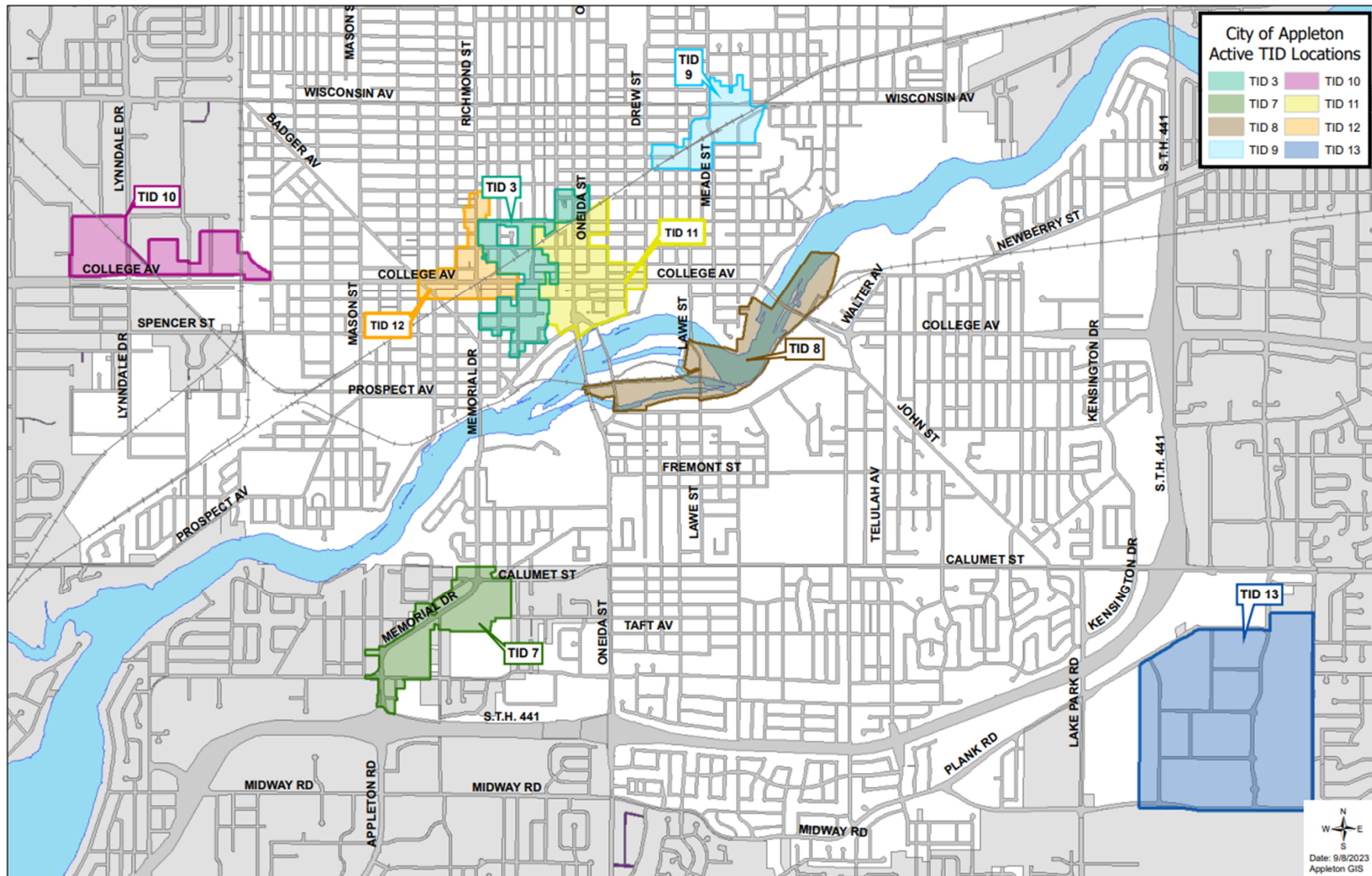




City of Appleton 2025 Tax Increment District Annual Report

Outagamie County
July 30, 2026





Overview - Past and Present Tax Increment Districts (TID)

TID #1- Closed

TID #2- Closed

TID #3- Open until 2029

TID #4- Closed

TID #5- Closed

TID #6- Closed

TID #7- Open until 2034
(Winnebago)

TID #8- Open until 2036

TID #9- Open until 2040

TID #10- Open until 2040

TID #11- Open until 2044

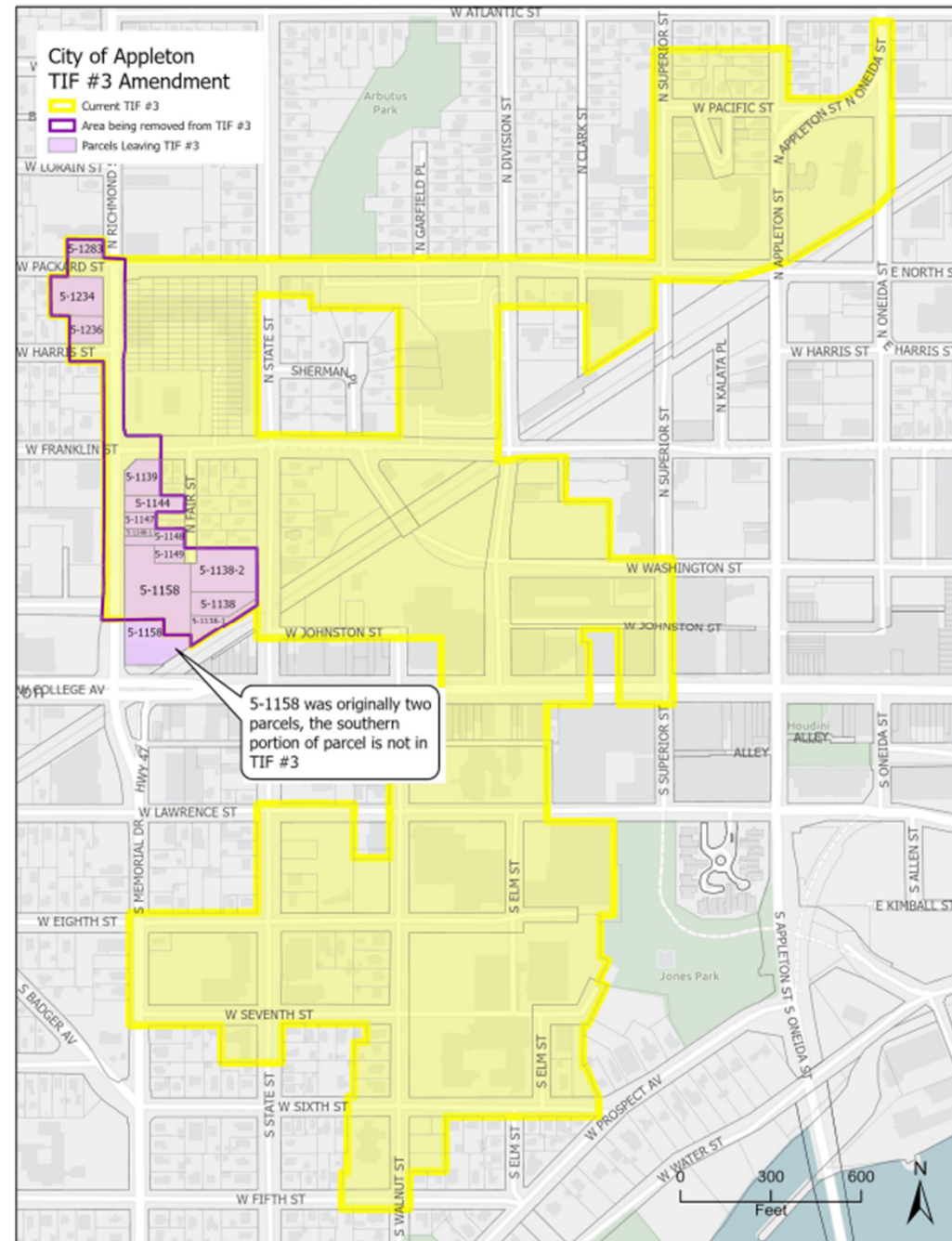
TID #12- Open until 2044

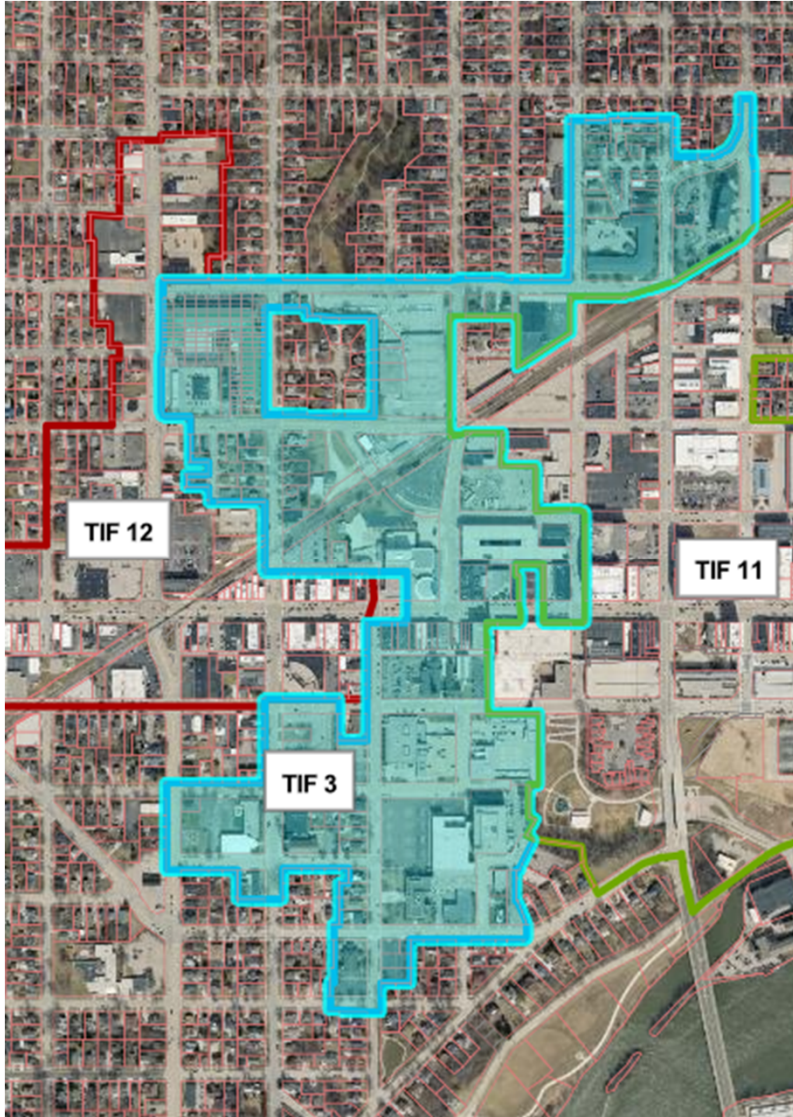
TID #13- Open until 2043
(Calumet)

TID #14- *In Progress*

TID #3

Includes the area roughly bounded by Richmond and Superior Streets, from the County Courthouse through parts of downtown.





TID #3

Created: November 4, 1992

Type: Blighted District/Distressed

Expenditure Period End: November 4, 2014

Termination: November 4, 2029 (Life Extended)

2025 Net New Construction: \$157,700

County: Outagamie

TID #3 - Highlights



Past projects included the Green and Yellow Parking Ramps, Paper Valley Hotel expansion, Copper Leaf Hotel, and others.



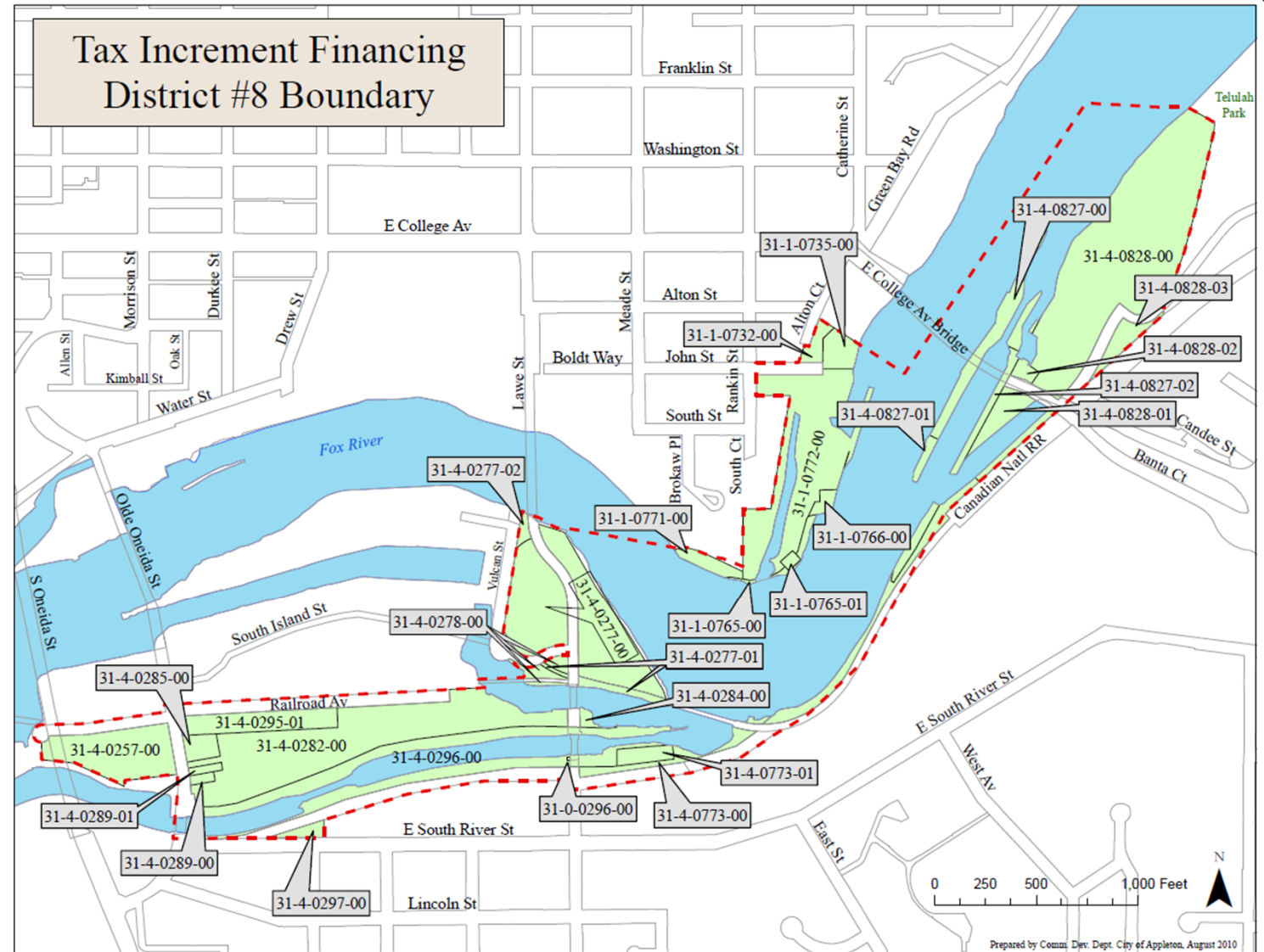
District was scheduled to close in 2021, but in 2011 was designated as distressed, which allows the extension of the district's life by up to ten years (2029) beyond the original termination date.



Annual TIF payments are being used to repay the Parking Utility until closure of the TID in 2029

TID #8

Provides for redevelopment of the Fox River corridor in an area that lies just north and south of the College Avenue Bridge, as well as land near Lawe Street.



TID #8



Created: May 20, 2009

Type: Blighted District

Expenditure Period Ends: May 20, 2031

Termination: May 20, 2036

2025 Net New Construction: \$57,200

County: Outagamie

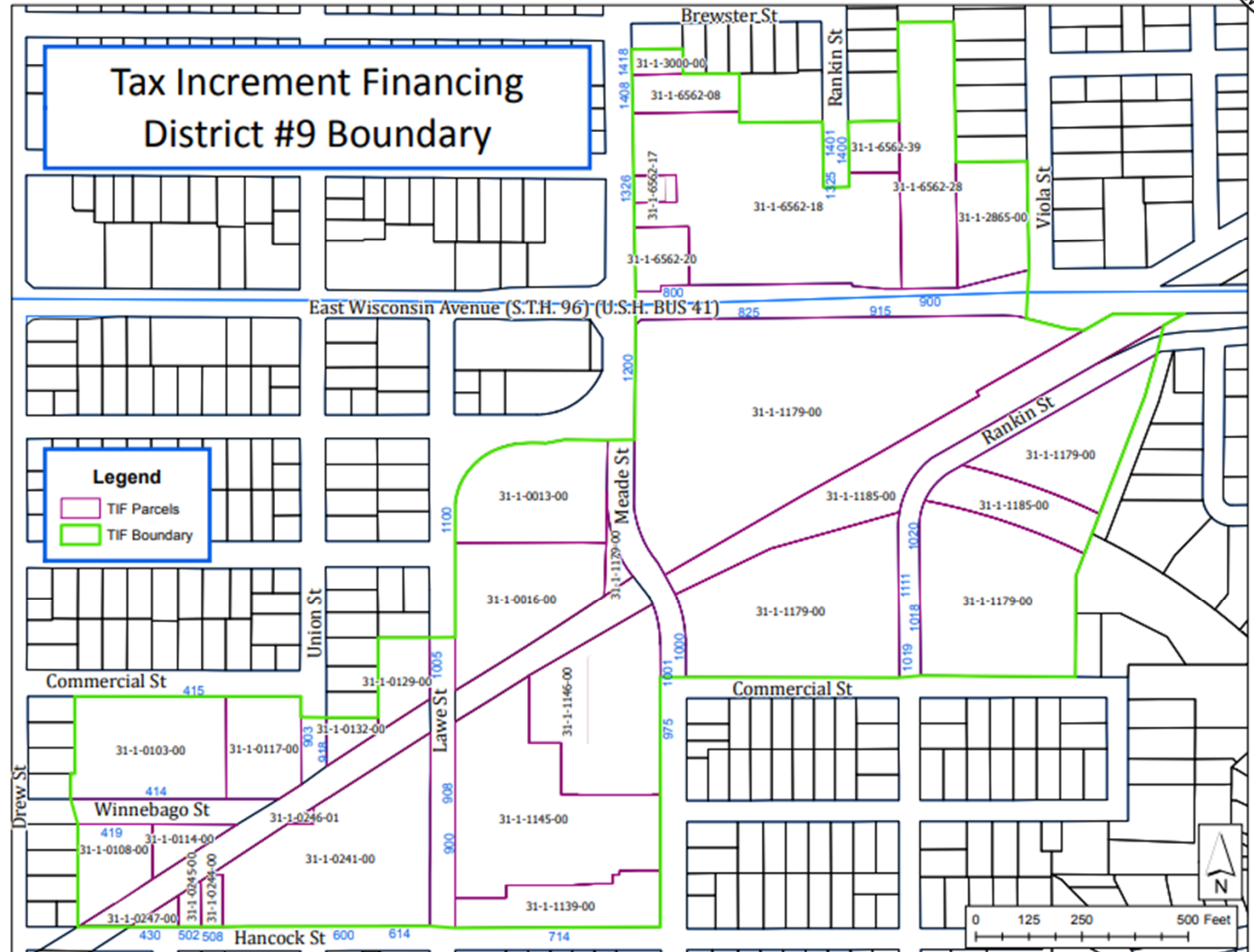
TID #8 - Highlights

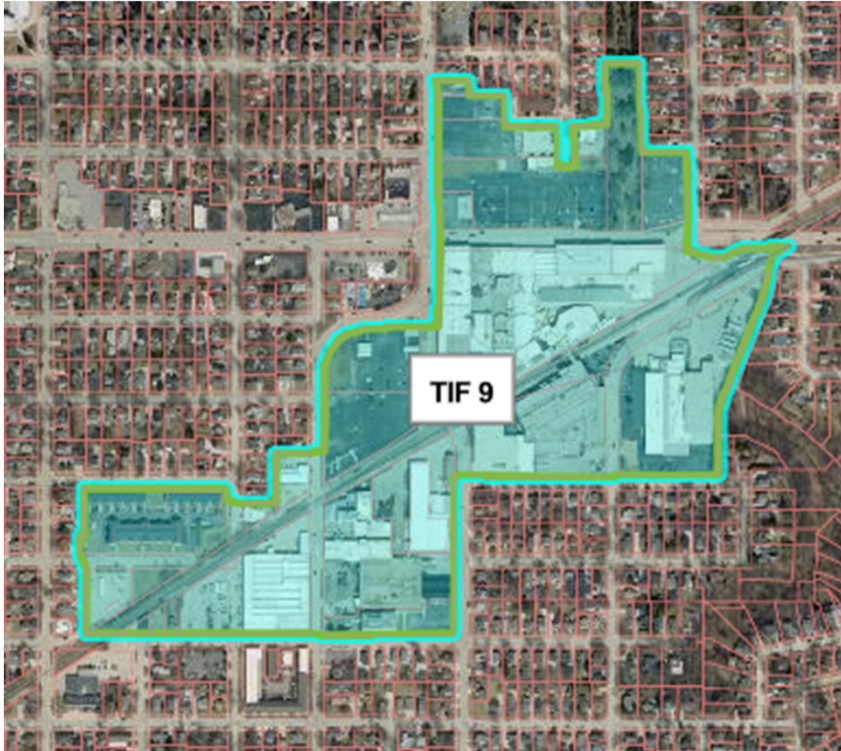
Key past projects included RiverHeath, Eagle Flats, and Eagle Point. These riverfront projects featured residential development, neighborhood commercial development, and public access to the river.





Provides for redevelopment of the business and industrial corridor located along E. Wisconsin Avenue from Meade Street to Viola Street.





TID #9

Created: September 18, 2013

Type: Blighted District

Expenditure Period Ends: September 18, 2035

Termination: September 18, 2040

2025 Net New Construction: \$785,400

County: Outagamie

TID #9 - Highlights

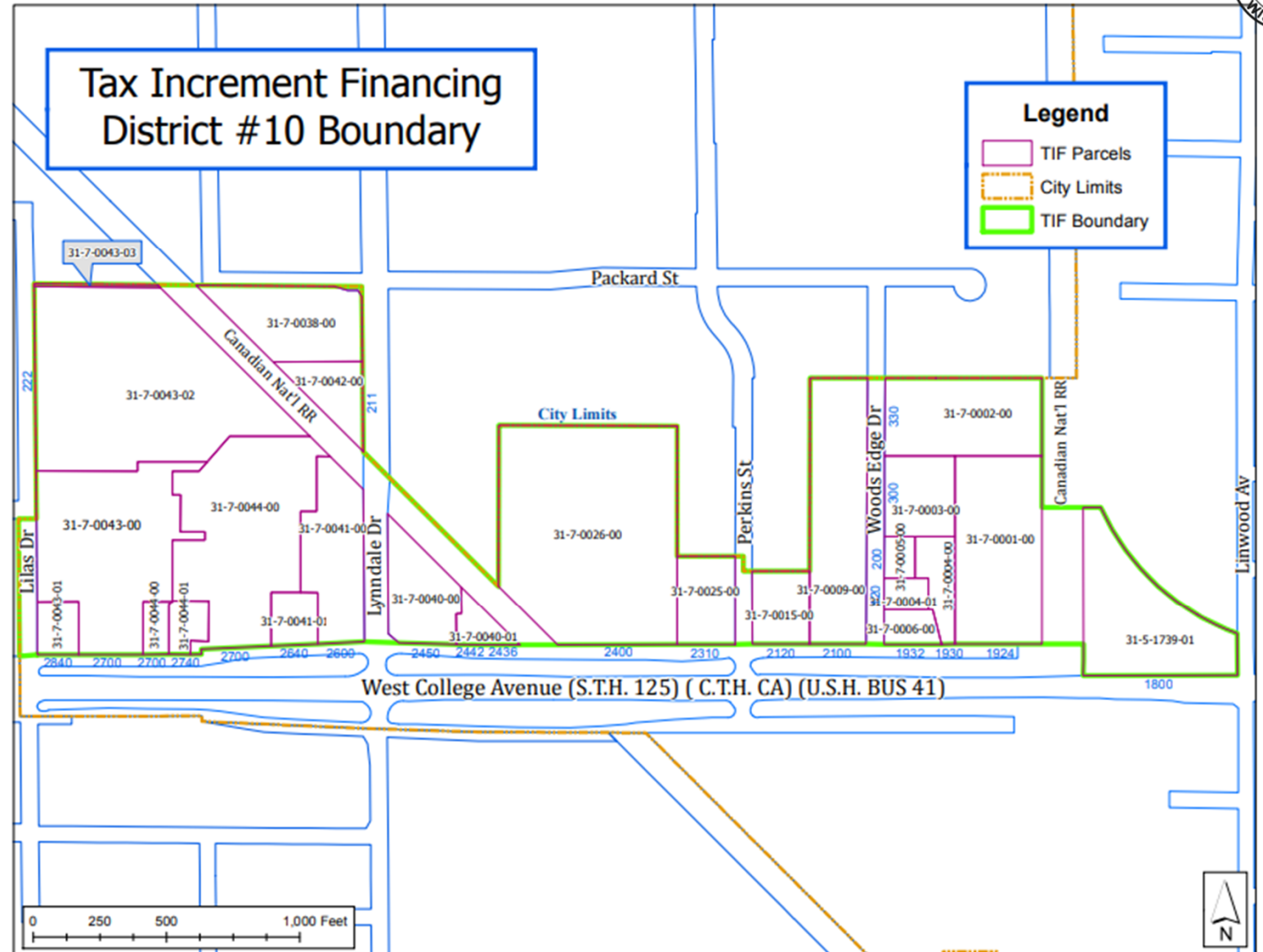
Previously TIF funded projects
include Union Square Apts.

Plan Appleton was adopted in
November 2025 and included a
sub-area plan for the Wisconsin
Avenue corridor, which envisions
additional infill & redevelopment in
this surrounding area.



TID #10

Provides for redevelopment of the north side of the W. College Avenue corridor from Lilas Drive to Linwood Avenue.



TID #10

Created: September 18, 2013

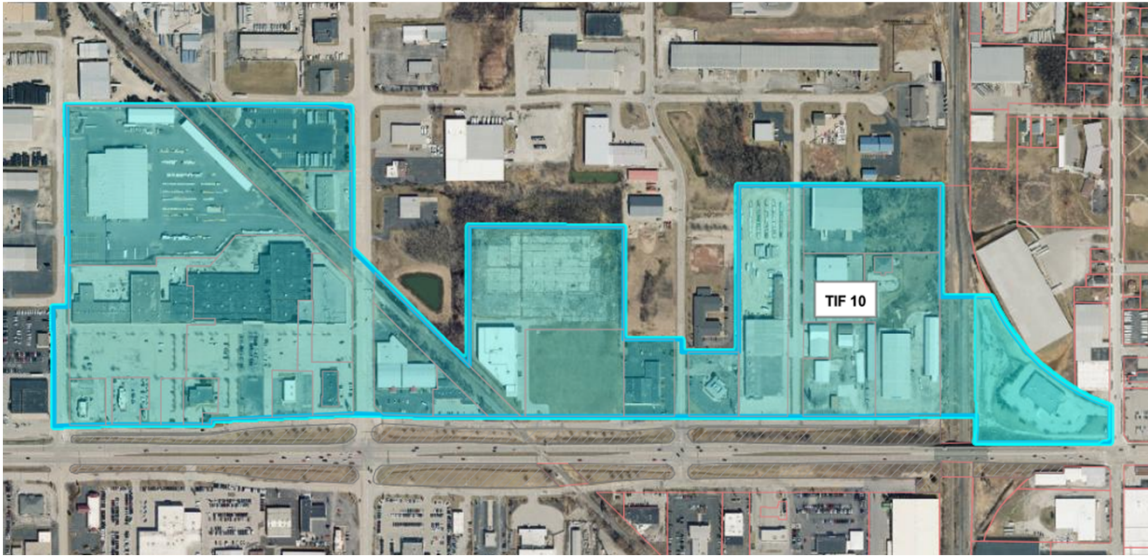
Type: Blighted District

Expenditure Period Ends: September 18, 2035

Termination: September 18, 2040

2025 Net New Construction: \$256,900

County: Outagamie



TID #10 - Highlights

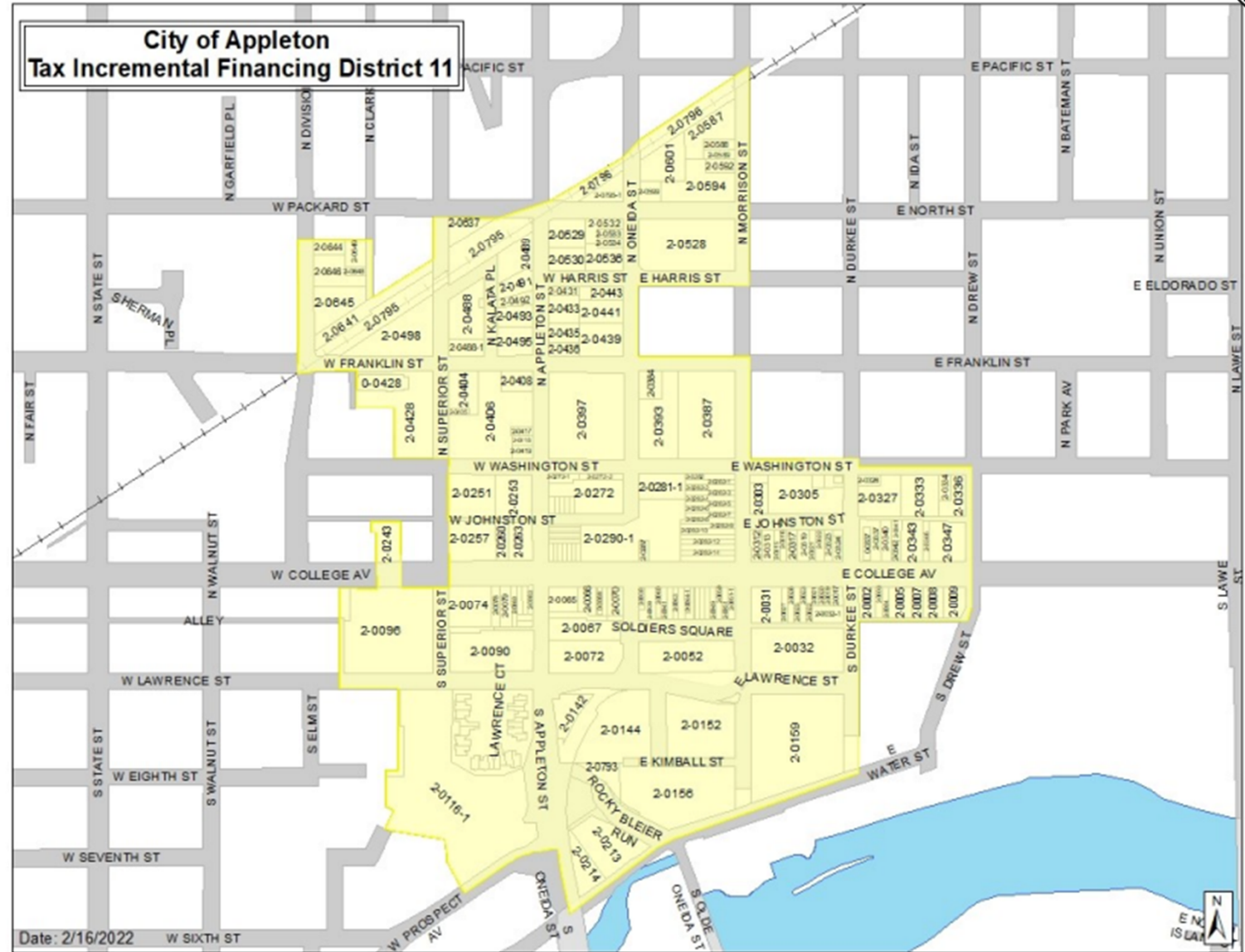
Some projects are occurring organically within this district. Ope! North Brewing Co is viewed as a potential catalyst for additional development in this area.

Multijurisdictional planning efforts are in place to improve West College transportation infrastructure dubbed the “New Avenue” which will increase pedestrian safety and spur new development.





Provides for redevelopment of E. College Avenue from Durkee Street to just west of Superior Street, south to Water Street and to areas north of Packard Street. Essentially, the east end of downtown.





TID #11

Created: August 2, 2017

Type: Blighted District

Expenditure Period Ends: 2039

Termination: August 2, 2044

2025 Net New Construction: \$26,518,900

County: Outagamie



TID #11 - Highlights

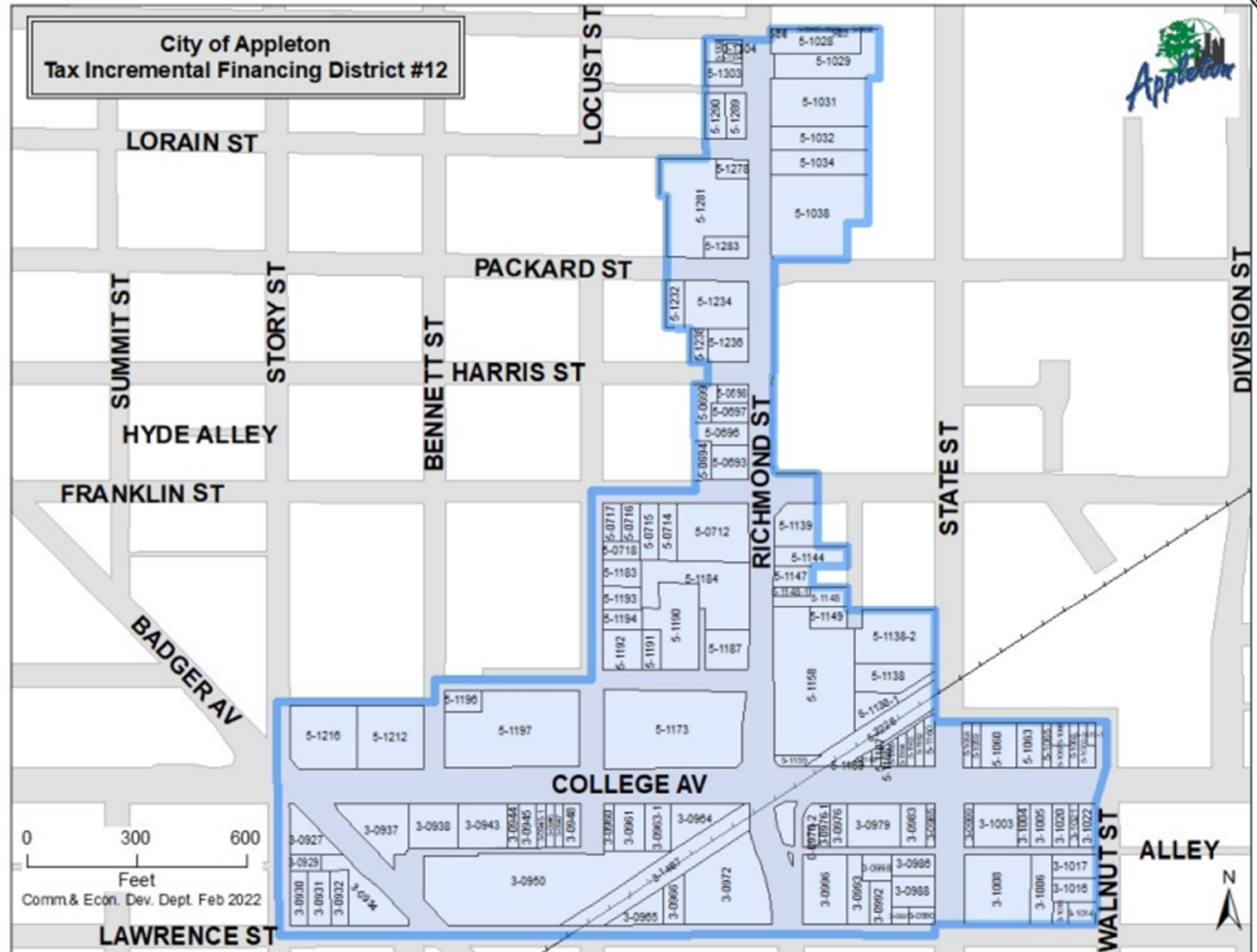
Business Enhancement Grants have been a successful way to provide incentives for existing businesses to improve the exterior of their buildings.

- Total project funds include a matching investment from property owners
- Examples include 233 N. Appleton Street which was able to refresh the exterior of the “Historic Cornerstone” property.

Previously TIF funded projects include:

- Avant Apartments
- Gabriel Lofts
- 320 East College
- Zuelke Flats
- Urbane 115
- RISE Apartments

Provides for rehabilitation and redevelopment of the W. College Avenue corridor from Badger/Story Street to Walnut Street, as well as a stretch of Richmond Street.



TID #12

Created: August 2, 2017

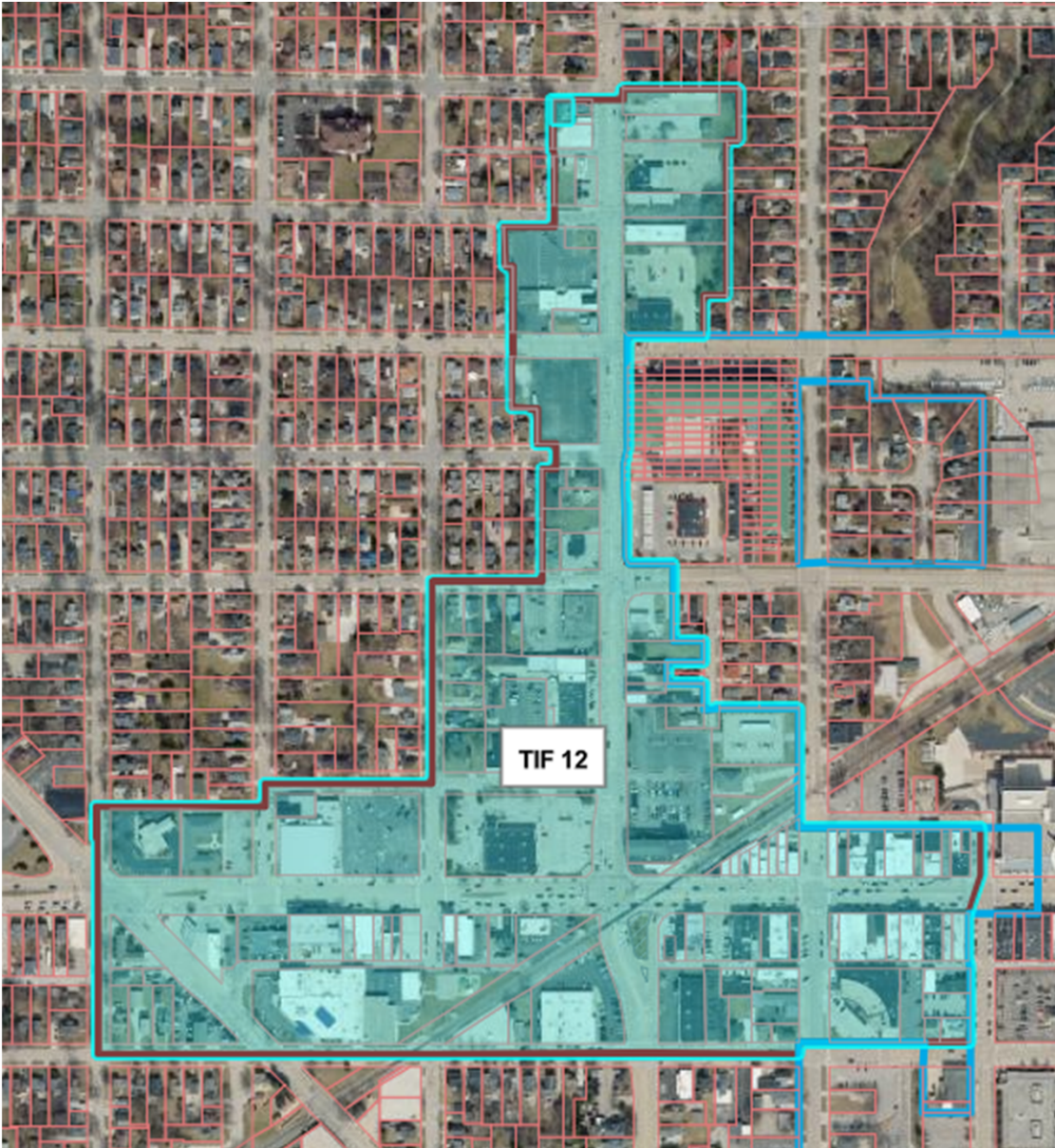
Type: Rehabilitation

Expenditure Period Ends: August 2039

Termination: August 2, 2044

2025 Net New Construction: \$233,500

County: Outagamie



TID #12 - Highlights

Commercial Redevelopment and Rehabilitation:

- Continued investment through Business Enhancement Grant program in aging commercial properties along West College Avenue and Richmond Street, with ongoing infrastructure improvements supporting redevelopment.

Previously TIF funded projects include:

- McFleshman's Brewery
- Block 800
- 513 W. College Ave



TID Successes

- Overall, Appleton's Tax Increment Financing (TIF) program has been highly successful in catalyzing redevelopment, particularly in downtown, along the Fox River, and within strategic commercial corridors.
 - Significant growth in Tax Base
 - **\$28,009,600** total TID Net New Construction in Outagamie County
 - Downtown Revitalization
 - Leveraging Private Investment
 - The City has consistently used relatively modest public investments to leverage much larger private developments
 - Many of these projects likely would not have occurred without public participation
 - Infrastructure Improvements
 - These improvements often support redevelopment well beyond a single project
 - Brownfield and Blight Redevelopment
 - Economic Development

TID Challenges

- Difficult Redevelopment Sites
- Long Development Timelines
- Market Conditions
 - Economic cycles have affected redevelopment. Such conditions have delayed some planning projects and required adjustments to development agreements.
- Financing Risk
- Managing Older TIDs

Conclusion

Key Themes from the Past Year

- Downtown investment remained strong, with continued implementation of mixed-use housing and commercial redevelopment projects.
- Commercial corridor revitalization continued in TIDs 11 and 12, focusing on rehabilitation of older commercial properties (via business enhancement grants) and redevelopment of underutilized sites.
- The City has continued to use development agreement amendments as projects adapt to higher construction costs, financing challenges, and evolving market conditions while maintaining redevelopment momentum.
- Overall, Appleton's experience illustrates how TIF can be an effective long-term economic development tool when applied strategically.