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## MEMORANDUM

TO: City of Appleton

FROM: Andrew Dane

DATE: December 5, 2016

RE: Key Chapter 9 Economic Development Updates  
SEH No. 135537 14.00

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The purpose of this memo is to summarize the key **proposed** chapter updates made to the City's 2010-2030 Comprehensive Plan as part of the 2016 Comprehensive Plan update.

New objectives and policies are **highlighted yellow**. ~~Strikethrough text~~ denotes those objectives and policies which have been removed from the updated Comprehensive Plan.

### Key Changes

A major change to the chapter is the incorporation of the City's Strategic Economic Development Plan, which was completed in 2015. The updated chapter places more emphasis on attracting and retaining a talented workforce as a core economic development strategy. As with other chapters, there is additional emphasis placed on partners working together to achieve common goals.

### Overall Goal

The overall goal for economic development stated in Chapter 4 is that "Appleton will pursue economic development that **retains and attracts talented people** brings good jobs to the area, and supports the vitality of its industrial areas, downtown, and neighborhood business districts. ~~This will be accomplished through the following objectives and policies~~ **are intended to achieve that overall goal.**

### 9.1. OBJECTIVE: Implement the Appleton Economic Development Strategic Plan (AEDSP)

9.1.1. **Plan for and implement the key actions and measures identified in the AEDSP.**

### 9.2. OBJECTIVE: Grow Appleton's business community through recruitment, expansion, and retention programs that ensure a diverse business mix and jobs that pay well.

9.2.1. **Together with partners** prepare and implement a business recruitment program that targets suitable businesses in manufacturing, business and professional services, retail, and other industries.

9.2.2. Work with the existing business community to help identify and tap opportunities for expansion.

9.2.3. Implement business retention program including regular business visits and monitoring of business conditions within key industry groups.

~~9.2.4. Evaluate the effectiveness of state, regional, and local incentive programs in meeting the financial and technical assistance needs of businesses, and create or revise programs accordingly.~~

**9.2.4 Develop a business attraction marketing campaign.**

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9.2.5 In partnership with other organizations, conduct regional retail attraction and promote neighborhood retail development.

**9.3. OBJECTIVE: Create the resources and culture in which entrepreneurial development is encouraged.**

9.3.1. Support/partner with organizations pursuing programs for ~~Develop a program for~~ entrepreneurial development comprised of networking, financial assistance, training, and supportive services for all types of entrepreneurs.

**9.4. OBJECTIVE: Ensure the continued vitality of downtown and the City's neighborhood commercial districts.**

9.4.1. Implement the recommendations found in the Downtown Plan.

9.4.2. Implement the recommendations adopted in the corridor plans for South Oneida Street, Richmond Street, and Wisconsin Avenue. Consider updates to these corridor plans and/or creating plans for other key corridors, as needed.

9.4.3. Monitor business activity and physical conditions within Appleton's business district on a regular basis to provide early identification of issues that may need to be addressed.

**9.5. OBJECTIVE: Encourage new development and redevelopment activities that create vital and attractive neighborhoods and business districts.**

9.5.1. Ensure a continued adequate supply of industrial and commercial land to sustain new business development.

9.5.2. Proactively acquire property targeted for redevelopment and develop a land bank to assist in property assembly with a focus on corridors, the downtown, and areas identified as business/industrial on the Future Land Use Map.

9.5.3. Ensure quality development by requiring that all new construction meets or exceeds the minimum design criteria determined appropriate for the area in which the site/building is located.

**9.6. OBJECTIVE: Create a vibrant community environment that is conducive to attracting and retaining talented people. ~~the creative class.~~**

9.6.1. Continue the City's efforts to expand and improve its amenities such as parks and recreation, the Fox Cities Performing Arts Center, the Appleton Public Library, the Fox Cities Exhibition Center, sporting facilities and other cultural or civic offerings.

9.6.2. Encourage the creation of vibrant mixed-use urban areas in the downtown and on along the Fox River that are both walkable and bicycle-friendly.

9.6.2. Support efforts to retain graduating Lawrence University students within the community.

**9.7. OBJECTIVE: Work collaboratively with other municipalities, organizations, and private entities to advance the economic development of the entire region.**

9.7.1. Continue the City's involvement and support for regional economic development organizations such as the Fox Cities Regional Partnership NEWREP and the New North.

9.7.2. Continue to collaborate with neighboring communities on economic development issues that cross jurisdictional boundaries, such as commercial vacancies along College Avenue.

9.7.3. Support the I-41 Initiative in order to fully leverage regional assets and promote Appleton's position as an important transportation hub with easy access local and regional markets.

9.7.4. In partnership with the Fox Cities Convention & Visitors Bureau, continue to support local and regional tourism development efforts.

**9.8 OBJECTIVE: Continue supporting educational partnerships and workforce development**

9.8.1 Support existing and new education-workforce partnerships. Encourage partners to engage in career awareness and organize target business programs.

9.8.2 Assist in promotion of business alliances in high school and Fox Valley Technical College around key regional clusters.

**9.9 OBJECTIVE: Enhance Appleton's brand as a location to do business**

9.2.1 Consider undertaking full branding strategy to refine the Appleton brand.

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