

Brenda Broeske

Subject: Opposition to Proposed TIF Request

From: Breanna Mottley <breanna.mottley@gmail.com>

Sent: Monday, July 27, 2026 10:08 AM

To: Sheri Hartzheim <District13@appletonwi.gov>; Amy E. Molitor <Amy.Molitor@AppletonWI.gov>

Subject: Opposition to Proposed TIF Request

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Dear Mayor and Members of the Appleton Common Council,

I am writing to express my opposition to the proposed tax increment financing assistance for the Thrivent development and respectfully ask that you vote against its approval.

TIF is intended for projects that cannot move forward without public assistance. If Thrivent has the financial resources to complete this development on its own, providing a TIF would conflict with the purpose of Wisconsin's TIF law and raises legitimate concerns about whether the required "but for" standard has been satisfied.

Approving this request would also dedicate the property's future tax growth to a single development for as long as two decades. For that period, those tax dollars would not be available to help fund essential local services, public schools, county operations, or FVTC. Taxpayers **should not** bear that opportunity cost.

Before considering approval, I encourage the Council to require objective documentation showing that:

- The project cannot proceed without TIF funding.
- The community will receive a significant public benefit that warrants redirecting future tax revenue for up to 20 years.
- Practical private financing options have been explored and are not sufficient to make the project feasible.

Without convincing evidence supporting these findings, approving this request would not align with either the intent of Wisconsin's TIF statutes or the Council's obligation to responsibly steward public resources.

For this reason, I respectfully ask that you deny the proposed TIF request.

Thank you for your time and thoughtful consideration.

Sincerely,
Breanna Mottley
Appleton Resident

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