC	IVORY ROSE BRIDAL BOUTIQUE LLC
J GEIGER CONSULTING INC	PLAYER 2 ARCADE BAR : PLAYER 2 LLC	TELMARK SALES SOLUTIONS INC

THRIVENT FINANCIAL FOR LUTHERANS	ZUELKE BUILDING LLC - CO-WORKING	BADGER PAINTING LLC
BEHNKE PROPERTIES LLC	BLUSH DE FLEUR LLC	DEALER INSPIRE INC
DOLLAR TREE STORES INC #7529	FRESS RESTAURANT & BAR : DVV ENTERPRISES LLC	JERK JOINT LLC
LOON PADDLE COMPANY LLC	MC FLESHMAN'S BREWING CO LLC	MS MATERIALS LTD
NINE.TWO.ZERO SALON LLC	SYSIGN ENGINEERING LLC	ALYSSA & ANNA LLC
APOTHEKE HEATH & WELLNESS BOUTIQUE : APOTHEKE WELLNESS LLC	BE // A CTR FOR HOLISTIC MENTAL HEALTH & HEALING LLC	BURN BOOT CAMP
THE CAMBRIDGE TEAM C/O CHRIS HALBACH	CAREER (RE)SEARCH GROUP C/O CHRISTOPHER CZARNIK & JENNIFER BANTA-KROLL	COMMUNITY FIRST CREDIT UNION
EMILY MEGAN PHOTOGRAPHY	EYE PHOTOGRAPH LLC	FLY CIRCUS & AERIAL ARTS C/O JAIME SCHMITT
FORK FARMS LLC	GIORDANA BEAUTY LLC	GRAHAM IMAGES LLC
THE HOME TEAM - CENTURY 21 ACE REALTY C/O A LAUER & C VOSTERS	J B HUNT TRANSPORT SERVICES INC	LEARFIELD COMMUNICATIONS LLC
LINCOLN FINANCIAL ADVISORS CORP : LINC FIN GRP : SAGEMARK	LORI'S GIFTS LLC	M C KINNEY PHOTOGRAPHY C/O TRACY VAN ZEELAND
THE MANOR @ 1815 C/O THERESA SPOEHR	THE NORTHERN TUNDRA LLC	OPTIMAL DIGITAL MARKETING INC
SOUND DECISION MOBILE ENTERTAINMENT CO C/O DANIEL DRAVES	STEAM SALON AND SPA C/O JESSI BICHEL	TOPVU MEDIA LLC
UPLIFT NUTRITION LLC	VALERIE HAMILTON PSYCHOTHERAPIST LLC	ZIEMANN COUNSELING AND WELLNESS LLC
ATTIC ON THE AVE LLC	AUSTIN66 PRECIOUS LEATHERS	BRAIDS UNLIMITED SALON/BARBER SHOP C/O JOHNNITTA SCOTT
CORE'S LOUNGE LLC	FOX CITIES CLINIC OF CHIROPRACTIC LLC	FOX VALLEY COMMUNICATIONS LLC
IQ RESOURCE GROUP INC	KIGER STEFFES CHIROPRACTIC SC	LEGENDS CUTS & STYLES C/O ERNESTO SANCHEZ JUAREZ
1-800-GOT-JUNK : RUBBISH BOYS DISPOSAL SERVICE INC	PHYSICS OF FITNESS LLC	RICH'S BARBER SHOP LLC (APPLETON)
RITCHIE AUTO LLC	SEAN & SONS LLC	SOLANGE'S AFRICAN MARKET C/O AUGUSTIN UWERA
STATEVIEW COMMONS C/O MIKE & JENILEE EHLENBECK	STUDIO K STAINED GLASS LLC	STUDIO 604 LLC
TIL DEATH TATTOOS LLC	URBAN LEAF CBD C/O ROSE LEE	WILTZIUS ASSOCIATES LLC
APEX INSPECTIONS LLC	BENDEL IP LEGAL LLC	BEYOND WORDS LLC

CMIT SOLUTIONS OF APPLETON C/O RICHARD SZYMANSKI	COMPASS TWO LLC	COUNSELING AND CONSULTING PROFESSIONALS LLC
FARMERS INSURANCE : MAILOR LOR AGENCY LLC	GRACEFUL REMINDERS C/O RITA VIEAU	HARMONIA REIKI HEALING C/O ANN E WENDEL
HOMES FOR INDEPENDENT LIVING - FOX VALLEY	INSURANCE BROKERAGE SERVICES : IBS INC	KAUFMAN RESIDENTIAL DESIGN LLC
KKY POOL HALL C/O YER XIONG & KEETEEKUNE THAO	MASTER'S TOUCH DENTAL CERAMICS LLC	NEIL NOVAK REALTY LLC
NORTHLAND HOMETOWN PHARMACY LLC	OPEN TRAILS COUNSELING LLC	PRIMROSE OF APPLETON : APPLETON RETIREMENT LLC
SPHAIRA WELLNESS LLC	TASTE OF THE WINDY CITY C/O HATEM AYARI	THREE OTTERS PHOTOGRAPHY C/O MARY BAIRD
VALLEY EMOTIONAL HEALTH : DR SUE MELCHER LLC	VALLEY PILATES LLC	WORLD HEADQUARTERS LLC
YOUR CBD STORE C/O CARA BLOOM	PLANET FITNESS OF APPLETON LLC	POPEYES LOUISIANA KITCHEN : SMIT CO EATERIES INC
SMARTE CARTE INC	THOUGHTFUL THERAPY LLC	BAYSIDE HOME MEDICAL : BAY PHARMACIES INC
CHRISTIANOS PIZZA : WISE RESTAURANT GROUP	DARBOY AUTO SALES INC	EDWARD D JONES & CO LP
FARRELL EQUIPMENT & SUPPLY CO INC	FOX VALLEY TINT WRAPS & CERAMIC PRO : FOX VALLEY TINT LLC	FOX VALLEY VITALITY LLC
HOMEFINITY : FAIRWAY INDEPENDENT MTG CORP	JACKSON HEWITT TAX SERVICE : TAX SERVICES OF AMERICA	JEREMY J KOX LANDSCAPE ARCHITECTURE LLC
MAPLE TREE REST & PANCAKE HOUSE C/O AGRON & SPRESA BEKTESHI	MATHNASIUM OF EAST APPLETON : APPLETON PI LLC	OFFSETS GARAGE LLC
PURE BARRE C/O JORDAN MALKOWSKI & BROOKE MC MILLAN	SECURITY-LUEBKE ROOFING INC	SHOPKO OPTICAL : SHOPTIKAL LLC
WORLD FINANCE CO OF SOUTH CAROLINA LLC	MEADE STREET BISTRO C/O SONY MEYER	

Businesses That Closed or Moved Out of the City of Appleton:

ACCENT CUSTOM COMPONENTS INC	ALLSTAR INSURANCE - GY AGENCY APPLETON C/O GAO (SUE) YANG	BIG HEARTS LITTLE HANDS HOME CHILD CARE C/O MELISSA F HAMPP
NORTHWESTERN MUTUAL : THE DOULE GROUP LLC	ELIPTICON WOOD PRODUCTS INC	JP MORGAN CHASE BANK NA
LARSON INSURANCE AGENCY C/O PAUL LARSON	MAC'S SMALL ENGINE LLC	MARES, CHRIS J SC

MASSMUTUAL FINANCIAL GROUP	GREEN APPLE EYE CARE : MEMMEN, JAMES E MD LTD	PIZZA KING OF APPLETON LLC
SHOPKO EXPRESS #505 : SHOPKO STORES OPERATING CO LLC	STILES LAW FIRM C/O RICHARD L STILES	APPLETON ROCK SCHOOL LLC
FEISTEL & ASSOCIATES LLC	GABRIEL FURNITURE COMPANY : WELLS ENTERPRISES INC	GIBSON MUSIC HALL : APPLETON MUSIC HALL LLP
KRUZEL, SUSAN C LPC LLC	MERYDYAN TECHNOLOGIES LLC	MI-TECH SERVICES INC
AUTHOR'S KITCHEN & BAR : MJ AUTHOR'S KITCHEN LLC	ROGERI VIOLIN SHOP LLC	SCHENCK INVESTMENT SOLUTIONS LLC
SHE.HAIR & BOUTIQUE LLC	SILTON SEIFERT CARLSON SC	CENA RESTAURANT LLC
STUDIO KITCHENS LLC	IL ANGOLO RESTO-BAR LLC	LOTUS SPA C/O PING LU
ATLAS WATERFRONT CAFE/GATH RM : LASUBO INC	POLAR BEAR CARPENTRY LLC	APPLEBEE'S #238 : APPLE HOSPITALITY GROUP LLC
BREATHE REVOLUTION STUDIO : PARNEE FREDERICK LMT LLC	CORNERSTONE MORTGAGE GROUP : CSTONE MORTGAGE INC	DALY REMINDERS PHOTOGRAPHY C/O LINDSAY DALY
DOG HOUSE GROOMING SPA THE : THE DOG HOUSE PET CENTER INC	ELEMENTAL CORE OUTREACH LLC	FOX VALLEY NURSERY INC
HEYNDRIKX TRUCKING LLC, R&B	MASSAGE SPOT THE C/O CHERYL A LEONARD	OLISTICA HAIR & BEAUTY LLC
ATRIUM POST ACUTE CARE : 601 BRIARCLIFF DRIVE OPER CO LLC	FOX CITIES ORIENTAL MARKET LLC	VAMP C/O AJ MILLER
ATRIUM HEALTH & SENIOR LIVING : FOX RVR NURSNG/REHAB CTR LLC	PANACHE IMAGE CONSULTING SALON INC	ES FIRE PROTECTION : ELECTRIC SCIENTIFIC COMPANY
VFW CLUB #2778 INC	BAR STOOLS DIRECT INC	BIRTHWISE HEALTH & BIRTH CENTR : BIRTHWISE LLC
CUSTOM CANINE GROOMING BY HOLLY LLC	CUSTOM CANINE GROOMING BY TARA LLC	FLESH CHAMBER C/O ANTHONY YBARRA & ABE KRUPINSKI
GREEN GECKO GROCER & DELI : GREEN GECKO INC	HANDS TO HEART LLC	INTEGRITY CHIROPRACTIC : HEALTHWSE CHIRO/WELL CTR LLC
ONE STOP DISCOUNT FURN OUTLT : FURNITURE WORLD/MATTRESSES LLC	RIVER OF INK C/O JAMES A PLUTZ	SMITH, W E REALTY INC
SPIN FRESH COIN LAUNDRY LTD	YESTERDAY'S LLC	LIFE ENRICHMENT WITH DR M LLC
WILEY, JOHN (EQUIPMENT) C/O JOHN WILEY	APPRAISAL ASSOCIATES INC	DISTINCTIVE RENOVATIONS : G & S FASSBENDER LLC
FARMERS INSURANCE : ANDREW MAUS AGENCY LLC	LOS TRES MANANTIALES LLC	MASSAGES BY KELLY LLC
JP MORGAN CHASE BANK NA	SECURA INSURANCE COMPANY	CLARITY PUBLIC RELATIONS INC
HUNTINGTON NATIONAL BANK THE		

HOUSING & NEIGHBORHOOD SERVICES

HOMEOWNER REHABILITATION PROJECTS

The Homeowner Rehabilitation Loan Program provides financial and related technical assistance for low- to moderate-income homeowners in the City of Appleton for the rehabilitation of their property. In order to qualify, the property must be owner occupied as well as meet income, equity and asset requirements.

Financial assistance is provided in the form of a 0% interest, deferred payment loan. The City places a lien on the property for the amount being spent on the rehabilitation, and the owner pays the loan back when the property is sold or vacated. This allows the City to assist property owners with maintaining and/or increasing their property values. When loans are repaid, the City reallocates those funds to future rehabilitation projects.

Priority is given to the following improvements: Lead-based paint hazards, roofing, foundation, electrical, plumbing, heating, windows, doors, insulation, interior walls/ceilings, private sidewalk, driveway, porches, siding, exterior trim, etc. The City does not provide funding for purchasing properties, additions to properties, cosmetic and/or luxury items.

The purpose of the program is two-fold: (1) to ensure decent, safe, and sanitary housing for low- to moderate-income residents of the City of Appleton, and (2) to maintain the housing stock of these homes before they get to the point of being beyond repair. This stabilizes neighborhoods, maintains property values, and, ultimately, increases the tax base in the City.

The Program has five main objectives that directly benefit the City of Appleton:

1. Help low- to moderate-income residents of the City of Appleton maintain decent, safe, and sanitary housing
2. Reduce the risk of lead poisoning from the older housing stock
3. Stabilize neighborhoods
4. Increase the tax base for the City
5. Create jobs in the community by hiring local contractors

The Program is considered to be very successful in achieving these objectives. Since 1979, the Homeowner Rehabilitation Loan Program has rehabbed over 1,100 homes in the City of Appleton and generated over \$6.3 million in outstanding loans. The City rehabilitated 24 housing units in 2019 and spent over \$500,000 on home improvement loans. The goal for 2020 is to rehabilitate an additional 24 housing units.

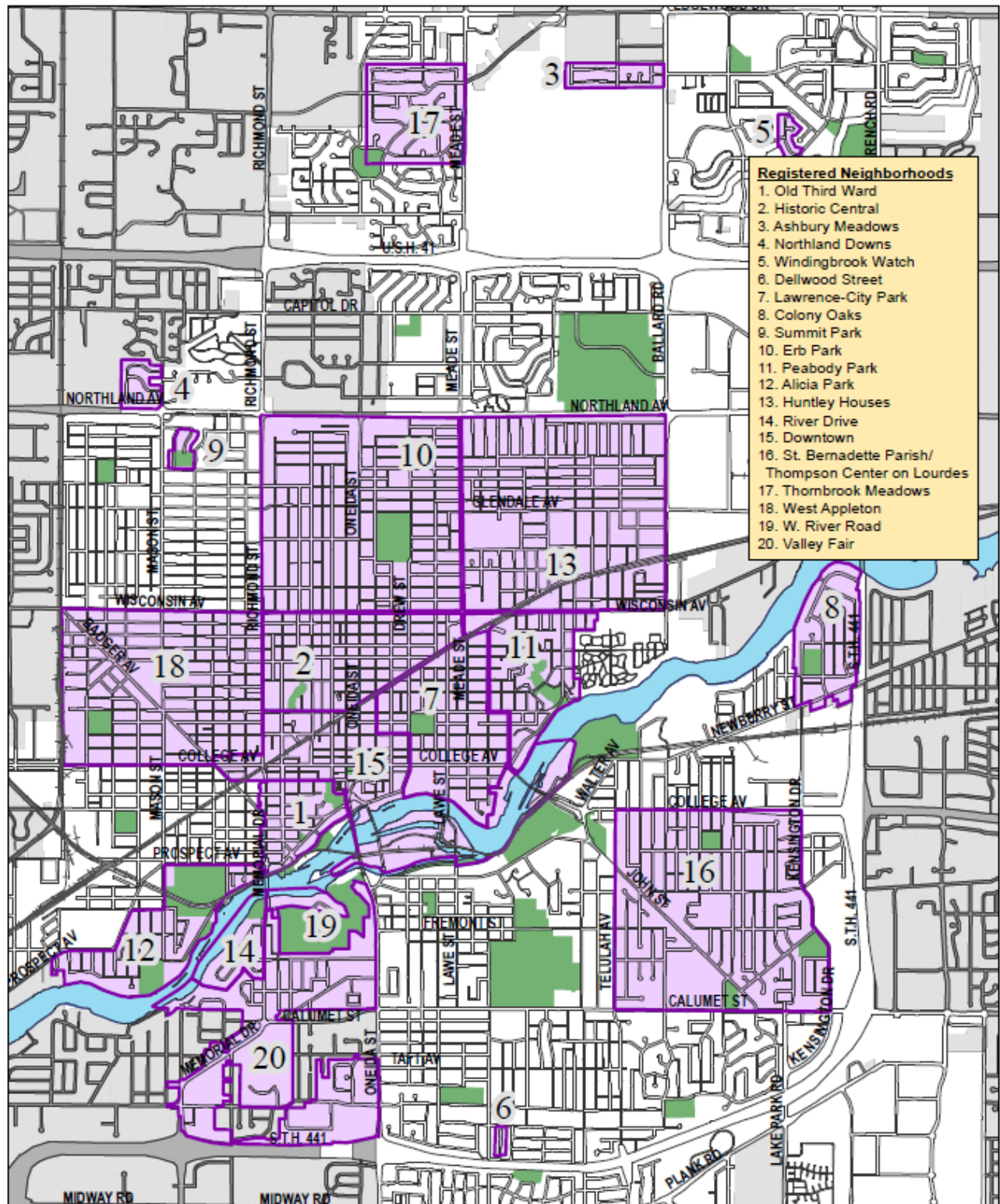
NEIGHBORHOOD PROGRAM

The Neighborhood Program was created in October 2012, with the goal of strengthening Appleton's neighborhoods by building strong bonds, engaging social capital, encouraging investment, and leveraging local resources. Beginning in the summer of 2013, staff developed a program brochure, conducted interviews with the Post-Crescent and local news and television agencies, and created the City's Neighborhood Program webpage which serves as the one-stop shop for all information on the program. These efforts increased awareness of the program and increased participation by Appleton residents.

The foundation of the program is the neighborhood registry. Residents are asked to register their neighborhoods by meeting with fellow residents to identify the neighborhood's primary and secondary contacts, create a neighborhood name, and define the neighborhood's boundaries. We have a total of 20 registered neighborhoods throughout the City. Registered neighborhoods are completely or partially located in all 15 Aldermanic Districts in the City. The central city neighborhoods north, south, and east of downtown are highly represented by five registered neighborhoods (Old Third Ward, Historic Central Neighborhood, Lawrence-City Park, Peabody Park, and Downtown).

Two applications for The Neighborhood Grant Program (TNGP) were received, approved and funded in 2019, both in the Appleton West Neighborhood. The first was a grant for \$3,300 to support promotion of a neighborhood launch gathering and extensive survey. The second was for \$1,500 to support "Make a Difference Day".

The primary goal of the Neighborhood Program is to increase communication between Appleton's neighborhoods and City Hall. Two neighborhood program meetings were held in 2019, one in spring and another in fall. Both "roundtable" discussions provided opportunities for residents to share their experiences as neighborhood leaders among peers, strengthen their neighborhoods, and establish a clear line of communication with the City. Program staff assist Appleton's neighborhoods through communication in a variety of ways. First, we receive direct contact from neighborhood leaders regarding issues in their neighborhoods. Staff also contacts neighborhoods on various topics such as when a developer or the City is proposing a project that may directly or indirectly impact a registered neighborhood. A map of Registered Neighborhoods is on the following page:



Registered Neighborhoods - Sept 2019



RECENT CITY INVESTMENTS PROMOTING GROWTH

- A. A full north/south two-way Appleton Street bridge was completed in 2019.
- B. The extension of Spartan Drive started in 2019 and will be complete in 2025 from Meade Street to Highway 47.
- C. Evergreen Drive (east of Richmond Street) reconstructed underground infrastructure work was completed in 2018. Paving was completed in 2019. This area is expected to see additional growth with the recently opened Meijer across the street in the Town of Grand Chute. Land at the southeast corner of Highway 47 and Evergreen was annexed into the City in 2019.
- D. The City of Appleton purchased two properties totaling approximately 23 acres on Edgewood Drive long identified as future commercial/industrial use on the Future Land Use Map. While not yet served by City utilities, the City continues to manage these properties to provide for additional growth in the future.
- E. A lift station was added in 2017 to accommodate approximately 950 acres of growth on the north side; it is located southeast of the intersection of Broadway Drive and Richmond Street, adjacent to future Spartan Drive.
- F. The “Diverging Diamond” intersection at Hwy 441 and South Oneida Street was completed in 2018. In addition, the City of Appleton completed roadwork to South Oneida Street between the Oneida Skyline Bridge to Hwy 441. These improvements will further enhance this area’s attractiveness for commercial development/redevelopment and re-open a major north/south thoroughfare.

CHALLENGES TO GROWTH

- A. Net new construction for the City was lower than most of our neighboring communities, which will limit the City’s ability to raise the tax levy and provide services. Appleton’s trend of net new construction as a percentage of the Fox Cities equalized value will have to change if the City wants financial resources to support current demands and future growth of the City without increasing debt.

- B. Uncertainty about the U.S. Venture relocation to downtown Appleton has placed other investments on hold in the downtown. This affects investments in the “Bluff” site, Soldier Square site, Central Business District and areas north of College Avenue.
- C. Changing roles of leadership and staff at the Fox Cities Chamber of Commerce has resulted in an unclear future vision and undefined separation between the Fox Cities Chamber of Commerce and Fox Cities Regional Partnership.
- D. Over the past few years, a series of incorporations by surrounding municipalities on the City’s south side has resulted in a limitation to the City’s growth corridor to the south.
- E. Workforce and Skilled Labor

While the unemployment rate for Appleton and the Fox Cities overall has been dropping and is currently quite low, that number alone does not tell the whole employment story. Underemployment and a skills gap exist which prevents maximizing potential in our labor force. Some suggested strategies for addressing future labor needs include:

1. Aligning Workforce and Economic Development Efforts
2. Engaging the Unemployed, Underemployed and Discouraged
3. Talent Attraction and Retention
4. Capital Improvement Funds
5. Incumbent Worker Training
6. Flexible Schedules
7. Seasonal Programs
8. Job Sharing Programs
9. Phased Retirement Programs
10. Knowledge Transfer and Reverse Mentoring

Source: Matt Kures, UW-Extension Center for Community and Economic Development

- F. Significant road improvements are needed to Apple Creek Road and Broadway Drive that require widening, including the acquisition of new right-of-way. French Road, north of Edgewood Drive, is a rural two-lane road. Future development could necessitate the widening and urbanizing of French Road.
- G. Regulatory floodplains are known to exist on the northside which will restrict the suitability of those areas for future growth.
- H. As growth continues to fill in subdivisions and commercial space, the area may need additional police, fire, school and recreational areas to meet growing demands.

- I. The City received only one bid for concrete street improvements in 2019, which was significantly above the budgeted amount. This resulted in a reduction in the number of streets improved.
- J. Limitations of the existing utility infrastructure and coordinating their expansion with timing of development will have to be closely coordinated.
- K. Open green space and recreational amenities have been identified as a need on the south side. There is limited land available on the City's south side with sufficient size to accommodate a community park. Staff outlined several potential sites for a community park in 2017; however, Council did not recommend pursuit of any of the options.

PROJECTS ON THE HORIZON

- A. U.S. VENTURE: U.S. Venture has announced it plans to construct a new headquarters building on the "Bluff" site in downtown Appleton. This will bring up to 1,000 employees and will add a minimum of \$54.5 million in assessed value to our downtown. Details of the Development Agreement continue to be discussed and finalized.
- B. EAGLE FLATS: The developer is pursuing the next phase of the project, which is targeting the addition of office space, a visitor's center in partnership with the Fox River Navigational Authority, and public access at the property east of Lawe Street adjacent to Lock III.
- C. RIVERHEATH DEVELOPMENT: Tanesay Development continued construction of "The Willows" which will have 110 residential units and 23,000 square feet of commercial and retail space. Completion is anticipated in Spring 2020. After completion of The Willows, there is one lot remaining for development in the RiverHeath development.
- D. EAGLE POINT (FORMER FOREMOST DAIRY SITE): Construction of Phase I was completed in 2018, which includes 100 independent senior living units. Eagle Court (Phase II), comprising a 28-unit community based residential facility, started construction in 2019. One lot remains available in this development.
- E. GABRIEL LOFTS: This project will be add 21 residential units and commercial space to the downtown. Completion is anticipated in Spring 2020.
- F. CRESCENT LOFTS: The Crescent Lofts is scheduled to begin construction in Spring 2020. When complete, a total of 69 residential units will be added to the downtown, 58 of which will be affordable housing.

- G. 320 EAST COLLEGE: This project is scheduled to start construction in 2020 and will add 28 residential units and commercial space along College Avenue.
- H. F STREET DEVELOPMENT: F Street Development has 50 acres under contract to purchase in the Southpoint Commerce Park and anticipates construction of a series of speculative warehouse/distribution buildings. They hope to begin with an initial 200,000 square foot building in Spring 2020.

OPPORTUNITIES

- A. The City currently has 100+ acres of fully improved land available for development in the Southpoint Commerce Park and an additional 100+ acres with planned improvements. 2019 saw the sale of just over 10 acres to three different companies. Two are new to the City of Appleton, and one is an expansion of an existing business in Southpoint.
- B. Opportunities will become more apparent on the “Bluff” site and surrounding area as plans get finalized for U.S. Venture and their relocation to downtown Appleton, including the library and areas north of College Avenue.
- C. Planned amendments to TIF Districts #3 and #11 will allow TIF support for parcels north of College Avenue.
- D. Privately owned land is still available for office developments north of I-41 along Enterprise Avenue and Evergreen Drive. The City repurchased one industrial site south of I-41 in 2019 and is currently marketing it for sale. Additional privately owned parcels are available in the Northeast Business Park area.
- E. The City of Appleton has approximately 280 single-family lots available for sale in established subdivisions, the majority of which are located on the north side. Plats for over 45 new single-family lots were approved in 2019, some already available. There are an additional 158 acres of planned single-family lots within the City that are unplatted as well.
- F. The City of Appleton has supported the efforts of the Fox Cities Regional Partnership, both financially and operationally, since 2012 with a total investment of \$241,500 since the Partnership’s creation. Many of these investments are to help support attracting and retaining an intelligent, innovative workforce to the City. The City approved funds in 2018 specifically to support the Talent Upload program, which was not executed in 2018. Council voted to allow the Fox Cities Regional Partnership to keep the funds allocated for Talent Upload to help offset “sunk” costs associated with the program. The Fox Cities

Chamber of Commerce created new programs in 2019 to help address workforce, talent attraction and retention issues in the region with their “Fox Cities Days” Program, and “Family Friendly Workplace” designation criteria. We look forward to seeing the results of these new programs.

STRATEGY/MARKETING

A. Comprehensive Plan Update 2010-2030

A Comprehensive Plan is intended to guide the growth and development of a community. It is a long range plan, addressing current issues while also looking beyond to future issues and opportunities with the City. It includes analysis, recommendations and implementation strategies which will impact a community’s population, economy, housing, transportation, community facilities, recreation-open space, and land use. A Comprehensive Plan establishes a vision for future land use, physical development, and quality of life in the City, as well as provides a comprehensive set of goals, policies and initiatives to achieve that vision. The Economic Development Strategic Plan, completed in 2015, was incorporated into the Comprehensive Plan which was adopted by the Common Council on March 15, 2017.

Over the course of 2019, several initiatives were completed to support the updated Comprehensive Plan. Some examples are listed below:

- 1) Mixed use and residential development in the downtown and along the river utilizing Central Business District (CBD) zoning in other areas of the City.
- 2) New growth and officially mapped roadways on the north side.
- 3) Assigning names to alleys.
- 4) Significant work on text amendments to the Zoning Code was completed in 2019 for approval in 2020.
- 5) In 2019, staff attended a Commercial Association of Realtors Wisconsin (CARW) Conference and two Mid-America Economic Development Council (MAEDC) conferences to directly promote awareness and investment in the City to site selectors and brokers from outside the area.
- 6) In 2019, staff met with over 40 businesses to resolve issues, help with retention, and assist with expansion plans.

B. The Fox Cities Economic Development Professionals

PURPOSE STATEMENT

Building professional relationships and sharing best practices to advance our region's economy.

FOX CITIES ECONOMIC DEVELOPMENT PROFESSIONALS

STRATEGIC INITIATIVES

1. To provide for professional development and networking.
2. To encourage, facilitate communication, and participation among members and among economic development peers.
3. To learn about and work to establish economic development best practices.
4. To establish an educational and best practices manual for members.
5. To advance our region's economy.
6. To improve and establish collaborative efforts among economic development organizations in the region.

The City of Appleton continues to remain committed to and actively engaged in FCEDP.

C. Marketing

Staff partnered with Locate in Wisconsin, Catylist and CoStar to reach the commercial real estate and development community and market City-owned sites. All of the above-mentioned services are online resources for commercial real estate brokers, site selectors, and companies to research available sites within our community from anywhere in the world.

The City of Appleton was a sponsor of the Manufacturing First conference in 2019. The conference was attended by over 1,200 manufacturers and 550 students. We also were a sponsor at the InDevelopment Conference, which is a gathering of the region's most influential people in commercial and economic development.

Sponsoring of small business initiatives was also a key focus in 2019 with the sponsorship of Small Business Saturday, Appleton Northside Business Association's Annual Meeting, and Appleton Downtown Incorporated programming, among others.

