

Brenda Broeske

Subject: Urgent- TIF Resident Feedback

From: Natalie Tienor <allwan56@gmail.com>
Sent: Monday, July 27, 2026 7:29 AM
To: Amy E. Molitor <Amy.Molitor@AppletonWI.gov>
Subject: Urgent- TIF Resident Feedback

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Dear Mayor and Members of the Appleton Common Council,

I respectfully urge you to reject the proposed Tax Increment Financing (TIF) request for the Thrivent development. Please forward this to the Outagamie County Joint Review Board and copy all city Aldermen for visibility.

Wisconsin law requires that a TIF be used only when a project would not occur “but for” the public assistance. If Thrivent is financially capable of completing this project without taxpayer support, approving a TIF would undermine the purpose of the law and could expose the City to challenges regarding whether the statutory “but for” test has truly been met.

Additionally, dedicating future property tax growth from this development to benefit a single project for up to 20 years means those revenues are unavailable to support city services, schools, the county, and Fox Valley Technical College during that time. Appleton residents should not be asked to forgo decades of tax revenue for a project that may not legally qualify for public subsidy.

Before approving any TIF, the Council should require independent evidence demonstrating that:

- The project would not proceed without TIF assistance, as required by Wisconsin law.
- The development provides a clear public benefit that justifies diverting tax revenue for up to 20 years.
- No reasonable private financing alternatives exist.*

If these standards cannot be clearly met, approving the TIF would be inconsistent with both the intent of Wisconsin's TIF statutes and the Council's responsibility to protect taxpayer interests.

I respectfully ask you to vote **no** on this TIF request.

Thank you for your consideration.

Sincerely,

Natalie Tienor

Appleton Resident

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