



CITY OF APPLETON
Community & Economic
Development Department
March 4, 2019

GROWTH REPORT

2018

CITY OFFICIALS

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

2018 COMMON COUNCIL

District 1: William Siebers
District 2: Vered Meltzer
District 3: Curt Konetzke
District 4: Joe Martin
District 5: Ed Baranowski
District 6: Rachel Raasch
District 7: Kathleen Plank
District 8: Matthew Reed

District 9: Bob Baker
District 10: Christine Williams
District 11: Patti Coenen
District 12: Cathy Spears
District 13: Kyle Lobner
District 14: Christopher Croatt
District 15: Keir Dvorachek

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

Table of Contents

Introduction.....	1
Income.....	1
Labor Statistics	1
Unemployment Statistics	3
Cost of Living Comparisons	5
Building Permit Activity	7
Equalized Value and Net New Construction	10
Tax Incremental District Performance	14
Business Development	20
Housing Rehabilitation Projects	26
Neighborhood Program	27
Prospects for Growth.....	29
Barriers to Growth.....	30
Strategy/Marketing.....	33



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.

This year's report has 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.

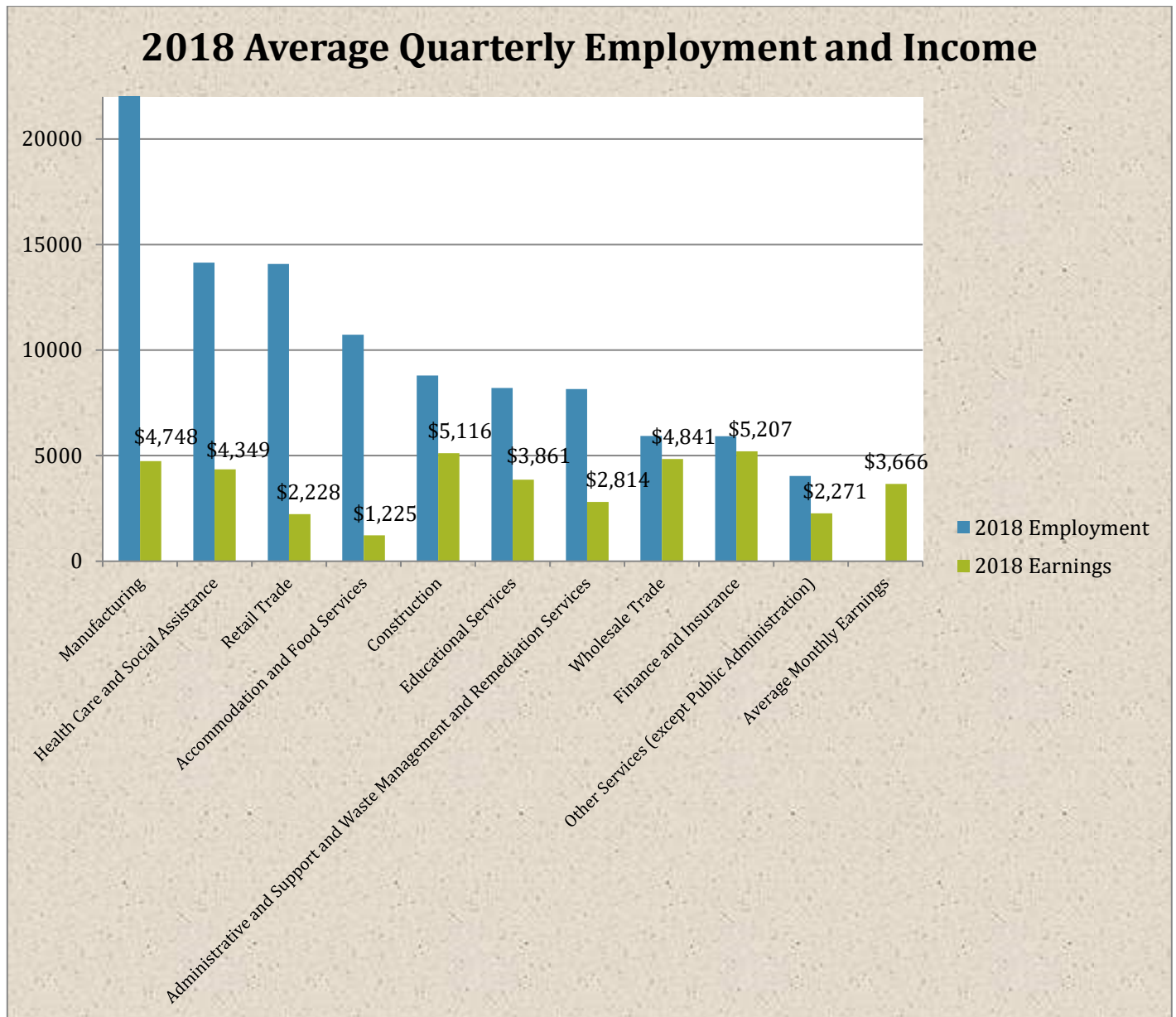
Additionally, the City's expansion on the southside is now defined as the lawsuit between the Village of Harrison and the City of Appleton is complete, and the lawsuit between the Village of Fox Crossing, Town of Menasha and City of Appleton was settled. Expanded discussion of these topics was included in the 2017 Growth Report, and this year's report reflects the boundaries we now have.

INCOME

According to ESRI data, the median household income for the City of Appleton in 2018 was \$57,789 which is slightly above the median household income of \$57,408 for the State of Wisconsin and slightly below the U.S. average of \$58,100.

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 2018 (monthly earnings included in chart).



Source: US Census Bureau – Local Employment Dynamics

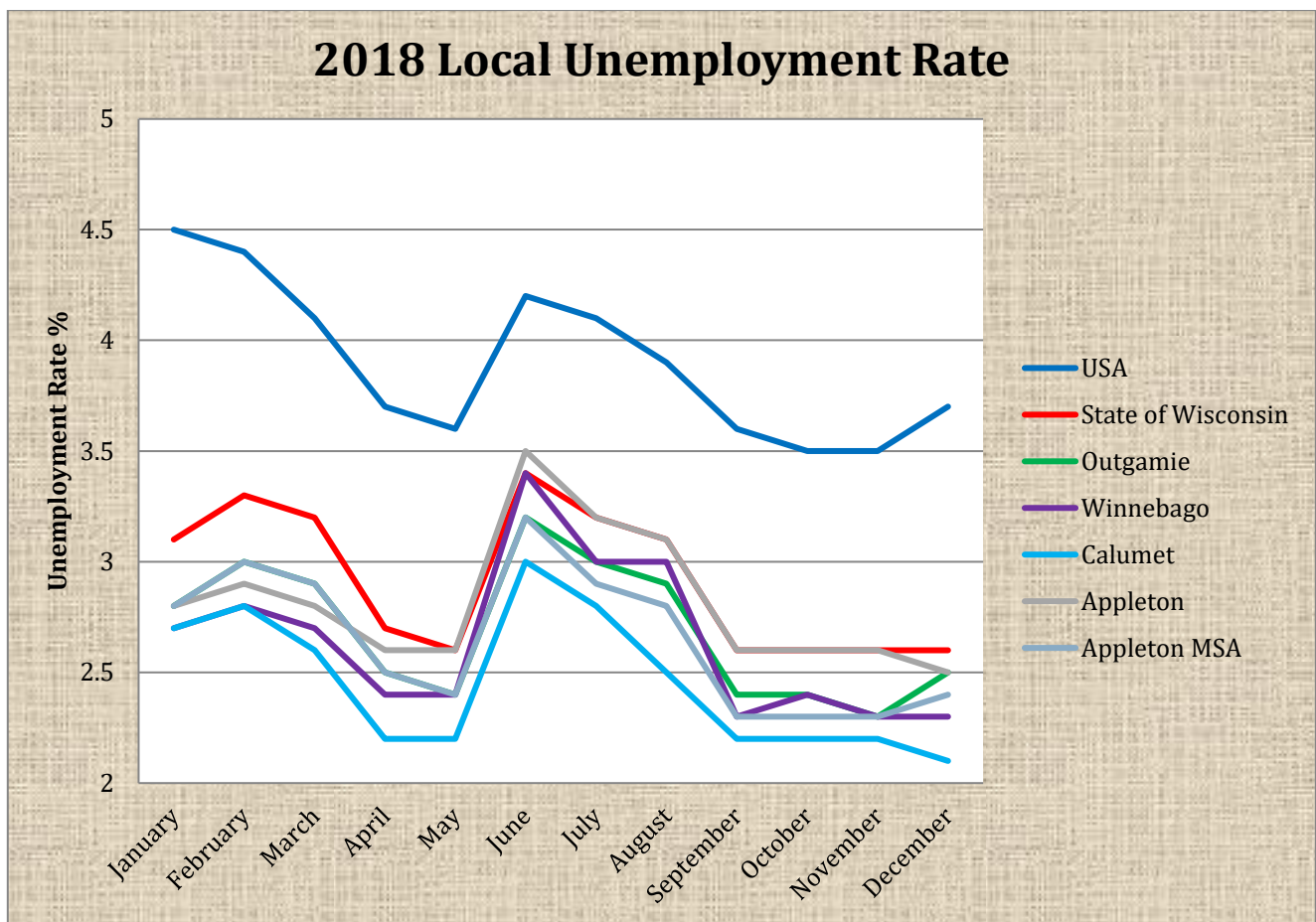
Manufacturing shows the highest quarterly employment, followed by Health Care and Social Assistance, then Retail Trade.

Average monthly earnings ranged from \$1,225 to \$5,207 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 \$5,182 or less to be low income for a family of four in the Appleton MSA. It is worthy of note that 2 of the top 4 employment sectors by number of jobs provide earnings less than the \$3,666 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.

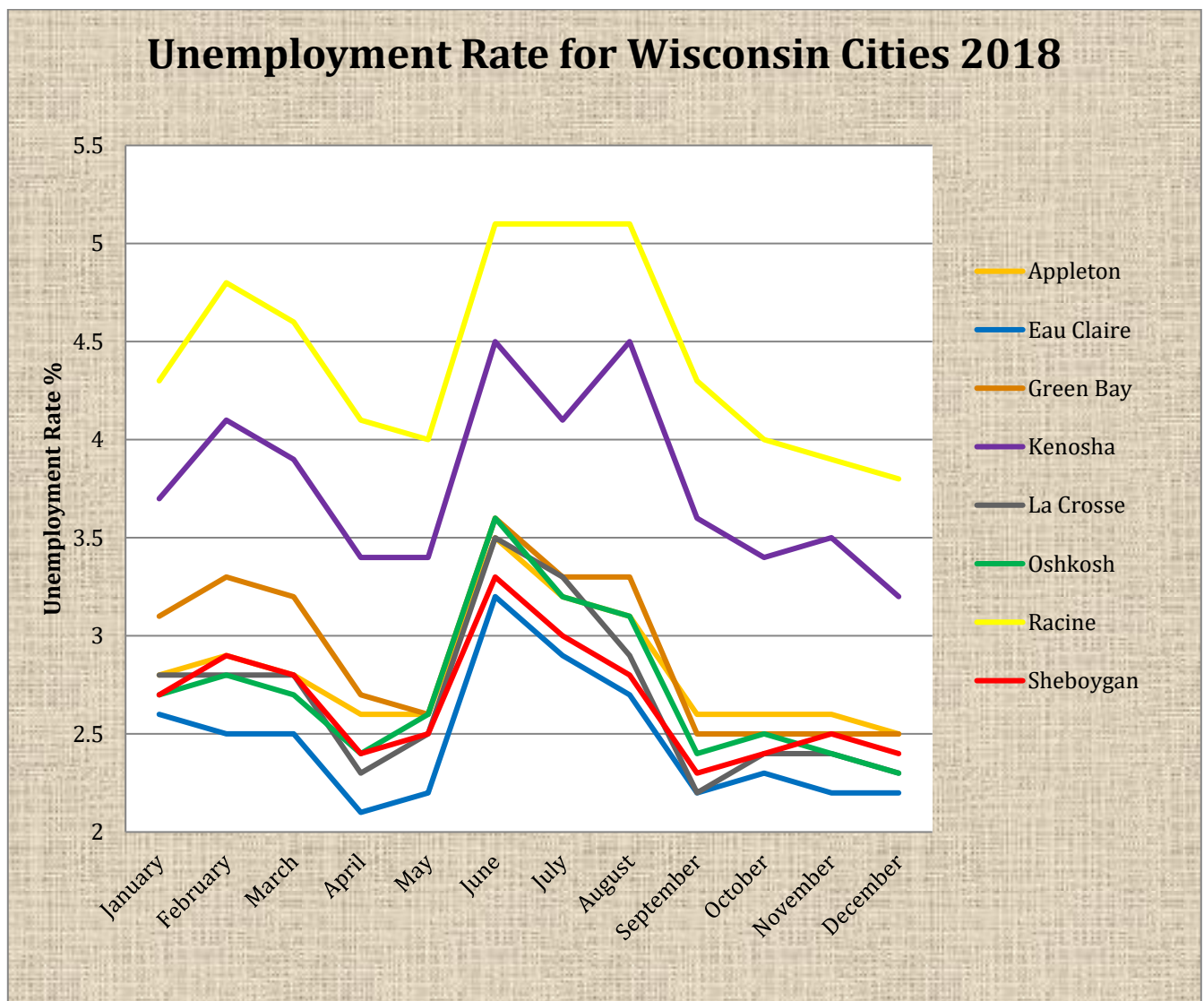
UNEMPLOYMENT

The City of Appleton continued steady decline in its unemployment rate over the last year. The City started January 2018 at 2.8% unemployment and concluded the year at 2.5%. The average 2018 unemployment rate for Appleton was 2.8%. 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

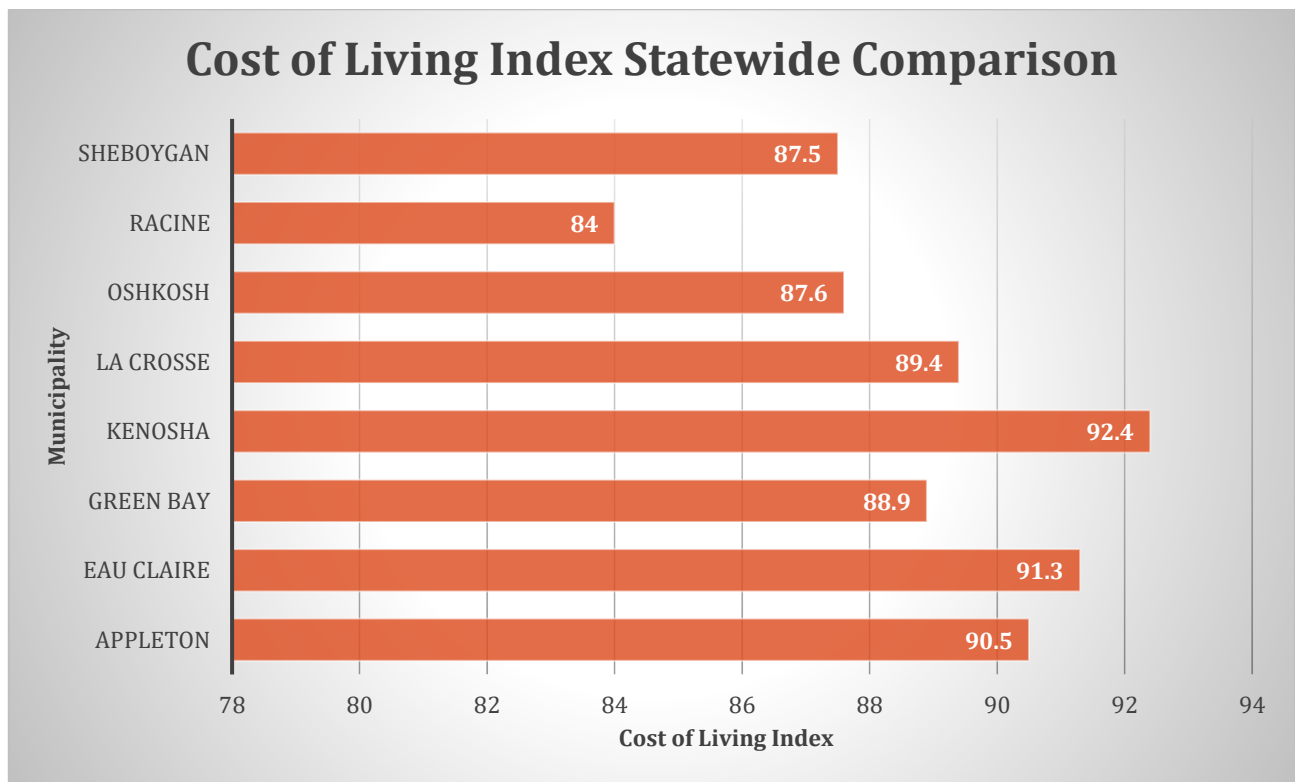
The following chart shows the average unemployment rate of the medium size cities in the State of Wisconsin. The City of Eau Claire saw the lowest average unemployment rate of 2.5% in 2018, while the City of Racine had the highest unemployment rate of 4.4%. The City of Appleton trended similarly to other communities in the state each month and was toward the middle of the pack with an average for the year of 2.8%. 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

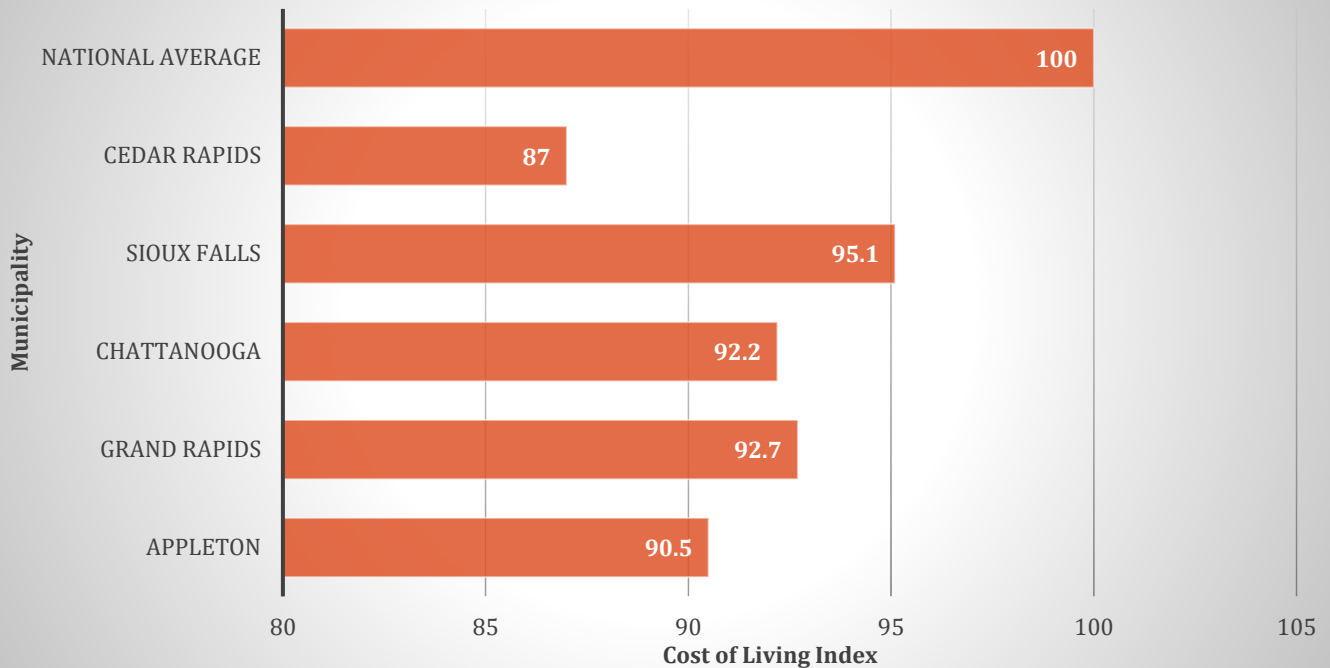
COST OF LIVING

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 90.5 which compares favorably to the national average of 100. Appleton's rating of 90.5 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 (88.7): The average cost of food and groceries, not including restaurants.

Housing (78.8): 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.

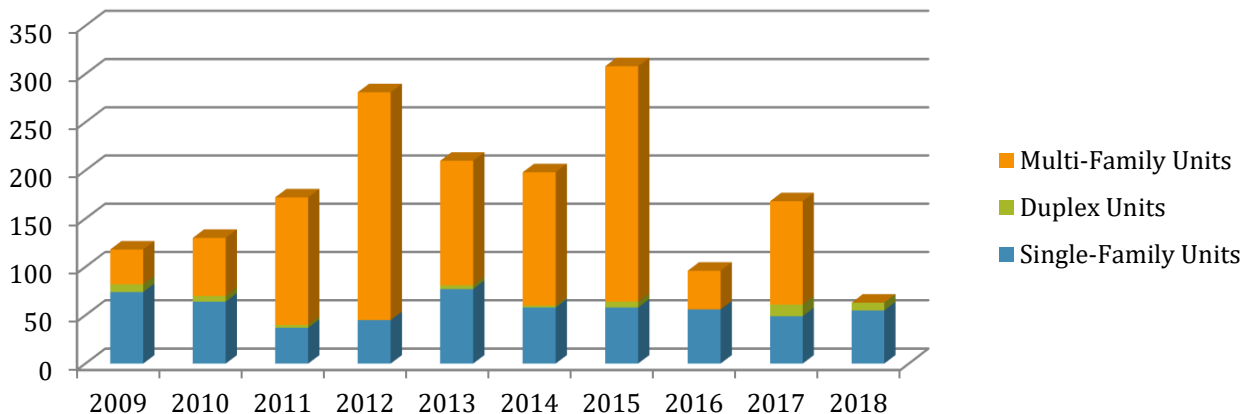
Transportation (83): The average cost of gasoline, car insurance, and maintenance expenses and mass transit expenses for the area. (Cost of the vehicle and vehicle registration and licensing taxes not included.)

Health (110.6): 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

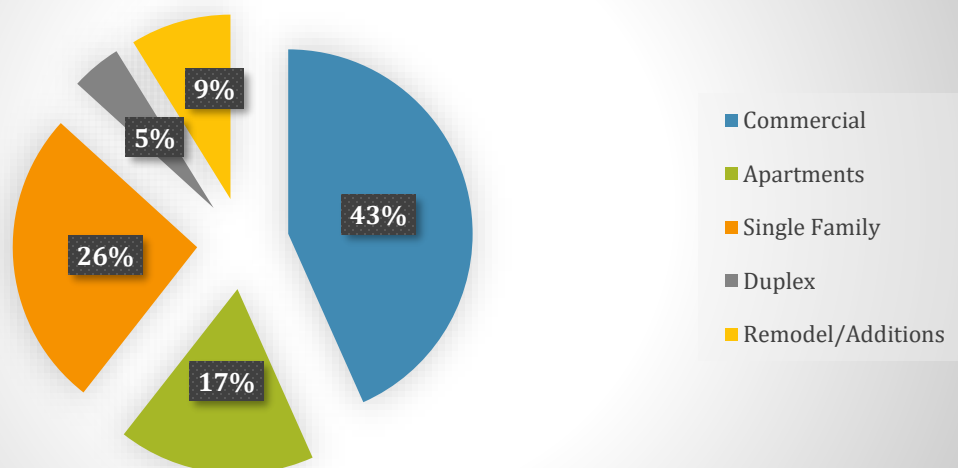
The number of single-family homes in the City of Appleton constructed in 2018 was 55, which is a 6 home increase from 2017. Total housing unit construction in Appleton decreased in 2018 to 63 units from 168 units in 2017 due to no new deliveries of new apartment projects in 2018. For comparison, 107 multi-family units were brought to market in 2017.

Composition of New Housing Units - Appleton



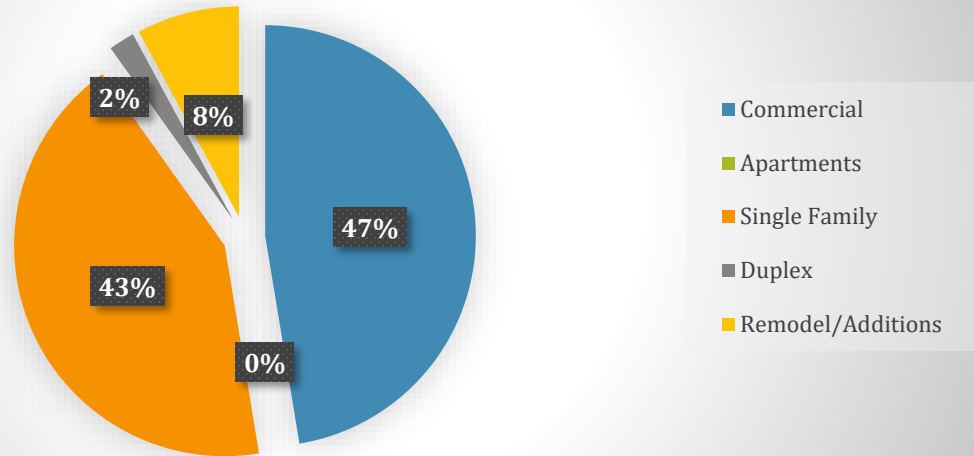
Construction by type for the City of Appleton tracked closely with construction by type for the overall Fox Cities by percentage, with the exception of single-family construction costs which were significantly higher in Appleton at 43% vs. 26% throughout the Fox Cities as a percentage. Additionally, no permits were taken out in the City for multi-family projects in 2018.

Construction Permit Value Breakdown - Fox Cities



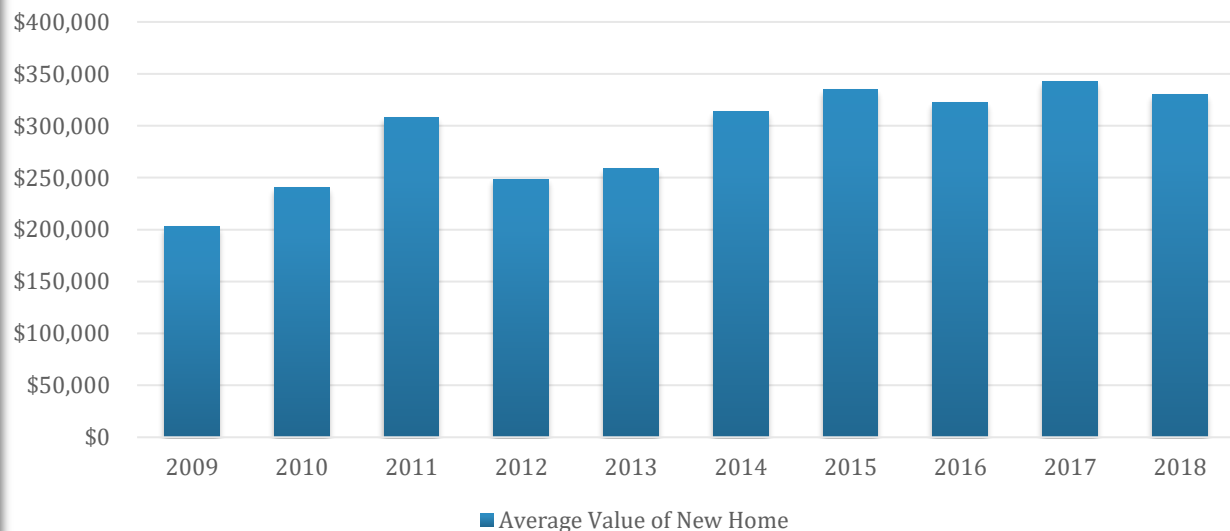
*Permit data from Village of Harrison and Village of Combined Locks not received

Construction Permit Value Breakdown - Appleton



The total dollar value of single-family permits increased to \$18,133,139 from \$16,765,400 in the City of Appleton, with an average permit value of new home construction at \$329,701 in 2018 compared to \$342,151 in 2017.

Average Value of New Homes 2018 - Appleton



To follow is a list of commercial and multi-family projects started in 2018 over \$1M in estimated value based on permits. Projects over \$1M provided for \$36,388,269 in construction value in 2018, with \$3,950,000 of that exempt from taxes.

2018 PERMITS IN APPLETON OVER \$1,000,000

Owner	Address	Estimated Cost (\$)	Reason	Description	Taxable Status
3550 E VANTAGE DR WISC BECKNELL INVESTORS LLC	3551 E VANTAGE DR	10,000,000	INDUSTRIAL	NEW WAREHOUSE/DIST CTR	Y
MOUNT OLIVE EVANGELICAL LUTHERAN CHURCH	3132 N DORIS LA	3,950,000	MT OLIVE CHURCH	ADDITION	N
TRI CITY GLASS	2801 N ROEMER RD	3,589,788	COMMERCIAL	REMODEL I/E	Y
BALLARD PROPERTIES LLC	3600 COMMERCE CT	3,400,000	NEW BUILDING	NEW OFFICE BUILDING	Y
RIVERHEATH WILLOW LLC	181 S RIVERHEATH WAY	2,750,000	HOUSING/ MIXED USE	NEW BUILDING	Y
FOX VALLEY LUTHERAN HIGH SCHOOL FEDERATION INC	5300 N MEADE ST	2,488,105	SCHOOL	ADDITION	Y
MENARD INC	3300 E EXPRESS CT	2,284,000	MENARDS	ADDITION	Y
CENTURY OAKS ON BALLARD LLC	2302 E GLENHURST LA	2,100,000	20 UNIT CBRF ADDN	ADDITION	Y
ASP	2511 E CAPITOL DR	2,051,576	WAREHOUSE ADDITION	ADDITION	Y
APPLETON MEDICAL CENTER INC	1818 N MEADE ST	1,355,000	HOSPITAL	ADDITION	Y
KOM ESOP LLC	3601 E EVERGREEN DR	1,352,800	2-TENANT OFFICE BUILDING	NEW BUILDING	Y
THRIVENT FINANCIAL	4321 N BALLARD RD	1,067,000	COMMERCIAL	REMODEL INT	Y

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 (\$5.44B in 2018 vs. \$5.22B in 2017), 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:

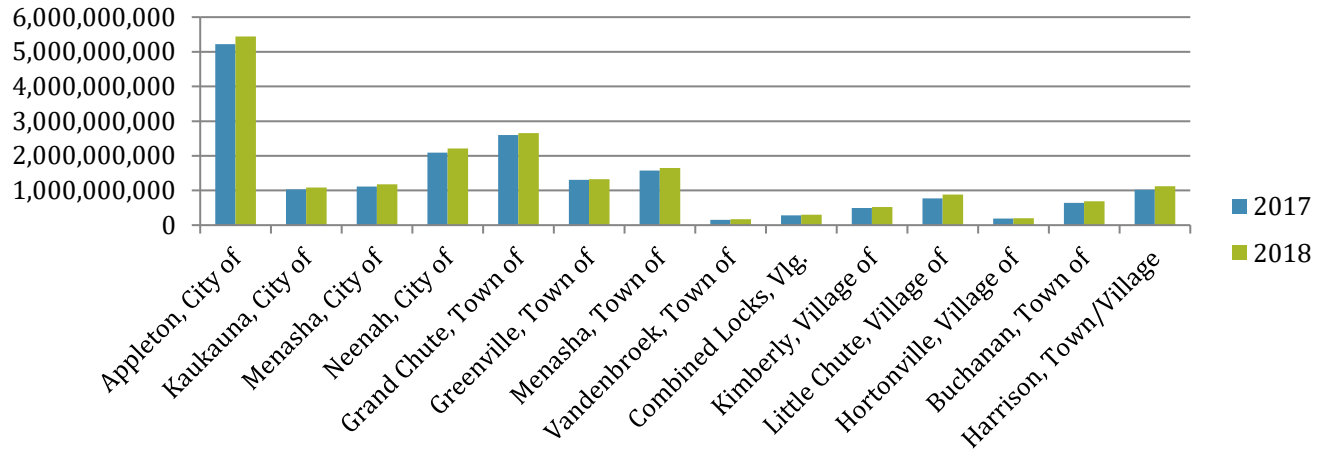
Net new construction captures the following:

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

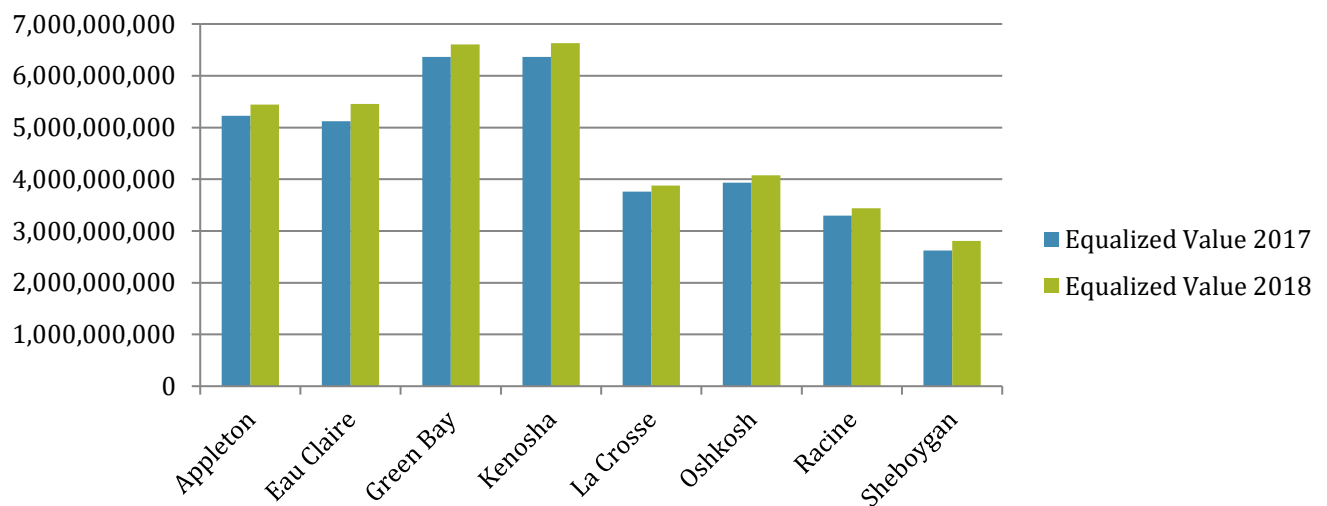
This is a significant number to pay attention to because it ties directly to the City's available tax levy. A municipality is allowed to increase its levy over the amount it levied in the prior year by the percentage increase in equalized value from net new construction. If no new construction occurred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

Appleton experienced an increase in equalized values for the City overall of 4.2% compared to a statewide increase in Wisconsin of 4.48%. The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.

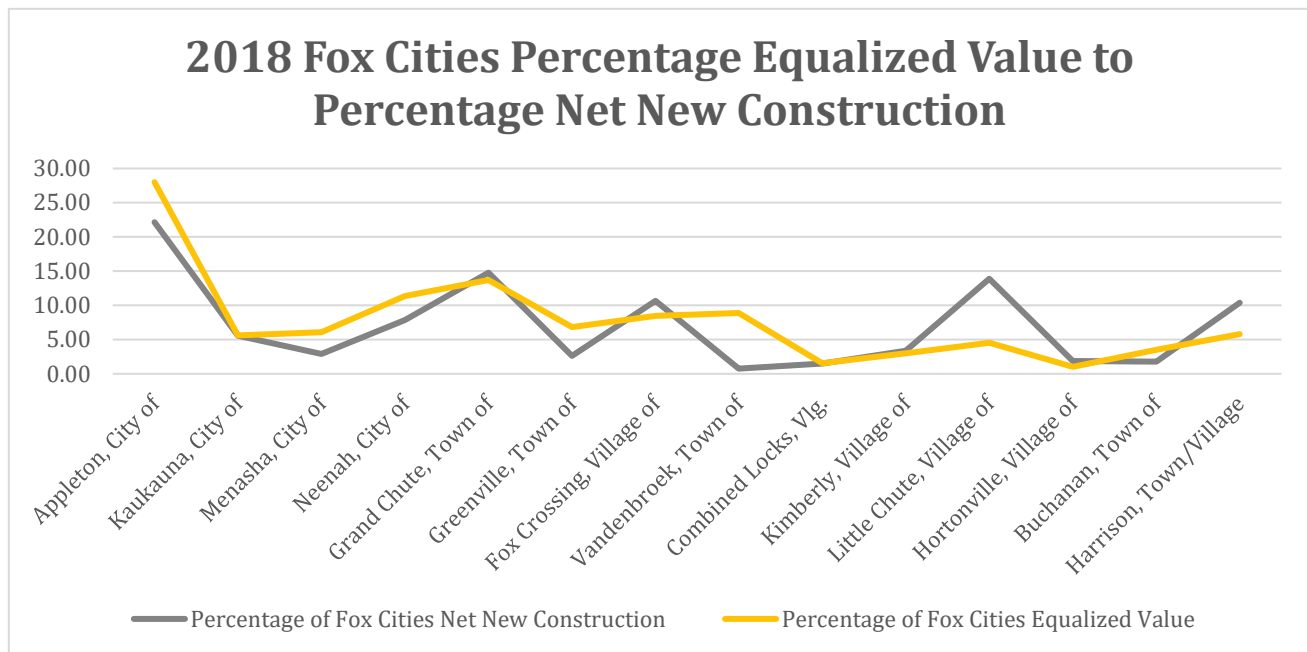
Equalized Values Fox Cities 2018



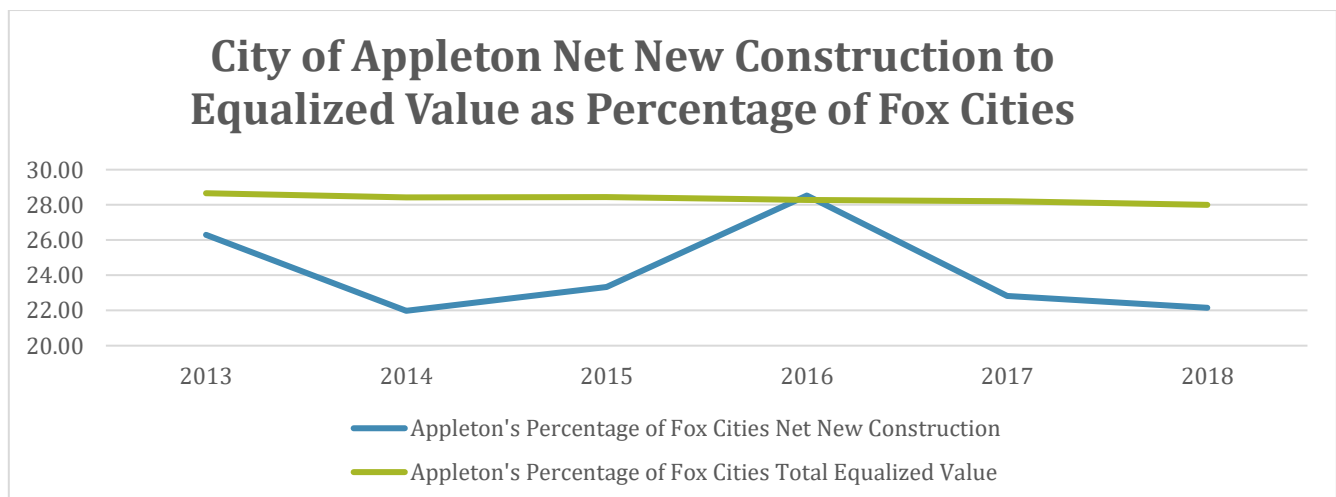
Equalized Values Statewide 2018



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, Fox Crossing, Kimberly, Little Chute, Hortonville and Harrison outperformed their percentage of the Fox Cities with net new construction in 2018. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.



The 6 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% below the equalized value percentage over the 6-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	2017 Equalized Value	Net New Construction	2017-2018 Percentage Increase	Percentage of Fox Cities Net New Construction
Vandenbroek, Town of	157,040,200	5,565,200	3.54%	2%
Menasha, City of	1,117,040,500	27,560,800	2.47%	9%
Calumet County*	3,775,868,100	86,456,100	2.29%	N/A
Harrison, Town/Village	1,022,877,900	22,771,000	2.23%	7%
Fox Crossing, Village of	1,576,693,800	31,566,200	2.00%	10%
Kimberly, Village of	495,368,300	9,878,400	1.99%	3%
Grand Chute, Town of	2,600,378,400	49,973,500	1.92%	16%
Greenville, Town of	1,307,620,200	24,845,300	1.90%	8%
Little Chute, Village of	771,569,100	13,599,300	1.76%	4%
Outagamie County*	14,067,089,500	239,900,400	1.71%	N/A
Neenah, City of	2,095,284,800	31,055,900	1.48%	10%
Kaukauna, City of	1,027,973,700	14,535,000	1.41%	5%
Hortonville, Village of	191,585,000	2,678,800	1.40%	1%
Appleton, City of	5,222,923,900	72,348,100	1.39%	23%
Buchanan, Town of	640,489,000	8,712,800	1.36%	3%
Winnebago County*	12,326,462,000	160,183,300	1.30%	N/A
Combined Locks, Vlg.	285,923,400	2,000,000	0.70%	1%
Fox Cities Total	\$18,512,768,200	\$317,090,300	1.71%	100%

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

The City of Appleton represents 28.02% of the Fox Cities by total equalized value and captured 23% of net new construction equalized value in 2018. The City's net new construction percentage increase is 1.39%, compared to the Fox Cities average of 1.71%, 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-2017-preliminary.pdf>

TAX INCREMENTAL DISTRICT

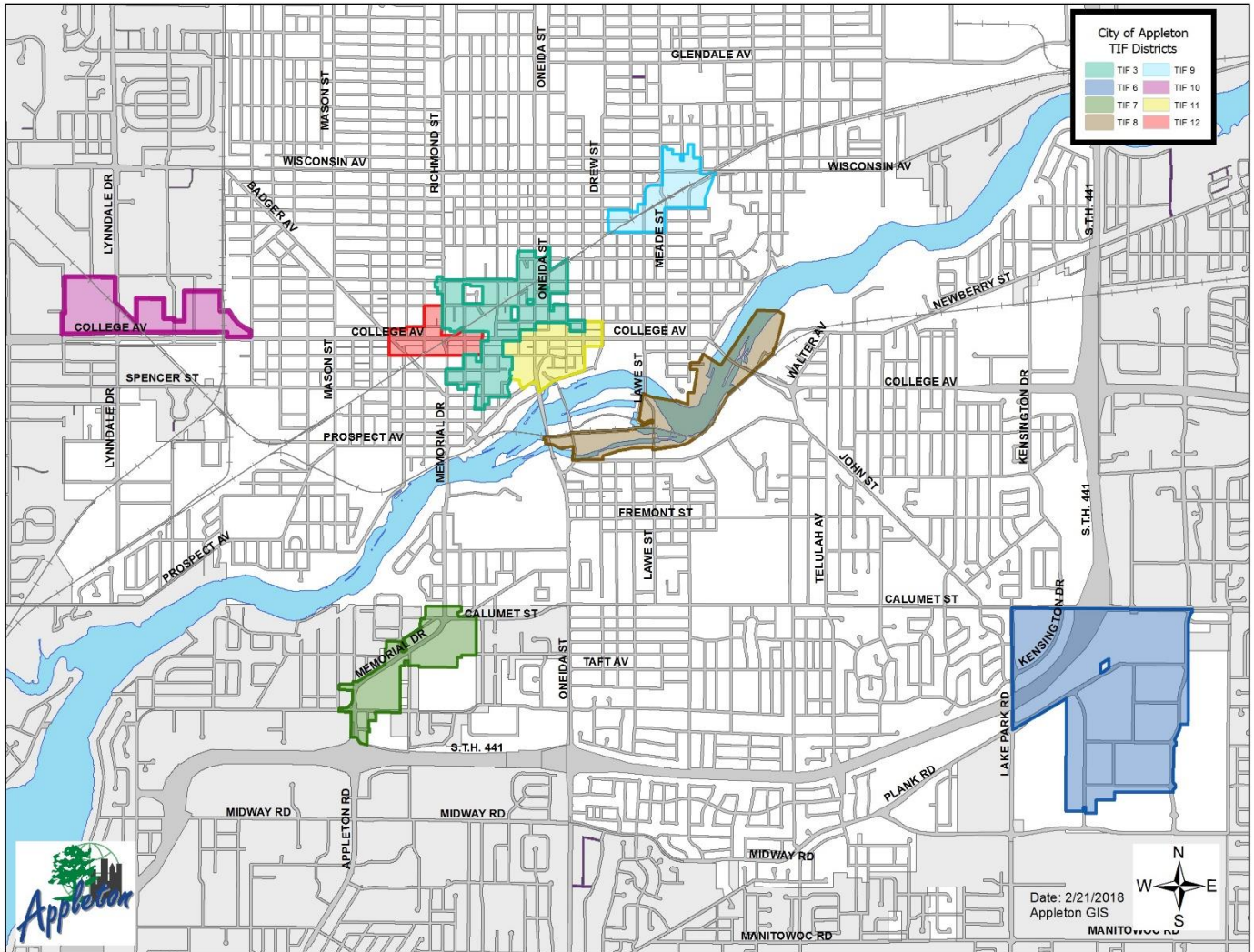
The following table shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change. Tax Incremental Districts 3, 6, 8, 10 and 11 saw increase in increment in 2018, while Tax Incremental Districts 7, 9 and 12 saw decreases. Citywide, the cumulative increase across all Tax Increment Districts in 2018 was 10.99%. The following pages summarize performance by each district.

Tax Incremental District Valuations

TID #	Start	Base Value	2017 Value	2018 Value	Total Increment	2017-2018 Increment	% Change in 2017-2018 Value	Avg % Annual Change Since Start	% Change in Total Value Since Start
TID 3	1993	18,940,800	64,720,300	66,625,000	47,684,200	1,904,700	2.94%	10.07%	251.75%
TID 6	2000	12,141,600	109,151,000	126,319,900	114,178,300	17,168,900	15.73%	52.24%	940.39%
TID 7	2007	25,657,000	45,931,800	44,650,100	18,993,100	(1,281,700)	-2.79%	6.73%	74.03%
TID 8	2009	6,135,100	29,334,200	50,720,000	44,584,900	21,385,800	72.90%	80.75%	726.72%
TID 9	2013	21,512,900	24,330,100	22,337,500	824,600	(1,992,600)	-8.19%	0.77%	3.83%
TID 10	2013	24,543,900	23,902,100	24,196,200	(347,700)	294,100	1.23%	-0.28%	-1.42%
TID 11	2017	83,099,200	83,099,200	90,259,800	7,160,600	7,160,600	8.62%	8.62%	8.62%
TID 12	2017	22,974,900	22,974,900	22,689,200	(285,700)	(285,700)	-1.24%	-1.24%	-1.24%
Total		\$215,005,400	\$403,443,600	\$447,797,700	\$232,792,300	\$44,354,100	10.99%		108.27%

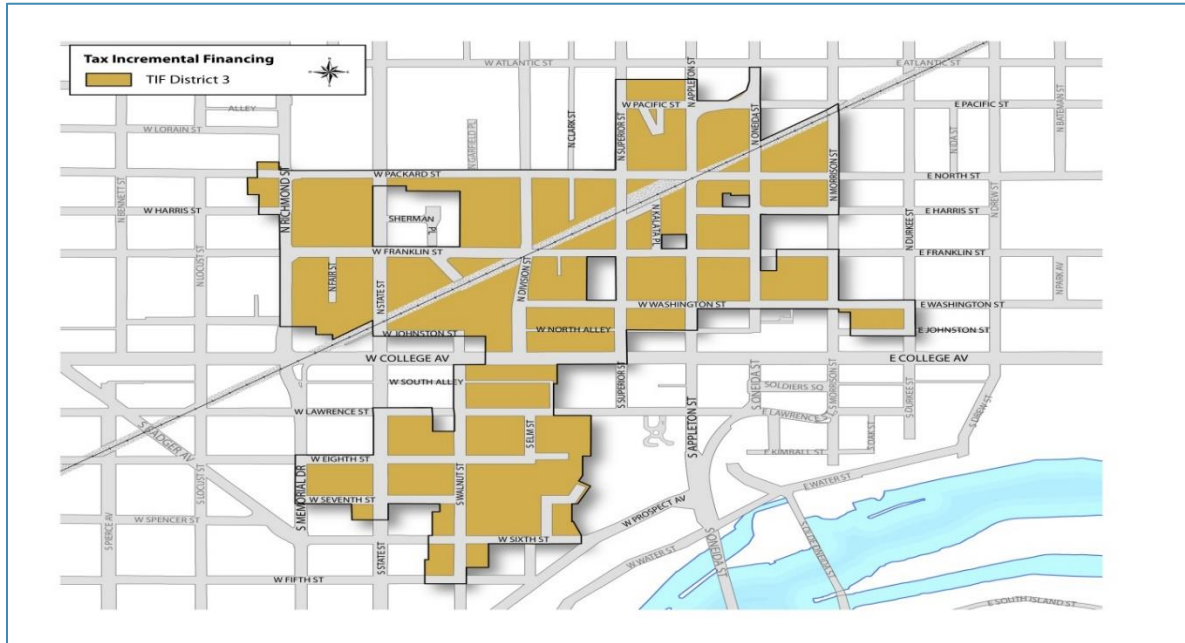
*Note: TID #6 & TID #8 Base Value adjusted to include amended area that was added to the district.

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:

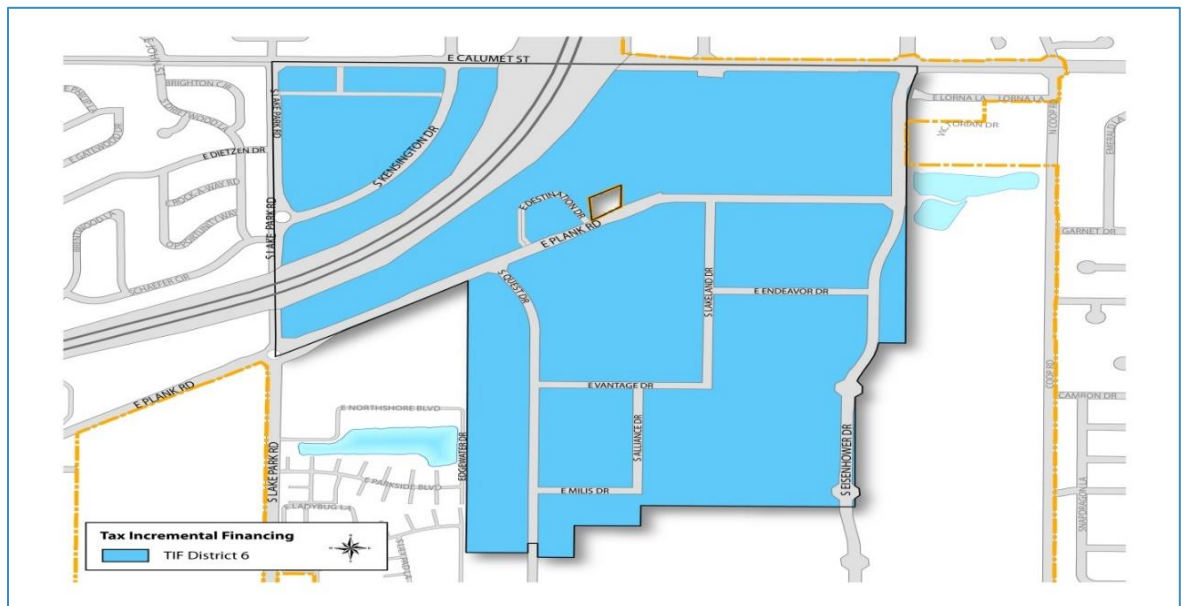


TAX INCREMENTAL DISTRICT PERFORMANCE

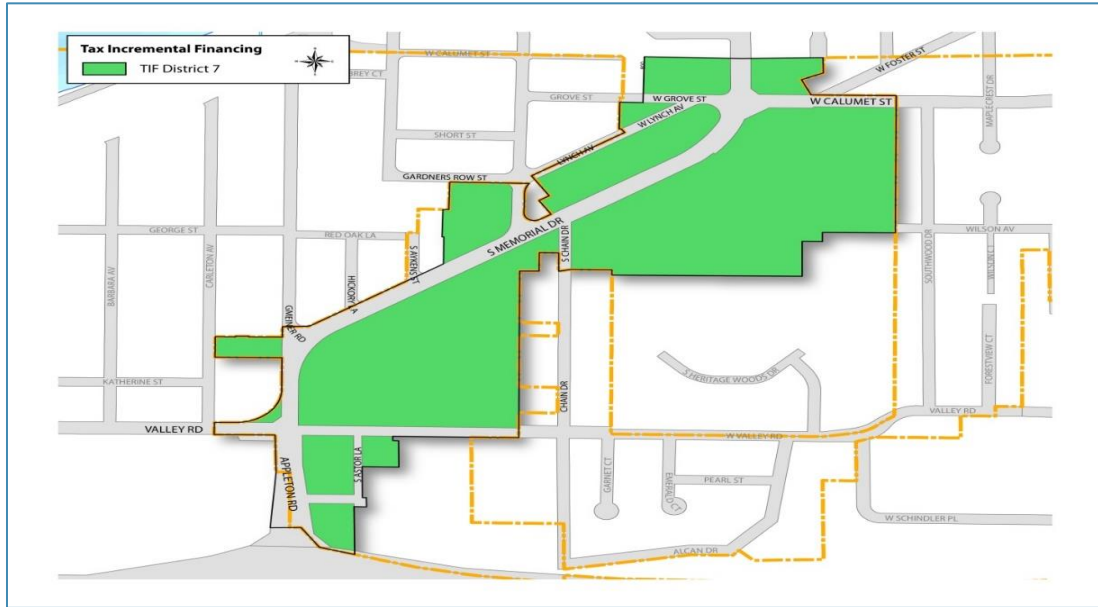
TID #3 Equalized valuations in TID #3 increased by \$1,904,700 or 2.94%. Much of this increase is attributable to the commercial revaluation completed in 2018. This TID was declared distressed in 2011 and is scheduled to close by 2029.



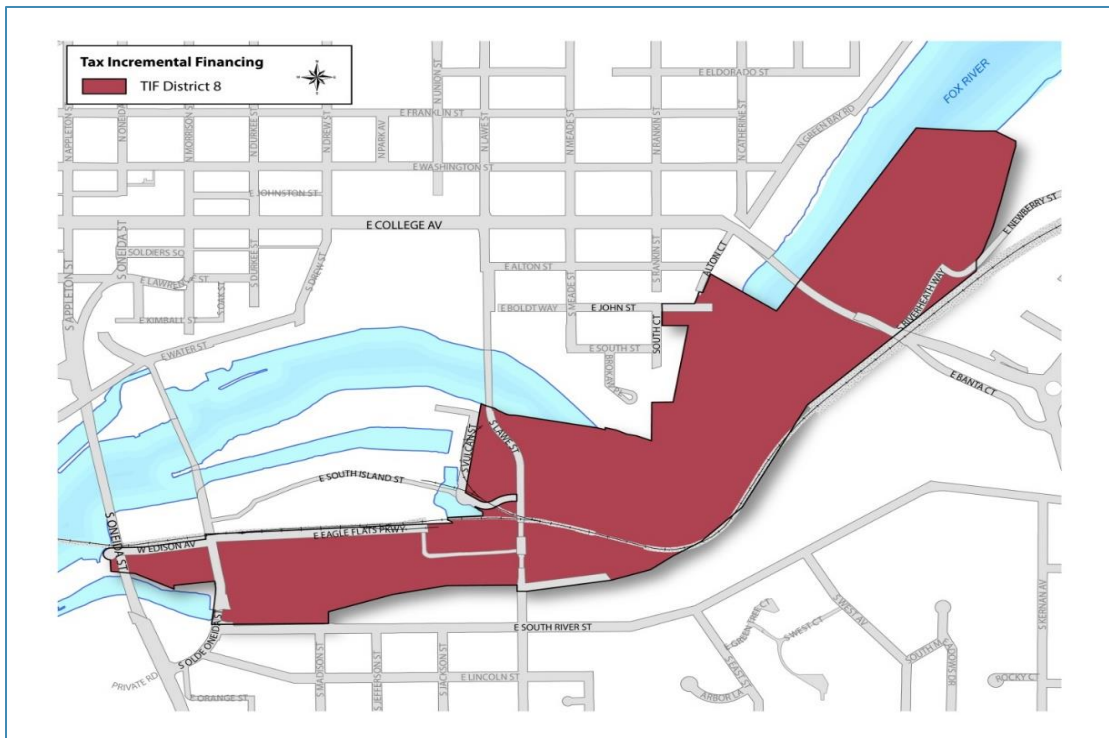
TID #6	Equalized valuations increased in TID #6 by \$17,168,900 or 15.73%. Much of this increase is due to the newly constructed Encapsys Headquarters, Custom Offsets and Security Luebke buildings in Southpoint Commerce Park and the commercial revaluation completed in 2018. This TID is scheduled to close in 2023.
--------	---



TID #7 TID #7 saw a decrease in equalized valuation of \$1,281,700 which is (2.79)%. Reductions in personal property at Pick-N-Save and Secura Insurance, along with the vacancy at ThedaCare, led to much of this decrease. This TID is scheduled to close in 2034.



TID #8 In 2018, the equalized value of TID #8 increased by \$21,385,800 or 72.9%. Most of this growth is attributed to development at Eagle Point and the Marriott Hotel development in the RiverHeath project. This TID is scheduled to close in 2036.



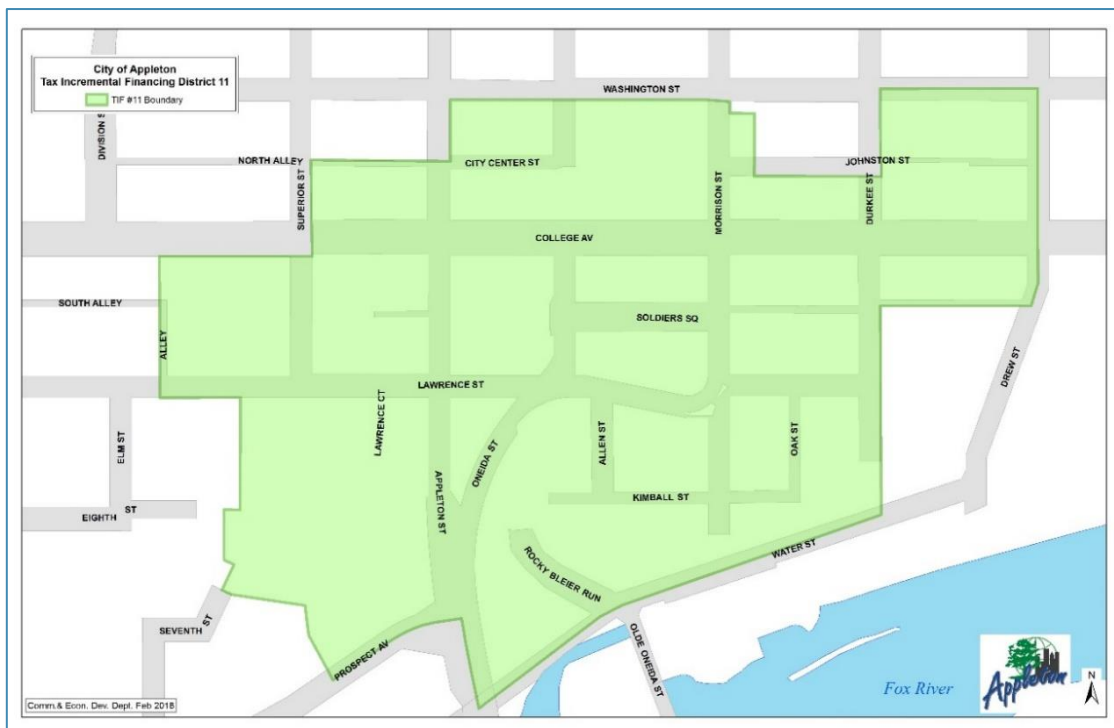
TID #9 TID #9 was created in 2013 and saw a decrease in value of \$1,992,600 or (8.19)%, due mostly to a decrease in the value of personal property from Encapsys moving from the Appvion campus and Russel Metals personal property reduction. This TID is scheduled to close in 2040.



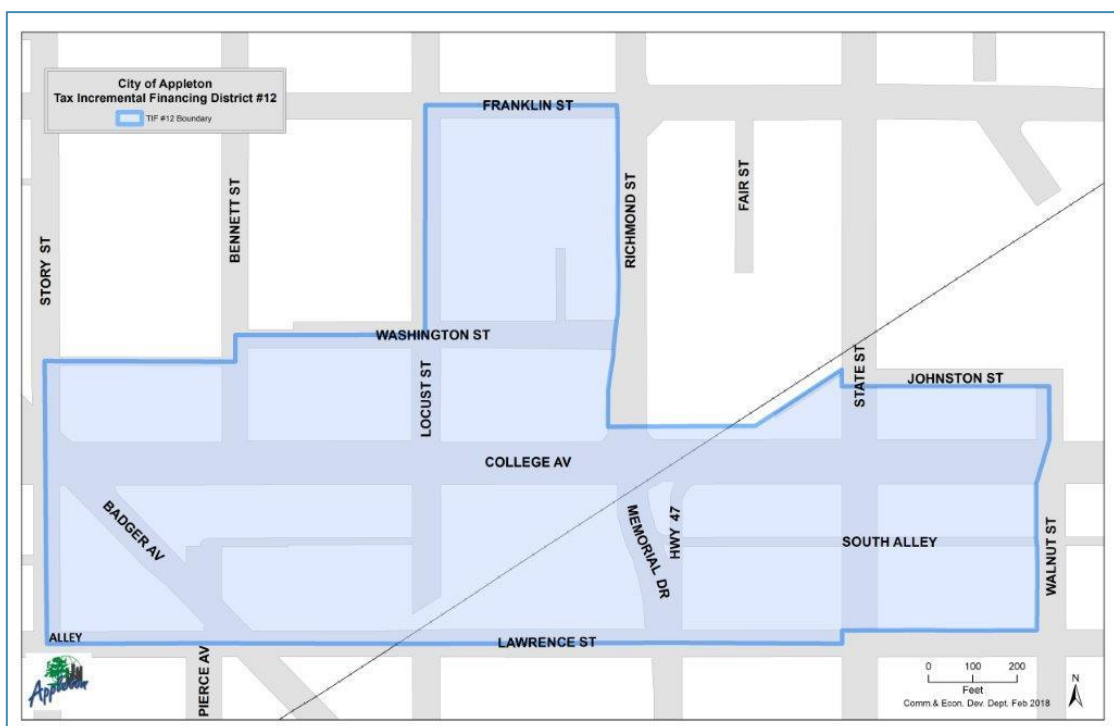
TID #10 TID #10, also created in 2013, saw an increase in value of \$294,100 or 1.23%. This TID is scheduled to close in 2040. Overall this district still has negative increment due to the Marketplace Center.



TID #11 Created in 2017, TID #11 saw an increase in value of \$7,160,600 or 8.62% due to the former Trinity Lutheran site being added to the tax rolls and the 2018 commercial revaluation. This TID is scheduled to close in 2044.



TID #12 TID #12, also created in 2017, saw a decrease in value of \$285,700 or (1.24)%. This reduction is due to new machinery exemptions and value reductions in the 2018 commercial revaluation. This TID is scheduled to close in 2044.



BUSINESS DEVELOPMENT

The City once again experienced a net gain in new businesses. During 2018, 253 new businesses opened in the City, while 108 closed, for a net gain of 145. The following pages highlight the new businesses that opened in Appleton and the businesses that closed or moved in 2018.

New Businesses That Opened in the City of Appleton:

VERSATILE INVESTMENTS LLC	B & F FASTENER SUPPLY : BUILDING FASTENERS OF MINN, INC	AMERIPRISE PLATINUM FINANCIAL SERVICES C/O DIANE SCHUETTPELZ
CASSIE'S FAMILY CHILD CARE C/O CASSIE PASHOLK	DEERWOOD ORTHODONTICS LLC : AMERICAN DENTAL PARTNERS	ENCOMPASS HEALTH SOLUTIONS INC
FIESTA FAMILY DAYCARE LLC	FIT BODY BOOT CAMP : KEV AND MEG FITNESS LLC	FOX VALLEY CHOP SHOP LLC
FRONT ROW TRUCKS : POWER SPORTS PLUS LLC	FULL CIRCLE DENT REPAIR C/O KARL WACHTSTETTER	HEALTH DIRECT INSTITUTIONAL PHARMACY SERVICES INC
HEAVY D'S TOWING & RECOVERY : LYTLE LLC	MC GLONE MORTGAGE GROUP : HOMESTEAD FUNDING CORP	INLANTA MORTGAGE INC
KERNTKE OTTO MC GLONE WEALTH MANAGEMENT GROUP LLC	LIBERTY MUTUAL INSURANCE CO	MARKET PLACE THE C/O LARRY HOOYMAN & BETH PARKER
ROOTED YOGA LLC	SAFEGUARD FINANCIAL C/O ERIC M HARTHUN	SANDOZ LAW LLC
SPIKES BARBER SHOP LLC	TREE OF LIFE COUNSELING LLC	XPERIENCE FITNESS : VERTICAL FITNESS GROUP LLC
B CONNECTED LLC	BOARD AND BRUSH CREATIVE STUDIO - GREEN BAY LLC	BONA FIDE JUICE LLP
CRAFTY WOODMAKER LLC THE	RON'Z TREE SERVICE LLC	GIBSON MUSIC HALL : APPLETON MUSIC HALL LLP
FOX VALLEY FITNESS LLC	RICK BRETL INDUSTRIES LLC	INTEGRATED PROPERTY SOLUTIONS LLC
MI-TECH SERVICES INC	MONDO WINE LLC	LAW OFFICE OF MICHAEL L WINKELMAN
RICHARDS BUILDING SUPPLY CO	SIMPLY LOVE FILMS LLC	ALLSTAR INSURANCE - GY AGENCY APPLETON C/O GAO YANG
TRESA'S BRIDAL C/O TRESA & DAN	SOCIAL STATION LLC THE	VL PERFORMANCE LLC
WISDOM WITHIN HEALING LLC	FLOAT LIGHT INC	INTREPID LAW PARTNERS LLC
ZARUBA FAMILY CHILD CARE C/O DAWN M ZARUBA	AMAZINK TATTOOS C/O LAURA SCHRAMPFER CHAMPEAU	ATI PHYSICAL THERAPY INC #1071

CLA LANDSCAPES	CORNERSTONE MORTGAGE GROUP : CSTONE MORTGAGE INC	DALY REMINDERS PHOTOGRAPHY C/O LINDSAY DALY
EAZYER.COM : ROCKIN REWARDS LLC	FLOWER MILL LLC	FOX RIVER KAYAKING COMPANY
GRACE UNDER FIRE YOGA LLC	HEART-CENTERED HEALING & HOLISTICS LLC	JACQUELINE JOHNSON LLC
ELEMENTAL CORE OUTREACH LLC	EMPEROR'S BUFFET AND GRILL : EMP OF WI INC	L'AURA BE WELL LLC
LETTER CREATE STUDIO : THE CRAFT NINJA LLC	LITTLE ANGELS PLACE C/O ARLENE DANQUE	LORE LLC
MICHAEL GEHRMAN FILMWORKS : MICHAEL GEHRMAN PHOTOGRAPHY LLC	MILK CAN LLC	MOTHER WISDOM LACTATION SERVICES C/O MARGARET PAYNE
OLISTICA HAIR & BEAUTY LLC	PRINT AND BE MERRY LLC	RECYCLIST BICYCLE CO THE
AUTO SELECT INC	SILICON INVESTIGATIONS LTD & CARBON INVESTIGATIONS	SITAWI LIFE COACHING LLC
7 INNOVATIONS LLC	VAMP C/O AJ MILLER	VARGAS CURB LLC
VOE POWER & SYSTEMS LLC	VUE RENTAL PROPERTIES C/O MAI THAO VUE	WATCH COMPANY INC THE
PLAY LEARN INSPIRE C/O NICOLE GEIGER	ANDERSON BUSINESS ASSISTANCE LLC	AURORA'S APOTHECARY LLC
GENESIS CONSTRUCTION AND DESIGN LLC	HEALING HANDS MASSAGE C/O LAMEI LUO	KAVYA GAS INC
KINGDOM KUTS C/O JESSICA NETZEL	KOMOREBI & CO LLC	SAN ROCCO'S : VSR ENTERTAINMENT LLC
SLEEK RESALE CONSIGNMENT FURNITURE LLC	WILSON FINANCIAL LLC	VANNEY MAC SWAIN HOME PLANNING C/O CINDI MAC SWAIN
WHISK & ARROW SUGAR STUDIO C/O NEA HAHN	APPLE VALLEY PANCAKE HOUSE INC	ACE/ROYAL/GRILLZ/QUEENS/56G'S MUSIC GRP LLC C/O SEVERA ROBBINS
HOGAR FURNITURE INC	HARMONY PIZZA LLC	ROBYN KOEHLER INSURANCE C/O ROBYN M KOEHLER
SCOTT'S LAWN & GARDEN TOOL SHARPENING SERVICE LLC	STYLE HOOK UP LLC	TNT RENOVATIONS LLC
VAN LINN, MELISSA	FIVE SENSEIS : APPLETON WRESTING ARTS LLC	BOOST MOBILE : COMPUTER CORNER LLC
COZY MASSAGE : SUNRISE MASSAGE LLC	MOSQUITO SQUAD OF THE FOX CITIES : AK RATKA LLC	CHAMPIONS MARTIAL ARTS LLC
HEEG AG SERVICES LLC	QUICKIES C/O SHANE KEDDELL	DANIEL CLAUSZ LAW OFFICES LLC
LAW OFFICES OF FRANZ J MAURER C/O FRANZ J MAURER	BALDOR POWER SOLUTIONS LLC	MASSAGE CONNECTION : WEIX LLC
B BRAD CREATIONS LLC	KAPUR & ASSOCIATES INC	COMPLETE OFFICE OF WISCONSIN INC (APPLETON)

INTRIGUE FASHIONS LLC	FEDERATED INSURANCE C/O MITCH RYAN	KP JEWELERS LLC
REPLAY TOYS C/O CHRIS FREIMUTH/JACQUE JESKEY	NEE YUAN'S PERMANENT BEAUTY LLC	APPLE TOWN DENTAL CARE : MDC APPLETON LLC
PRESS COLOR INC	JULIE JILEK ART C/O JULIE L JILEK	EAST WIND MANAGEMENT INC
ROMENESKO, VERNON REALTY C/O VERNON ROMENESKO	ENCAPSYS LLC	MOTTO INC
OPTIMAL HLTH STM CLL/WLLNSS INST : APPLE MEDICAL CLINICS SC	SWEET N EASY EVENTS LLC TRAVI Z EVENTS LLC	PRN HOME HEALTH & THERAPY LLC
GOLDEN TREE BRANDS LLC	HAIR FRIENDZY C/O JESSICA DERKS	PAALMAN, LESLIE - CHAIR INSIDE JULES HAIR
ANGIES MASSAGE: A TOUCH ABOVE THE REST LLC	BLUE DAHLIA VINTAGE SPA C/O JEN SCHNEIDEWEND	WORLD HEADQUARTERS LLC
ACE WELLNESS C/O JENNIFER SCHWARTZ	ACE CPA LLC	J F AHERN CO
WISCONSIN DRUG TESTING : BRAY ENTERPRISES LLC	FLYAWAYS A BOUTIQUE SALON LLC	MARGARET AT FLYAWAYS LLC
FLYAWAYS A BOUTIQUE SALON LLC	HAIRAPY C/O MAKAYLA EICK LA MARCHE	PRIEBE LAW OFFICE LLC
PROVISIONS WEALTH PLANNERS : ADVISORS PRIDE INC	UFS LLC	ATHENA BEAUTY LLC
RED ROSE SPA C/O MIN WANG	ASIAN QUEEN MASSAGE	SHHMASSAGE
FOX CITIES APPRAISAL COMPANY LLC	BARON'S PAINTING & RESTORATION LLC	HI HEALTH INNOVATIONS : A UNITED HEALTH GROUP CO
EDWARD D JONES & CO LP #93737	RES CARE RESIDENTIAL SERVICES WI LLC	EVOLVE IP LLC
THEDCARE FASTCARE : THEDACARE INC	SMART START INC	GLOBAL CONCRETE LLC
SHERMAN COUNSELING MANAGEMENT LLC	PLAYER 2 ARCADE BAR : PLAYER 2 LLC	CAITLIN CLAIRE STUDIO C/O CAITLIN KILEY
OKUSO SUNGLASSES : MOTTO INC	BLUSH DE FLEUR LLC	SYSIGN ENGINEERING LLC
CONSOLIDATED BUILDERS LLC	APOTHEKE HEATH & WELLNESS BOUTIQUE : APOTHEKE WELLNESS LLC	YESTERDAY'S LLC
STUDIO 604 LLC	FOX VALLEY COMMUNICATIONS LLC	TIL DEATH TATTOOS LLC
1-800-GOT-JUNK : RUBBISH BOYS DISPOSAL SERVICE INC	FARMERS INSURANCE : MAILOR LOR AGENCY LLC	AMANO PRINTS & THREADS C/O MIA RUSSELL
CMIT SOLUTIONS OF APPLETON C/O RICHARD SZYMANSKI	KAUFMAN RESIDENTIAL DESIGN LLC	BEYOND WORDS LLC
DYNAMIC ALLIANCE LLC	FOX VALLEY FARM MANAGEMENT COOPERATIVE	SPHAIRA WELLNESS LLC

GLK FOODS LLC	DEALER INSPIRE/LAUNCH DIGITAL MARKETING C/O M COLE & J CHURA	GREAT LAKES REALTY ADVISORS LLC
DAILY PINT THE : GENERATION PAULSON INC	HOOT & COMPANY GIFTS LLC	STUDIO 213 LLC
MILL CREEK TAVERN : THBJ INVESTMENTS LLC	WILDER'S BISTRO : TUDY WILDER LLC	AUDIO EXCITEMENT C/O NIC BETOW
CD PRODUCTS INC	EAGLE POINT SENIOR LIVING INC	WISCONSIN REGISTERED AGENT LLC
FOX COMMUNITIES CREDIT UNION	PERSONA BODY ART STUDIO LLC	JMW CONSTRUCTION C/O JAMES MICHAEL WIDDER
KATIE'S CONSULTING LLC	L&W SUPPLY CORP - APPLETON EAST	DRAKE HOMES LLC
LIFE IQ LLC	ELIPTICON WOOD PRODUCTS INC	COX GROUP ARCHITECTS LLC
TULLETT KNEE REHABILITATION	VALLEY SPINE AND SPORT LLC	GEC HOME INSPECTIONS LLC
WOMEN : ASARE ENTERPRISES LLC	APPLETON SEO GROUP	AUTHOR'S KITCHEN & BAR : MJ AUTHOR'S KITCHEN LLC
BADGER CREEK PAINTING & DESIGN LLC	MC FLESHMAN'S BREWING CO LLC	ALYSSA & ANNA LLC
EYE PHOTOGRAPH LLC	GRAHAM IMAGES LLC	ZIEMANN COUNSELING AND WELLNESS LLC
UR HARMONY LLC	KAEHNE COTTLE PASQUALE & ASSOCIATES SC	ATTIC ON THE AVE LLC
POSH C/O DEMETRA SCHADT	CBD & WELLNESS C/O ANDREW & JULIE THORNELL	TAPERZ BARBER SHOP LLC
WALKER GLOVE LLC	ONE STOP DISCOUNT FURN OUTLT : FURNITURE WORLD/MATTRESSES LLC	GRACEFUL REMINDERS C/O RITA VIEAU
FRIO MEXICAN TREATS : FRIO WISCONSIN LLC	OPEN TRAILS COUNSELING LLC	APEX INSPECTIONS LLC
TASTE OF THE WINDY CITY C/O HATEM AYARI	DOUGHLICIOUS LLC	BAYSIDE HOME MEDICAL - FOX VALLEY
STRONGHOLD FENCING & CONSTRUCTION C/O JASON DAVID ENGELMANN	JEREMY J KOX LANDSCAPE ARCHITECTURE LLC	HOMEFINITY : FAIRWAY INDEPENDENT MTG CORP
FIDELITY INFORMATION SERVICES	HOMES REBORN LLC	95 YOGA HOUSE LLC
MATHNASIUM : APPLETON PI LLC	SECURITY-LUEBKE ROOFING INC	FOX VALLEY WINDOW TINT & VEHICLE WRAPS C/O NICK HASTINGS
FITMENT INDUSTRIES : CUSTOM OFFSETS LLC	PRIMROSE OF APPLETON : APPLETON RETIREMENT LLC	OFFSETS GARAGE LLC

DARBOY AUTO SALES INC	TATI'S PLACE C/O TITIANNA DONALDSON	J GEIGER CONSULTING INC
MARSHALLS/HOMEGOODS LOC #1389 : TJX COMPANIES LLC	BE A CTR FOR HOLISTIC MENTAL HEALTH & HEALING LLC	BURN BOOT CAMP
HAPPY CAR LLC	PRECISION POWDER LLC	LOON PADDLE COMPANY LLC
SPIDER BE GONE LLC	LOTUS SPA C/O PING LU	AUSTIN66 PRECIOUS LEATHERS
CEH SOLUTIONS INC		

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

ADVANTAGE INC	SNAP PROGRAMMING AND DEVELOPMENT LLC	ALWAYS IN MOTION TRUCKING LLC
ASHTON MOVING LLC	BACK ON TRACK CHIROPRACTIC LLC	BLOCK SEYMOUR CHUDACOFF SAMSON & LIEBZEIT SC
CAREER OPTIONS INC	COLDWELL BANKER : THE REAL ESTATE GROUP INC	COMBINED INSURANCE COMPANY OF AMERICA
COMMUNITY FIRST CREDIT UNION (TYME)	FLOOR SOURCE : FLOORS BY ROBERTS INC	HAUSMANN-MC NALLY SC
INMAR ENTERPRISES INC	LAIRD COUNSELING SERVICES C/O REBECCA LAIRD MA LPC	M&M HOME REPAIR & REMODELING LLC
MASTER GRAPHICS INCORPORATED	MURPHY LAW FIRM LLC	ORANGE BUSINESS SERVICES US INC
PAMCO EXECUTIVE SUITES LLC	STATE FARM MUTUAL AUTOMOBILE INSURANCE CO	SUPER WASH : BWBE INC
THIEL CONSTRUCTION & REALTY INC	US BANK NATIONAL ASSOCIATION	WISCONSIN INSTITUTE OF UROLOGY SC
ALBRIGHT PACKAGING INC	ARAMARK CORRECTIONAL SERVICES LLC #0233	ATLAS GROUP : ATLAS INNOVATIONS LLC
APPLETON ST SPORTS BAR & GRILL : WHW GASTROPUB LLC	GREEN 3 : DAISEYE LLC	FOX RIVER CAPITAL : ATLAS CAPITAL GROUP LLC
PAGES & PIPES : JERRY'S TOBACCO & BOOK SHOP INC	JUST ACT NATURAL LLC	BMO FINANCIAL CORP
MYSTICAL EARTH GALLERY C/O JANE CREAPO HAMILTON	NEW HYDRO-EAGLE CREEK RENEWBLE ENERGY HOLDINGS LLC	SCHENCK RETIREMENT PLAN SOLUTIONS LLC
SUBWAY SUBS & SALADS : MAIN ST SUBS & SALADS LLC	THIEL, KIM PHOTOGRAPHY C/O KIM THIEL	TWO PAWS UP BAKERY LLC
UNIVERSAL INSURANCE ADVISORS INC	WINDSTREAM COMMUNICATIONS INC	ASSET RECOVERY INTRNTNAL LLC
AUTO PARTS EXPRESS : KRAMER & RIDGE CO	BPDI CORPORATION	BOOKWORLD INC

CU SALOON THE : DIAMOND STAR LLC	HARMONY COUNSELING CENTER INC	JACK'S APPLE PUB LLC
L & J AUTOBODY SHOP C/O LARRY & JEREMY BECKLUND	COMMUNITY FIRST CREDIT UNION	COMPASSIONATE HOME HEALTH CARE INC
MYSTIC IRELAND LLC	PACKERLAND PORTABLE STORAGE INC	TECHNOSIS INC
ADVISORS OF AMERICA C/O YIA MICHAEL THAO	BIRDDOG OUTFITTERS LLC	CLEAR CHOICE ELECTROLYSIS LLC
LIFE'S A STITCH INC	PARADIGM CONSTRUCTION LLC	UPSIDE BOOKKEEPING LLC
YOGA LOFT THE : ADVANCED MOVEMENT STUDIO LLC	QUICK CLEAN LAUNDRY C/O GARY J ROTH	COMMUNITY FIRST CREDIT UNION (TYME)
DORSCHNER MUSIC SERVICE LLC	GOLDEN HANDS ASIAN MASSAGE LLC	ALL AMERICAN POOL & SPA C/O DON BROCK
AVENUE ART & COMPANY	CARTRIDGE WORLD : ASHKAL INC	EISCH ELECTRIC INC
NORTHTOWN LIGHTING CENTER : NORTHTOWN LIGHTING INC	SALON RETRO920 : SALON RETRO LLC	SHAHIN RUG GALLERY C/O BENJAMIN SHAHIN
STEWART TITLE GUARANTY	WALK WITH ME IN-HOME CHILD CARE C/O ASHLEY R ALL	WEDDING PERFECT C/O LISA M GRASSMAN
CITIZENS ASSET FINANCE INC	BODYEASE THERAPEUTIC MASSAGE CENTER C/O KELLY ZIEGLER LMT	COMFORT KEEPERS : SDX HOME CARE OPERATIONS LLC
REETZ BUILDERS LLC	FAT CAT UPHOLSTERY LLC	GLOBAL CONCRETE LLC
IRIS FINE YARNS : KNIT LLC	MEMORIAL FLORISTS & GREENHOUSES INC	PIGGLY WIGGLY : SCHNEIDER MARKETS INC
SUPERIOR SHAWARMA LLC	3RD GOSPEL HEATING & COOLING LLC	W G & R FURNITURE CO
SQUADRON TECH LLC	VALLEY CAMERA C/O JOHN M RESCH	STUDIO 247 FINE JEWELRY LLC
COMMUNITY FIRST CREDIT UNION (ATM MACHINE)	DSW LEASED BUSINESS DIVISION LLC #52-65014	WISCONSIN LASER CENTER : BLUE FEATHER INC
MARY'S RESTAURANTS INC - SOUTH	101 PARK AVENUE PARTNERS INC	PURE RATES C/O KIMBERLY RATES
REFUGE LOUNGE : RED & WHITE INC	ROOTED LLC	CALI-SUN TANNING & SALON : CALISUNTAN LLC
TWC NEWS AND LOCAL PROGRAMMING LLC	US BANK NATIONAL ASSOCIATION	US BANK NATIONAL ASSOCIATION
SHELTER DESIGN GROUP LTD	ECO ATM LLC	CASINO EVENTS LLC
PILATES BARRE STRENGTH C/O ALICIA BOLIN	CLS FURNISHINGS C/O ELIZABETH GRANT	RESURGENCE MMA & FITNESS LLC

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-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-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 million in outstanding loans. The City rehabilitated 18 housing units in 2018 and spent over \$300,000 on home improvement loans. The goal for 2019 is to rehabilitate an additional 24 housing units.

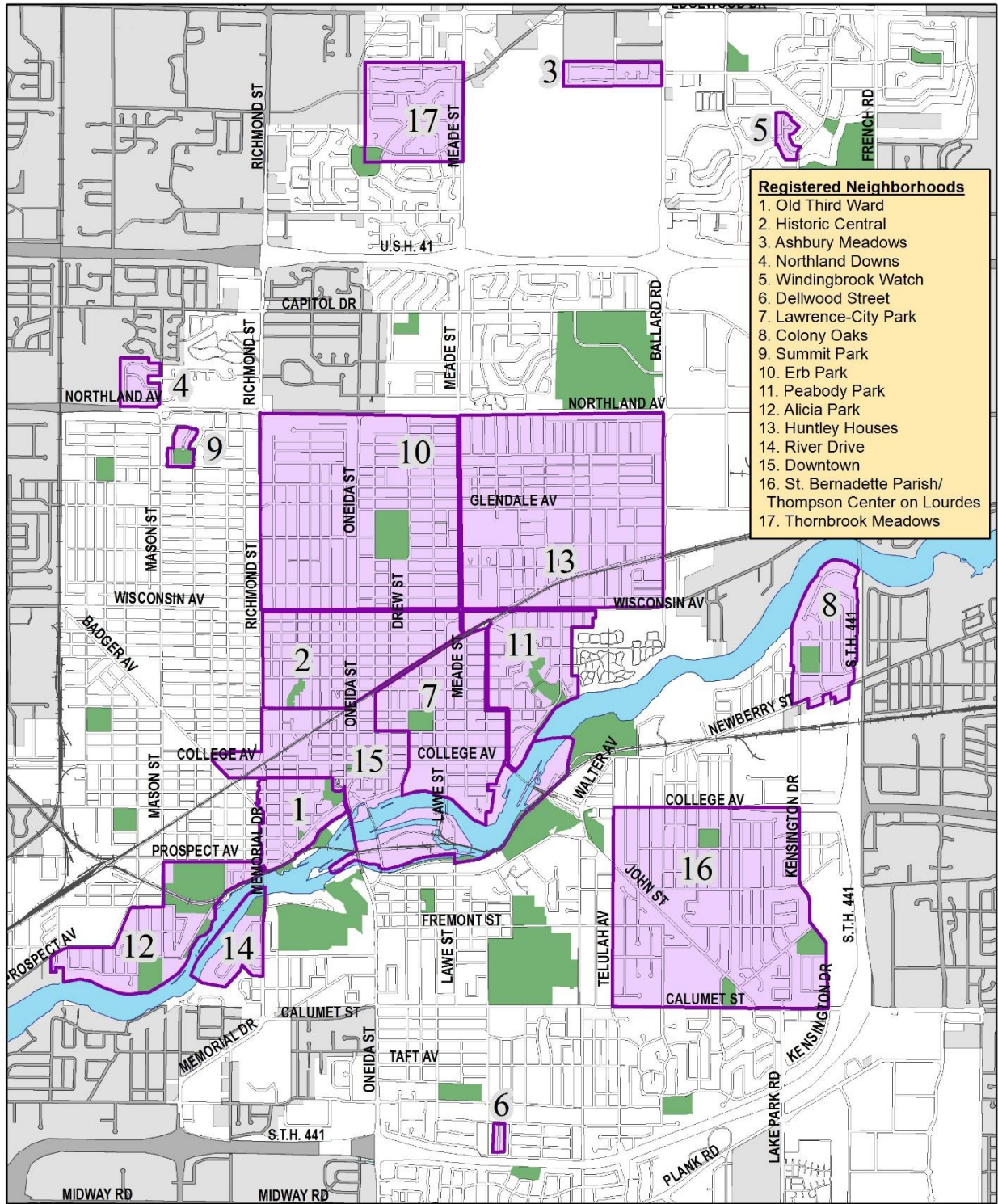
NEIGHBORHOOD PROGRAM

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 17 registered neighborhoods throughout the City. Registered neighborhoods are completely or partially located in 14 of the 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 2018. The first was a grant was for \$1,700 to the Lawrence/City Park Neighborhood to support promotion and fees associated with the Edison Family Fun Run. The second was for \$1,600 to the Historic Central Neighborhood to support the printing and mailing of an extensive Neighborhood Survey.

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 2018, 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 - April 2018



PROSPECTS FOR GROWTH

1. Northside

- A. 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.
- B. Privately owned land is still available for office developments north of I-41 along Enterprise Avenue and Evergreen Drive. The City repurchased 3 industrial sites south of I-41 in 2018 and is currently marketing them for sale. Additional privately-owned parcels are available in the Northeast Business Park area.
- C. The City of Appleton has approximately 186 single-family lots available for sale in established subdivisions, the majority of which are located on the north side. Plats for over 160 new single-family lots were approved in 2018, some already available. There are several acres of planned single-family lots that are currently unplatted as well.
- D. A lift station was added in 2017 to accommodate approximately 950 acres of growth on the north side; it's located southeast of the intersection of Broadway Drive and Richmond Street, adjacent to future Spartan Drive.
- E. The extension of Spartan Drive is scheduled to begin in 2019 and be complete in 2025 from Meade Street to Highway 47.
- F. Evergreen Drive (east of Richmond Street) reconstructed underground infrastructure work was completed in 2018. Paving is scheduled to be complete in early 2019. This area is expected to see additional growth with the recently opened Meijer across the street in the Town of Grand Chute.

2. Southside

- A. 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.

- B. 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. 2018 saw the sale of just over 14 acres for development of a 150,000 square foot warehouse/distribution center. In addition, Custom Offsets and Security Luebke completed construction and took occupancy in 2018.

3. Downtown/Riverfront

- A. EAGLE FLATS: The developer is pursuing the next phase of the project, which is targeting the addition of residential units, 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.
- B. RIVERHEATH DEVELOPMENT: Tanesay Development broke ground on its largest building to date in 2018, "The Willows" which will have 110 residential units and 23,000 square feet of commercial and retail space.
- C. EAGLE POINT (FORMER FOREMOST DAIRY SITE): Construction of Phase I was completed in 2018, which includes 100 independent senior living units. Planning for Pelican's Nest (Phase II), comprised of 10 additional units, is underway.
- D. Engineering work was completed in 2018 to create a full north/south two-way Appleton Street bridge in 2019.

BARRIERS TO GROWTH

1. Citywide

- 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.
- B. 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:

- a. Aligning Workforce and Economic Development Efforts
- b. Engaging the Unemployed, Underemployed and Discouraged
- c. Talent Attraction and Retention
- d. Capital Improvement Funds
- e. Incumbent Worker Training
- f. Flexible Schedules
- g. Seasonal Programs
- h. Job Sharing Programs
- i. Phased Retirement Programs
- j. Knowledge Transfer and Reverse Mentoring

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

The Fox Cities Chamber of Commerce has reworked their programs in 2018 to help address workforce, talent attraction and retention issues in the region. Rollout of these programs is scheduled for 2019.

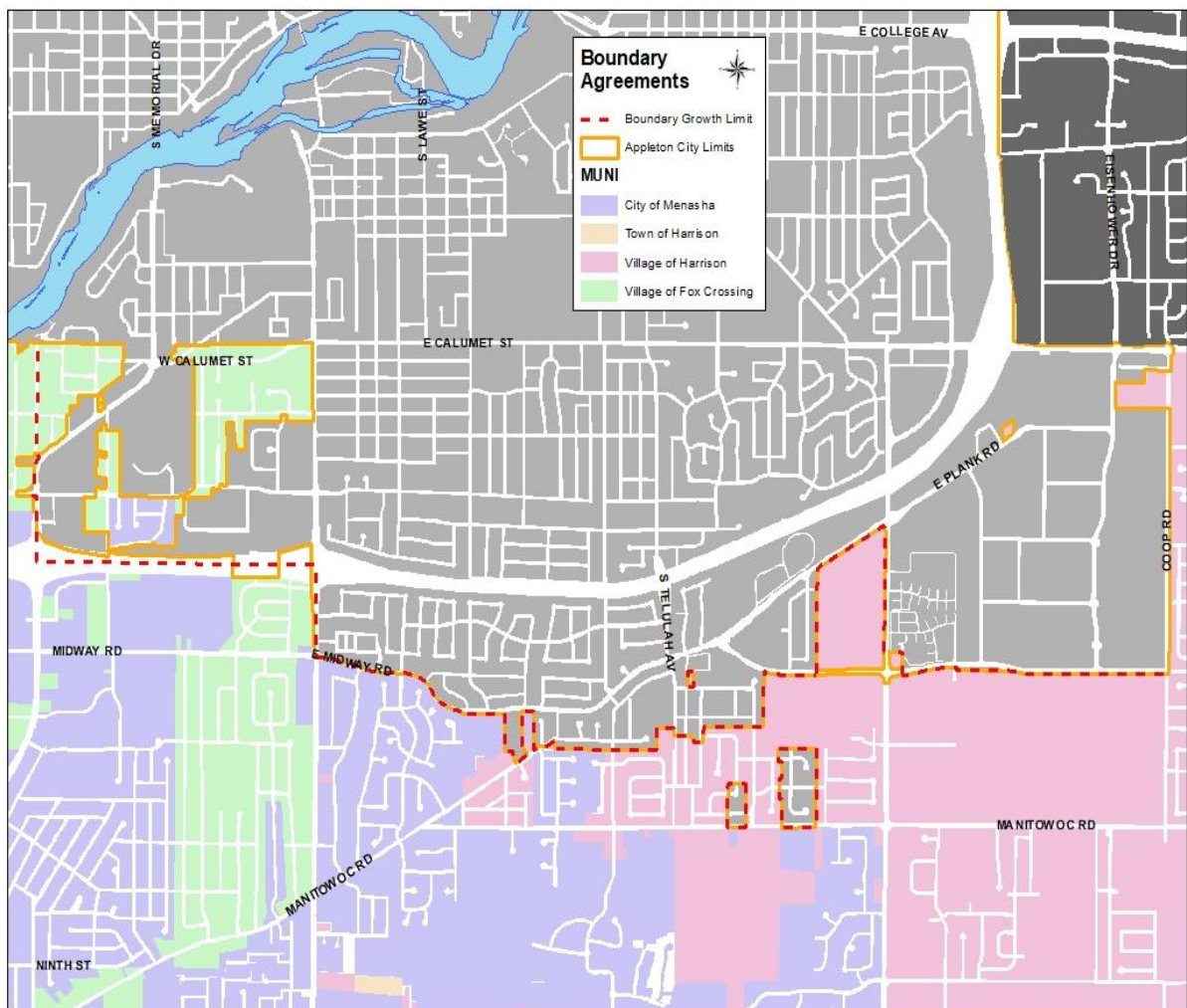
2. Northside

- A. 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.
- B. Regulatory floodplains are known to exist on the northside.
- C. Enforcement of wetland regulations has delayed some projects.
- D. 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.
- E. Limitations of the existing utility infrastructure and coordinating their expansion with timing of development will have to be closely coordinated.

3. Southside

- A. 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.

- B. Enforcement of wetland regulations has delayed some projects.
- C. 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. The net result has been a reduction of \$73,844,500 in assessed value that will be available to the City in the coming years compared to the original boundary agreements established in 1999. The limits to the City's boundaries to the south are shown below:



1. Comprehensive Plan Update 2010-2030

In 2016, the City of Appleton began conducting a 5-year update to its 2010-2030 Comprehensive Plan, which included updates to the Parks and Recreation Master Plan (Chapter 18) and a full re-write of the City's Downtown Plan (Chapter 14). Monthly Steering Committee meetings, workshops, walking and bicycle tours, presentations, and open houses were held over 11 months, offering numerous opportunities for public input, in addition to an interactive website at <http://www.envisionappleton.org/> allowing for on-line comments.

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 rolled into the Comprehensive Plan.

A public hearing was held at the February 6, 2017 City Plan Commission meeting for the proposed City of Appleton Comprehensive Plan 2010-2030 Text and Future Land Use Map Amendments. The Comprehensive Plan was adopted by the Common Council on March 15, 2017.

Over the course of 2018, several initiatives were completed to support the updated Comprehensive Plan, such as amending the Central Business District (CBD) zoning to allow first floor residential off College Avenue and amendments to the Sign Code. Staff continues to facilitate several projects consistent with the updated Comprehensive Plan.

2. 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.

3. Fox Cities Regional Partnership

The City of Appleton has supported the efforts of the Fox Cities Regional Partnership, both financially and operationally, since 2012. 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.

4. Marketing

Staff partnered with Locate in Wisconsin and CoStar to reach the commercial real estate and development community. 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.

Business Retention and Expansion Program - Assisting in the retention and expansion of local industries is a top priority in the City of Appleton because nine out of ten jobs created in the City are created by existing businesses expanding their operations or by local entrepreneurs starting businesses. In 2018, staff met with over 40 businesses to resolve issues, help with retention, and assist with expansion plans.

The City of Appleton was a sponsor of the Manufacturing First conference in 2018. The conference was attended by over 1,100 manufacturers and 600 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 2018 with the sponsorship of Small Business Saturday, Appleton Northside Business Association's Government Affairs Annual Meeting, Appleton Downtown Incorporated and City of Appleton's State of the Downtown event among others.

