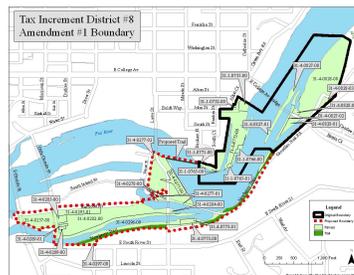




2010 ANNUAL GROWTH REPORT

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COMMUNITY DEVELOPMENT DEPARTMENT



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Table of Contents



TABLE OF CONTENTS

Introduction	4
Building Permit Activity.....	4-13
Equalized Value	14-15
Equalized Value Growth Target Recommendations	15-16
Tax Incremental District Performance	16-17
Appleton Redevelopment Areas	18-20
Housing Rehabilitation Projects.....	21
Neighborhood Revitalization	21- 23
Northside Growth Area:	
1. Prospects and Barriers For Growth	24
2. Growth Area and Multi Family Housing Maps.....	25-26
Southside Growth Area:	
1. Prospects and Barriers For Growth	27
2. Growth Area and Multi Family Housing Maps	28-29
Marketing:	
1. 2010 Marketing Efforts	30-31
2. The Fox Cities Economic Development Partnership	31
3. Future Marketing Efforts	32
4. Marketing Programs	32-33
5. Marketing Efforts – Vacant Buildings & New Construction	
A. Downtown	33
B. Northeast Business Park.....	33-34
C. Southpoint Commerce Park.....	34
D. Other Major Developments.....	35
Summary	35-36

ANNUAL GROWTH REPORT

2010

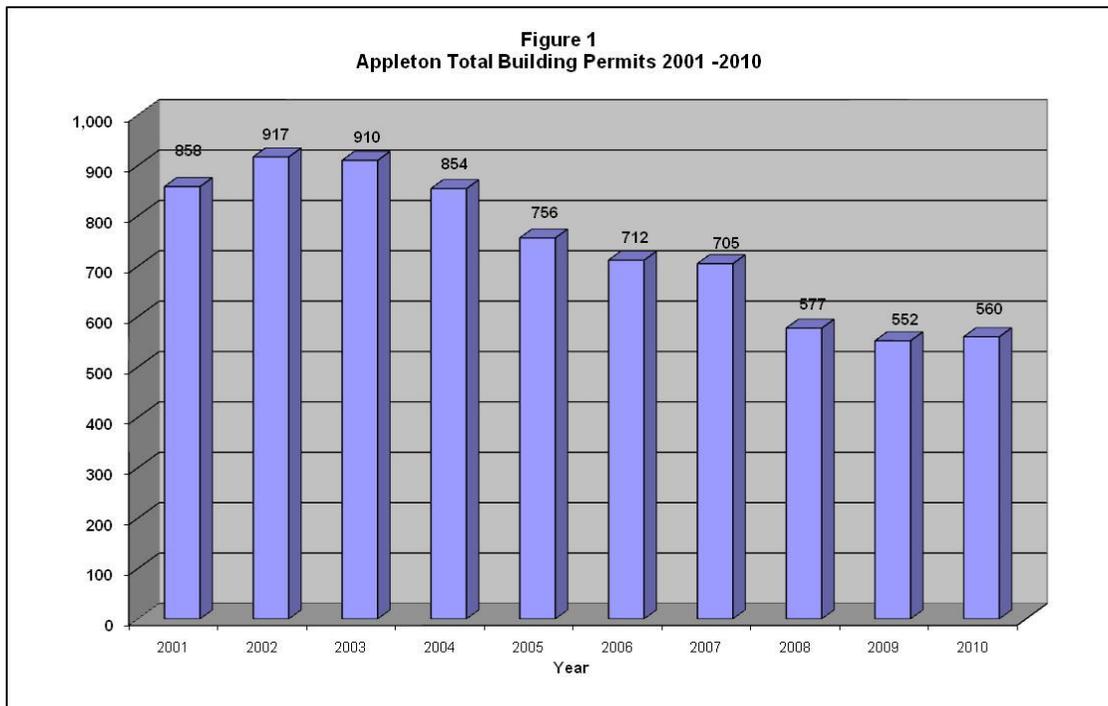
INTRODUCTION

Each year the Community Development Department prepares an Annual Growth 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 and equalized valuation and compares them with the Fox Cities region. 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. Additional statistical data is provided in Appendix I and maps of the target areas are included in Appendix II.

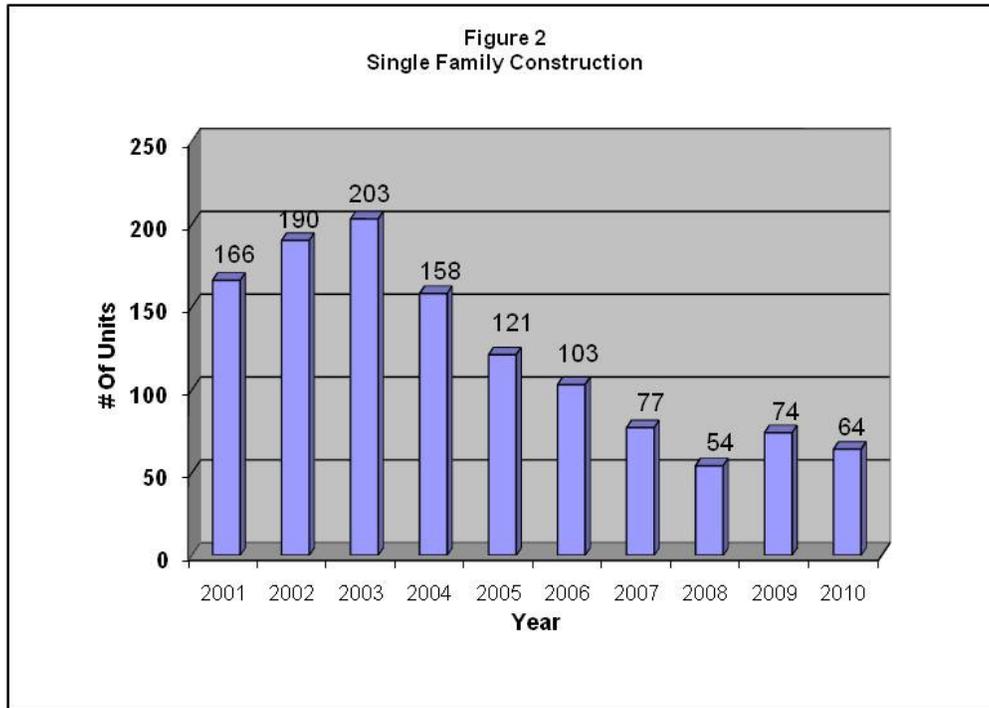
CITY OF APPLETON

BUILDING PERMIT ACTIVITY

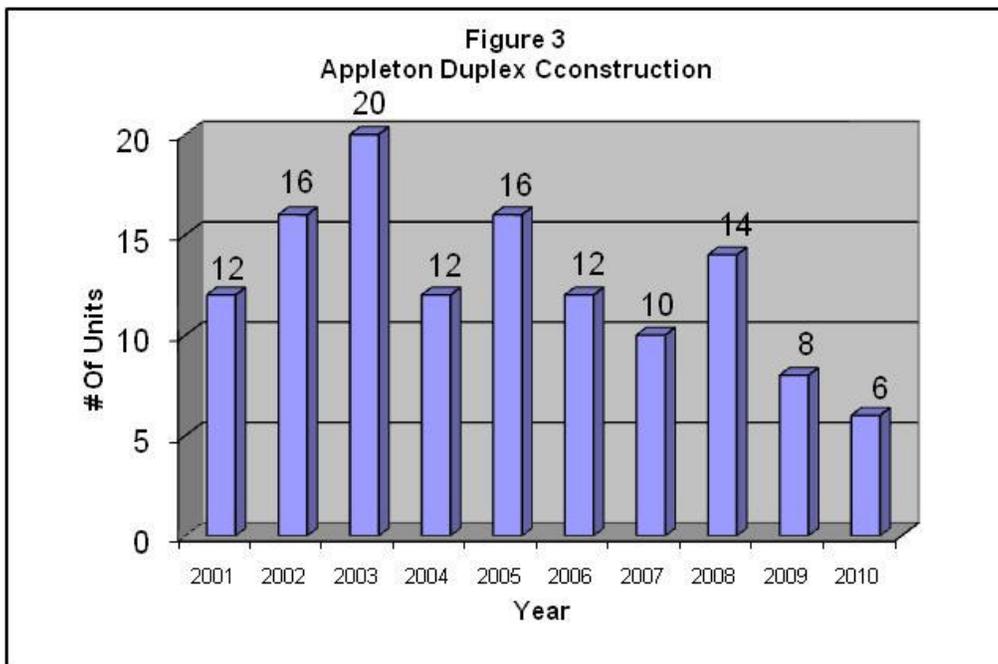
The City of Appleton's building permit activity over the last ten years is shown in Figure 1 below and Table 1 in Appendix I. The yearly total number of permits issued for the last ten years ranged from a low of 552 permits in 2009 to a high of 917 permits in 2002. The ten-year average was 740 permits a year. The 560 permits issued in 2010 was slightly higher than the 552 permits issued in 2009, but 180 permits lower than the 10-year average. This lower than average trend for the last three years can primarily be attributed to sizeable declines in the additions/alterations and commercial and industrial permit sectors.



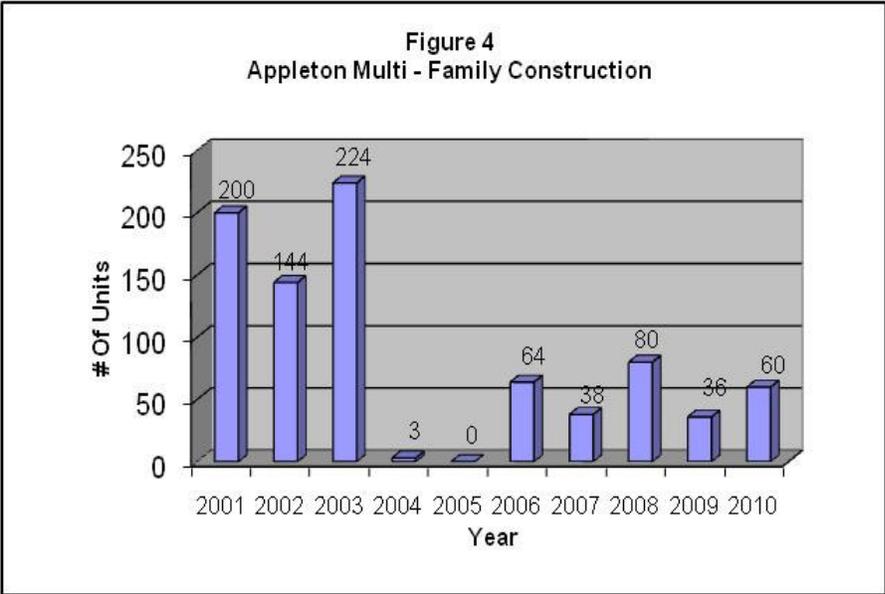
The number of single-family housing units constructed annually had decreased steadily for six years in a row declining from 203 units in 2003 to 54 units in 2008. This trend saw a reversal in 2009, when the number of single family units increased from 54 in 2008 to 74 in 2009 before dropping again to 64 in 2010.



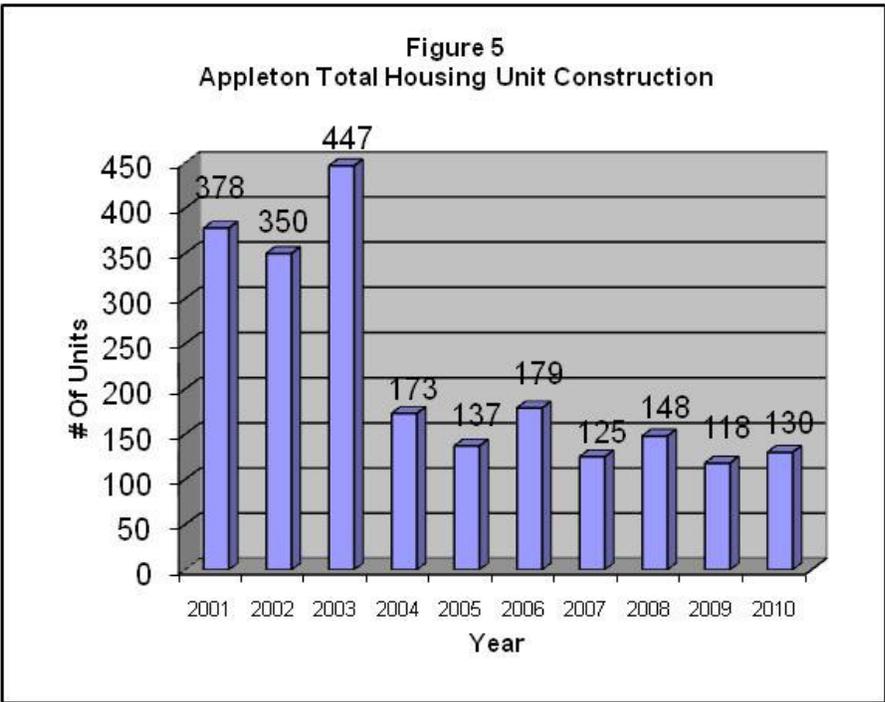
The construction of duplex units ranged from a low of 6 units in 2010 to a high of 20 units in 2003. The ten-year average was 12 duplex units a year.



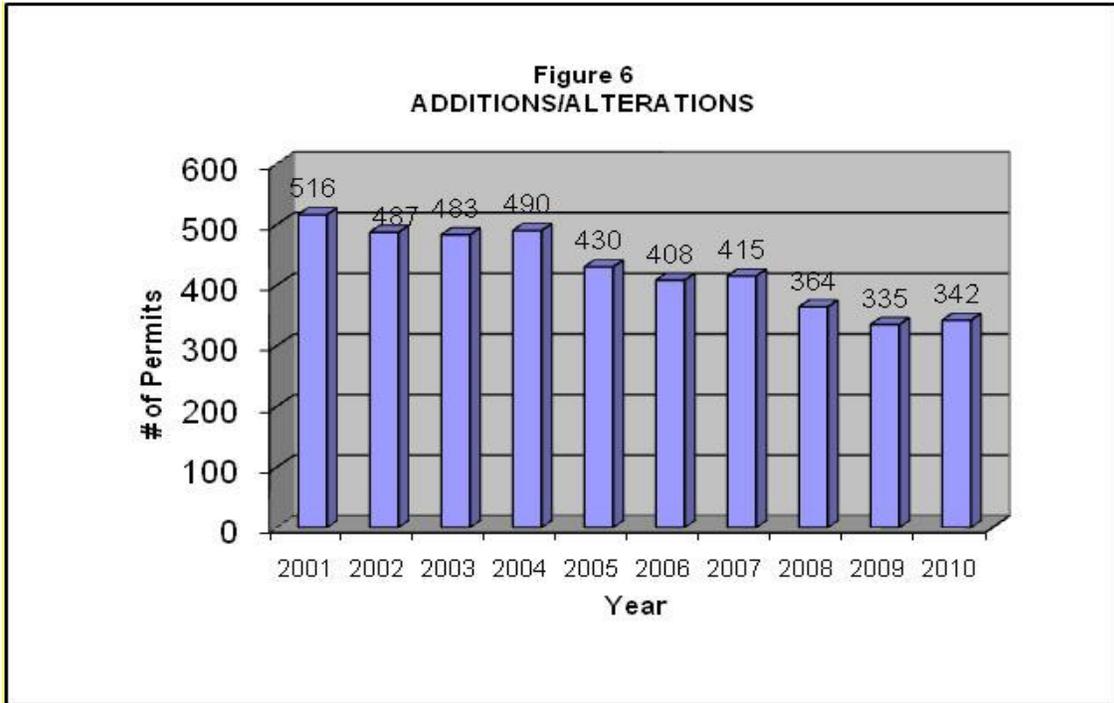
From 2001 to 2003 Appleton saw the construction of 568 multi-family units. In 2003, Appleton, with 224 multi-family units, led the way in the construction of multi-family housing, having constructed more units than all the other communities in the Fox Cities combined. During the last seven years only 281 multi-family units were built. Historically, as the vacancy rate for multi-family declines, Appleton has seen an increase in production, and as the vacancy rate increases, the production of multi-family units drops. Also contributing to the decline in recent years is a lack of multi-family building sites.



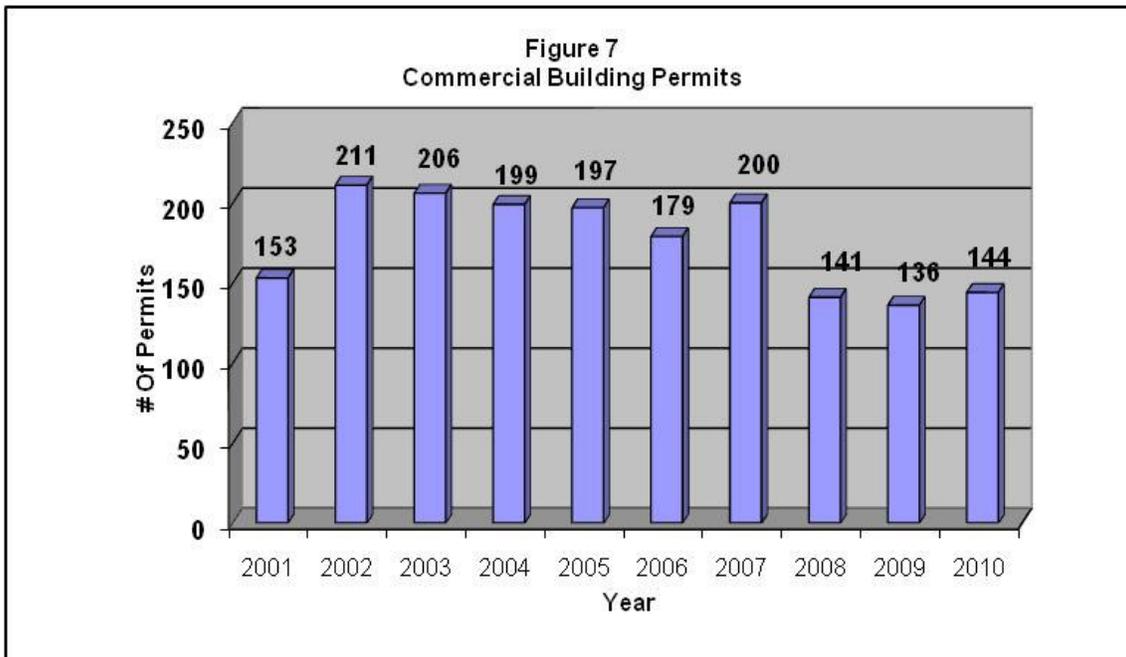
Total housing unit construction in Appleton for the last ten years ranged from a low of 118 units in 2009 to a high of 447 units in 2003. The ten-year average was 219 units.



In 2001, there were 516 permits issued for additions and alterations. Since then, the number of remodeling permits issued, while fluctuating slightly has been in a downward trend with only 342 permits issued in 2010. The slowdown in the economy and the housing market has contributed to this decline.



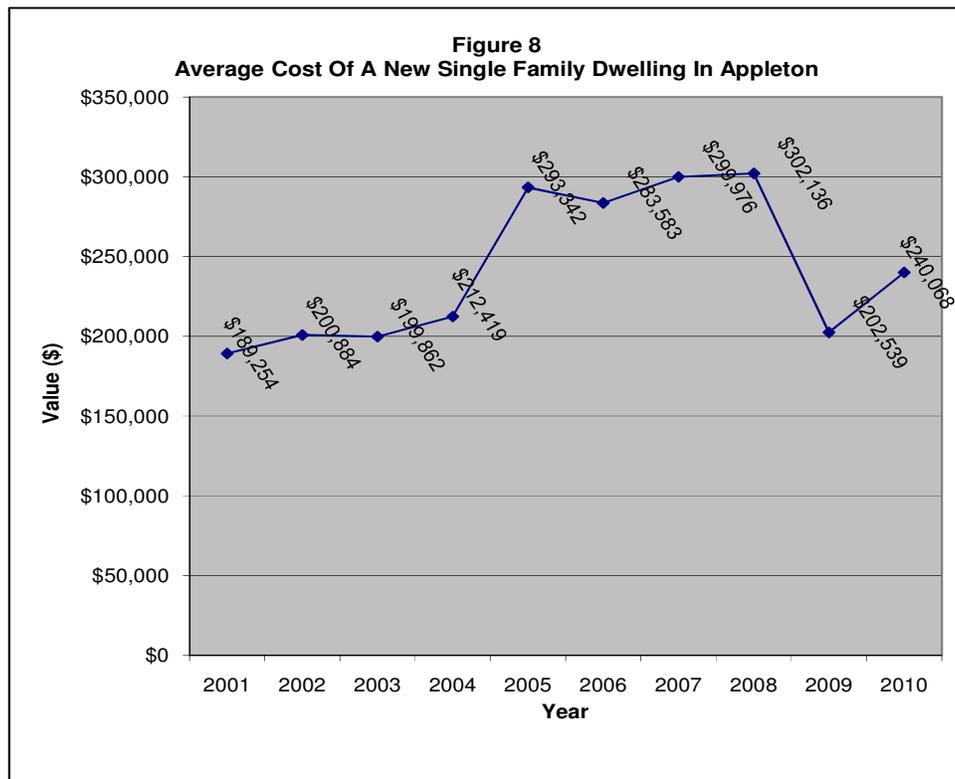
There were 136 commercial building permits issued in the City of Appleton in 2009, the lowest in the last ten years. In 2010, 144 commercial building permits were issued, while up slightly from 2009 it was 33 permits lower than the ten year average of 177 commercial permits.



DOLLAR VALUE OF PERMITS

While the number of single-family units constructed in Appleton steadily declined over the six year period from 2003 to 2008 dropping from 203 units in 2003 to 54 units in 2008, the dollar value of the new homes being constructed rose dramatically. During the same six year time period, the average dollar value of a single-family home increased by 51% from \$199,862 in 2003 to \$302,136 in 2008.

In 2009, there was a drastic decrease in the average value of single family housing decreasing by nearly \$100,000 per unit from \$302,136 in 2008 to \$202,539 in 2009. The trend is now toward the construction of smaller units less square footage but more energy efficient. In 2010, the average cost for new single family construction rebounded by \$37,529 to \$240,068.

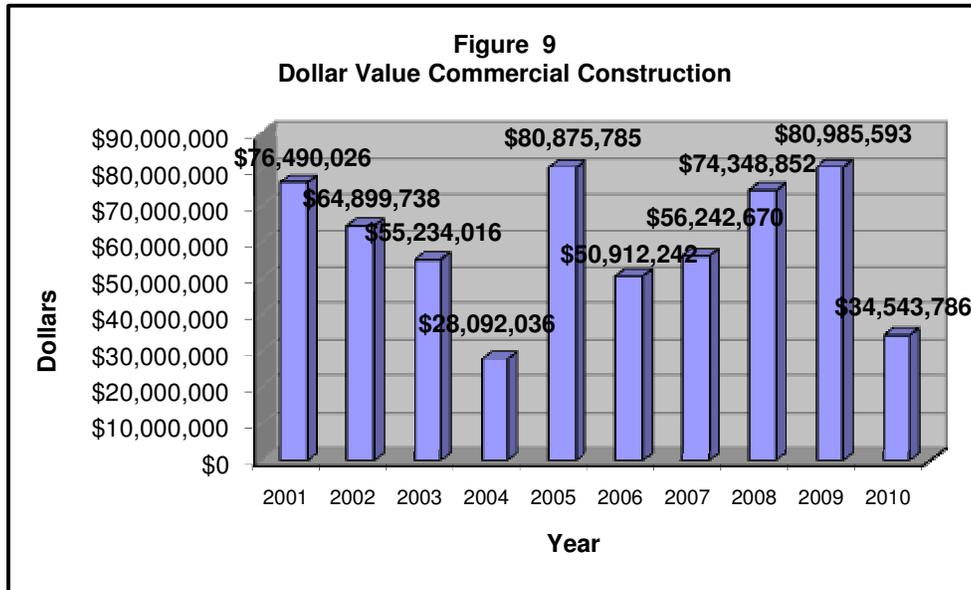


In 2002, the City of Appleton saw the start of a slowdown in the commercial and industrial sector that continued through 2004 as illustrated in Figure 9 on the following page. The dollar value of commercial and industrial construction decreased from \$64.9 million in 2002, to \$28.1 million in 2004. In 2005, there was a dramatic turn-around in the amount of commercial and industrial construction. The dollar value of commercial and industrial construction was just under \$81 million, nearly 3.5 times that of 2004. Some of the major projects in 2005 included: Orthopedic and Sports Institute of the Fox Valley, AmericInn, Airgas, CMD Corporation, C3 Corporation, Employee Resource Office Building, Best Buy, Office Max, and additions to St. Elizabeth Hospital and Curwood, Inc.

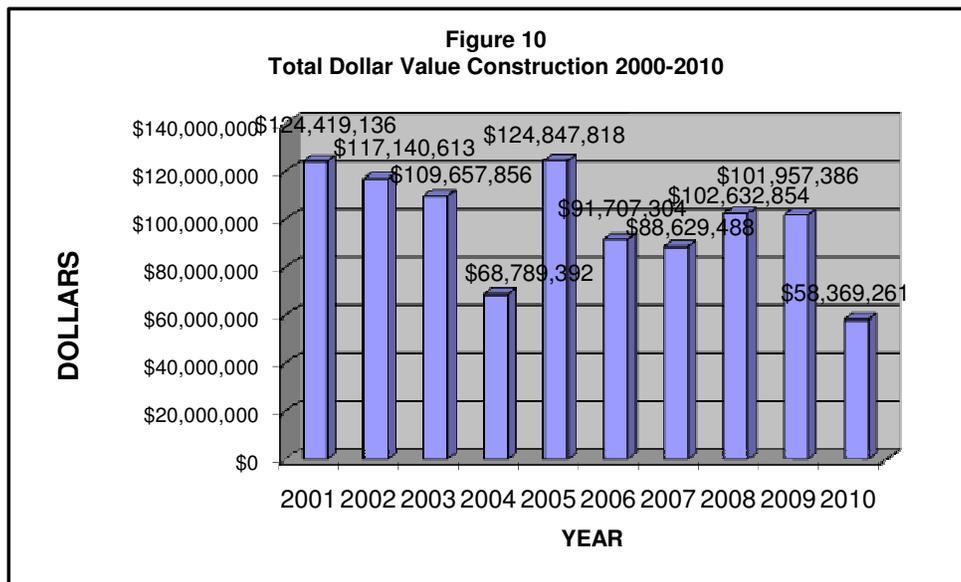
After a couple of years with commercial construction in the \$50 million range, Appleton saw \$74.3 million in new commercial construction in 2008. Major projects included: Time Warner, Encircle, Appleton Police Department Expansion, new northside YMCA facility, We Energies, and Flair Flexible Packaging.

In 2009, Appleton had \$80.99 million in commercial construction. This compared to the ten year average of \$61.1 million. Major projects included: Appleton Medical Center bed tower (\$53 million), new Copps Grocery Store (\$4.6 million), Foremost Farms expansion (\$4 million), St. Elizabeth Heart Pavilion (\$3.9 million) and Boys and Girls club expansion (\$3 million).

Without any major commercial projects to lead the way Appleton saw only \$34.5 million in construction in 2010 the second lowest in ten years.

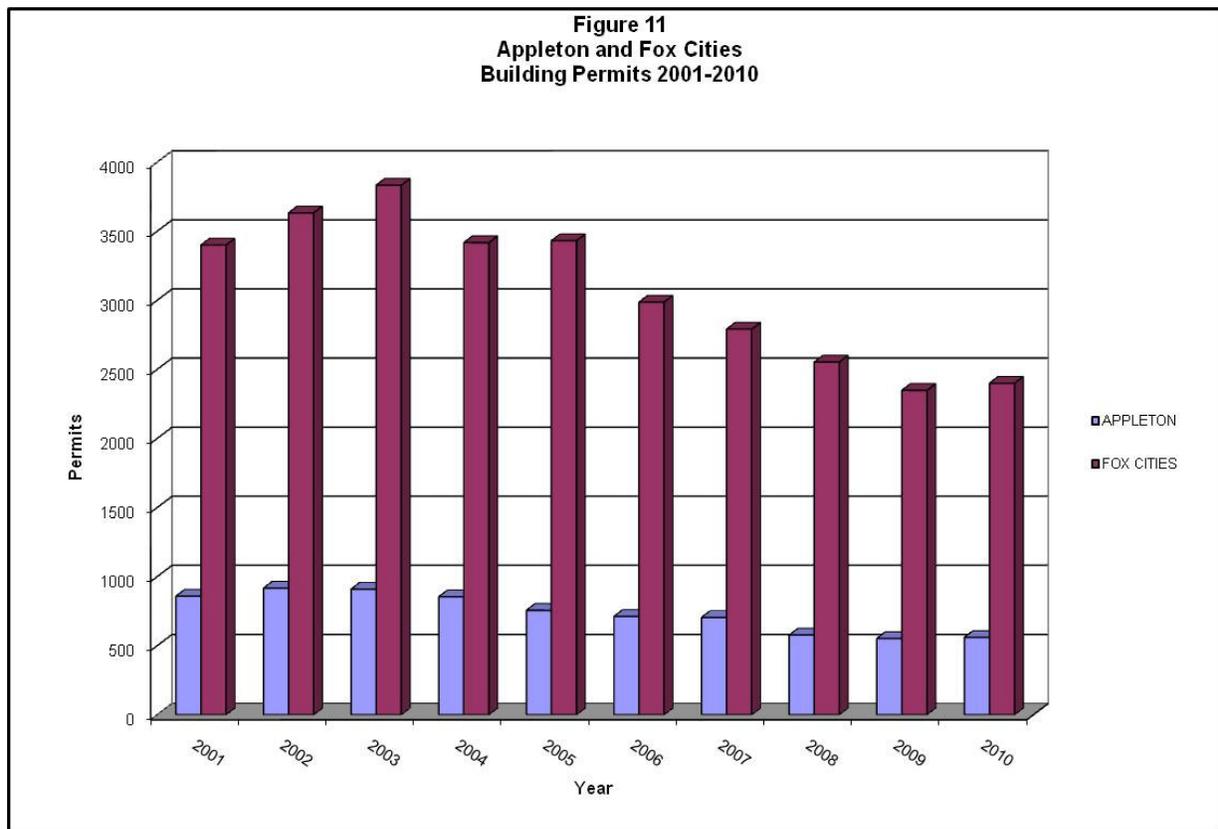


Appleton’s total dollar value of construction in 2010 was \$58,369,261 the lowest in the last ten years and down considerably from the \$101,957,386 in 2009. The total dollar value of all construction in the City of Appleton between 2001 and 2010 ranged from a low of \$58.4 million in 2010 to a record high of \$124.8 million in 2005. The ten-year average was \$98.8 million.



FOX CITIES REGION

In an effort to compare Appleton to the Fox Cities region, data was collected from 13 municipalities surrounding Appleton and comprising the Fox Cities. These are the Cities of Kaukauna, Menasha, and Neenah; Villages of Combined Locks, Kimberly, Hortonville, and Little Chute; and Towns of Buchanan, Grand Chute, Greenville, Vandenbroek, Menasha, and Harrison. The comparison of Appleton to the region over the last ten years is represented in Figures 11, 12 and 13 on the following pages and Tables 2, 3, and 4 of Appendix I.



TOTAL PERMIT ACTIVITY

The number of building permits issued annually in the Fox Cities fluctuated up and down from 2001 thru 2005. Beginning in 2006, the Fox Cities saw a slow steady downward trend in permits issued that lasted till 2010 when there was a slight uptick. The total number of permits issued declined from 3,431 in 2005 to 2,348 in 2009 or a drop of 31.2%. In 2010, 2,400 permits were issued for an increase of 52 over 2009, but this was 679 below the 10 year average of 3,079 permits.

In 2009, of the fourteen communities that make up the Fox Cities, ten saw a decrease in the number of permits issued. In 2010, this number was cut in half when only five communities saw a decrease. The percentage decrease ranged from just less than 5% to 71% (See Table 3, Appendix I). The Town of Harrison had the largest percentage decrease with 71%, followed by the Village of Hortonville 40%, and the City of Menasha with 21%.

In 2010, Appleton saw a 1% increase with 560 permits up from 552 in 2009.

The Town of Harrison saw decreases in the areas of single family, additions/alterations, commercial and industrial, while the Village of Hortonville saw decreases in the areas of additions/alterations and commercial and industrial. The City of Menasha saw decreases in the areas of single family, multi-family, and additions/alterations.

Eight communities saw an increase in the number of permits issued. Those communities with the large percentage increase were the Village of Combined Locks 179%, Town of Vandebroek 100%, Town of Grand Chute 28%, and City of Neenah 24%.

The Village of Combined Locks, Town of Grand Chute, and City of Neenah saw increases in the areas of single family and additions/alterations. The Town of Vandebroek's increases were in the areas of single family. Much of the growth in single family construction in Combined Locks can be attributed to the lowering of the price of lots in the 1st Addition to the Coonen Subdivision by approximately 20%.

SINGLE-FAMILY PERMITS

The Town of Greenville led the way in single-family housing construction for the seventh year in a row with 86 units in 2010 down from 94 units in 2009 and 125 units in 2008. The City of Appleton was second with 64 permits (down 10 from the previous year) followed by Neenah with 41 permits. These three communities accounted for just over 47% of all the single-family units constructed in the Fox Cities during 2010. The total number of single-family permits issued in the Fox Cities in 2010 was 403 compared to 422 in 2009. This compares to 1,167 single-family permits issued eight years ago in 2002.

The average dollar value for single-family construction in the Fox Cities ranged from a low of \$110,000 in the Village of Little Chute to a high of \$240,069 in the City of Appleton. In 2008, six communities exceeded \$200,000 for the average value of single-family housing. This number dropped to four in 2009 and three in 2010. They include: City of Appleton (\$240,069), Town of Grand Chute (\$235,484), and Town of Vandebroek (\$200,500)

DOLLAR VALUE OF PERMITS

In 2010, seven communities saw an increase in the dollar value of permits issued compared to three communities the previous year. The Village of Combined Locks had the greatest percentage increase with 214.4%, followed by Town of Menasha 134.9%, and Village of Little Chute 108.6%.

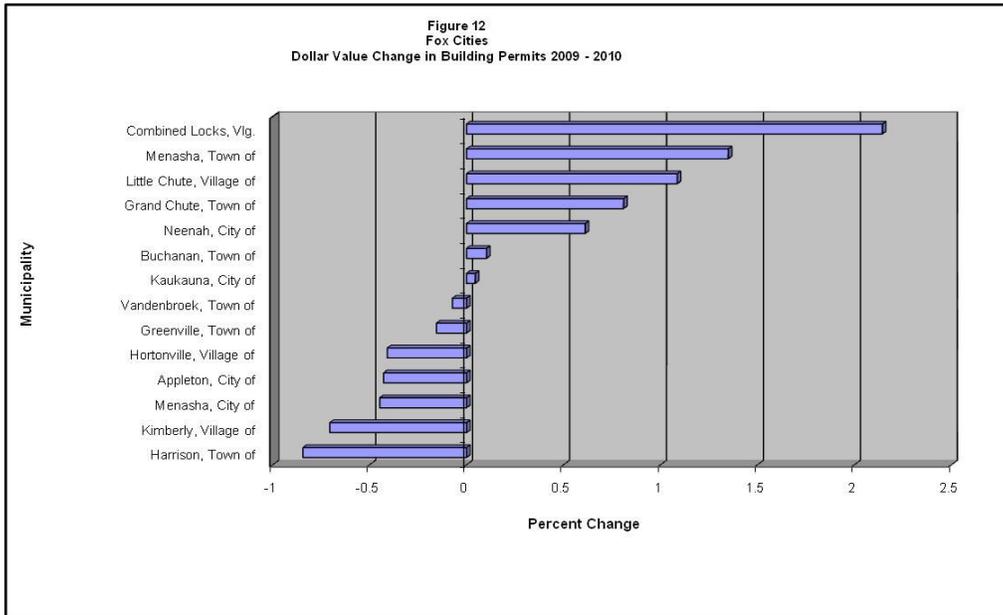
The Village of Combined Locks saw its growth in the area of single construction, while the Town of Menasha and Village of Little Chute saw growth in the commercial and industrial sectors.

The Town of Menasha's growth was due to the KC plant expansion on CB, SCA office expansion along with the new construction of Roehl Trucking.

The Village of Little Chute's growth was due to an expansion at Simon's Cheese, a new snowmobile/motorcycle dealership, and an office expansion at Resource One.

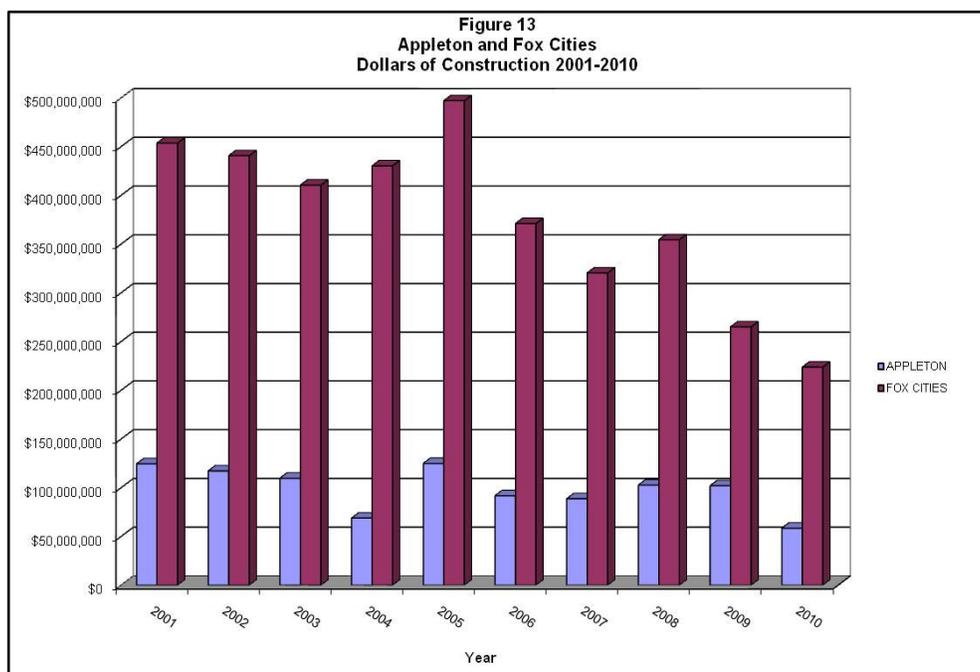
Seven communities experienced a decrease in the dollar value of construction in 2010 compared to eleven the previous year. The percentage decrease ranged from just under 7.25% to over 84.3%. The Town of Harrison had the greatest percentage decrease with 84.3%. This follows a 50% increase in 2009. The Village of Kimberly was second with 70.4% following a 332% increase in 2009. The City of Menasha was third with a 44.7% decrease and the City of Appleton was fourth with a 42.7% decrease.

The percentage change in the dollar value of building permits from 2009-2010 is shown in Figure 12 on the following page.



The total dollar value of construction in the Fox Cities followed a downward trend for the third year in a row. The total dollar value of construction in the Fox Cities decreased from \$345.4 million in 2008 to \$265 million in 2009 to \$223.7 million in 2010. In 2010, the \$223.7 million in total dollar value of construction was \$152.9 million below the ten year average of \$376.6 million.

The City of Appleton comprised \$58.3 million or 26.1% of the total dollars spent on construction in the Fox Cities in 2010. The Town of Grand Chute was second with \$42 million followed by the City of Neenah with \$33.5 million. Figure 13 shows the total dollars of construction for the City of Appleton and the Fox Cities region for the last ten years.



COMMERCIAL & INDUSTRIAL SECTORS

The promotion of commercial and industrial development remains one of the City of Appleton's top priorities. This has been accomplished through the creation of several TIF Districts, which have allowed the City to install the infrastructure needed to stimulate development by maintaining an adequate supply of industrial park land and through an active marketing program which targets "decision makers" of the business community. This strategy has worked fairly well for the City in the past but in recent years with the changing economy, increasing regulations, and no or few incentives this priority has become more difficult. Over the last five years, Appleton has accounted for 35.8% of all the commercial and industrial growth in the Fox Cities.

Appleton's percentage share of commercial and industrial development in the Fox Cities over the last five years ranged from a high of 51.2% in 2009 to a low of 26.4% in 2006. The dollar value for commercial and industrial development in Appleton ranged from a low of \$34.5 million in 2010 to a high of \$81 million in 2009. In 2010, Appleton's \$34.5 million in commercial and industrial development was \$24.9 million less than its five-year average of \$59.4 million.

The dollar value for commercial and industrial development in the Fox Cities for the last five years ranged from a low of \$111.1 million in 2010 to a high of \$213.3 million in 2008. The \$111.1 million in commercial and industrial development in 2010, was \$55.1 million below its five-year average of \$166.2 million.

In 2009, Appleton despite the slowdown in the economy had a good year with respect to commercial and industrial development thanks to a number of big projects including: Appleton Medical Center Bed Tower (\$53 million), new Copps Grocery Store (\$4.6 million), Foremost Farms expansion (\$4 million), St. Elizabeth Heart Pavilion (\$3.9 million), and Boys and Girls club expansion (\$3 million).

In 2010, Appleton saw \$34.5 million in commercial and industrial development the lowest since 2004 when the City saw only \$28 million in development. Over 1/3 of the development can be attributed to three projects. St. Elizabeth's underwent a \$7.5 addition and interior remodeling project, The Orthopedic & Sports Institute of the Fox Valley added a \$3 million addition called the Recovery Inn, and the Rennes a skilled nursing and assisted living facility underwent a \$3 million expansion.

The following Table compares the City of Appleton with the Fox Cities for 2006-2010.

Commercial and Industrial Development Market Share Appleton and Fox Cities 2006 - 2010

Year	2006	2007	2008	2009	2010
Appleton Com. & Ind. Permit Value	\$50,912,242	\$56,242,670	\$74,348,852	\$80,985,593	\$34,543,786
Fox Cities Com. & Ind. Permit Value	\$192,815,872	\$155,497,582	\$213,322,326	\$158,031,069	\$111,137,153
Appleton Market Share	26.4%	36.2%	34.9%	51.2%	31.1%

Note: More detailed information on commercial and industrial development by community can be found on Table 4 in the appendix.

EQUALIZED VALUE

The change in total equalized value is another important measurement of economic growth within a community because equalization seeks to measure the relationship of locally assessed values to an ever-changing real estate market and provides an estimate of the market value of all residential, commercial, manufacturing, productive forest, other (farm sites and farm buildings), and personal property in a community.

Appleton's equalized value has grown from approximately \$3.26 billion in 2001 to \$4.85 billion in 2010, a difference of \$1.59 billion or 49% increase over ten years (see Table 5 in Appendix I). This \$1.59 billion increase in equalized value outperformed the Town of Grand Chute's increase in equalized value by \$690 million and the City of Neenah by more than \$1 billion during the ten-year period.

Changes in equalized value for the past ten years are shown in Figure 14, and additional data is included in Table 5 and Table 6 in Appendix I. In 2010, Appleton's overall equalized value increased by \$62.5 million. The largest increase was in the commercial sector, which grew by \$54.4 million. The second area of growth was the residential sector, which grew by \$17.35 million. These gains were partially offset by a \$7.76 million loss in the manufacturing sector and a \$2.47 million loss in personal property.

Other top performers include the Town of Menasha with an increase of \$17.2 million, Village of Kimberly with an increase of \$16.6 million, and the City of Kaukauna with an increase of \$11.6 million.

Last year for the first time since this report has been prepared six of the 14 communities that make up the Fox Cities region actually lost value. In 2010, the number communities losing value increased to seven. Those communities losing value were the Cities of Menasha and Neenah, the Villages of Combined Locks and Little Chute, and the Towns of Buchanan, Grand Chute and Greenville. The City of Neenah was the biggest loser with \$62.5 million followed by Town of Grand Chute \$29.2 million and Town of Buchanan \$18.2 million.

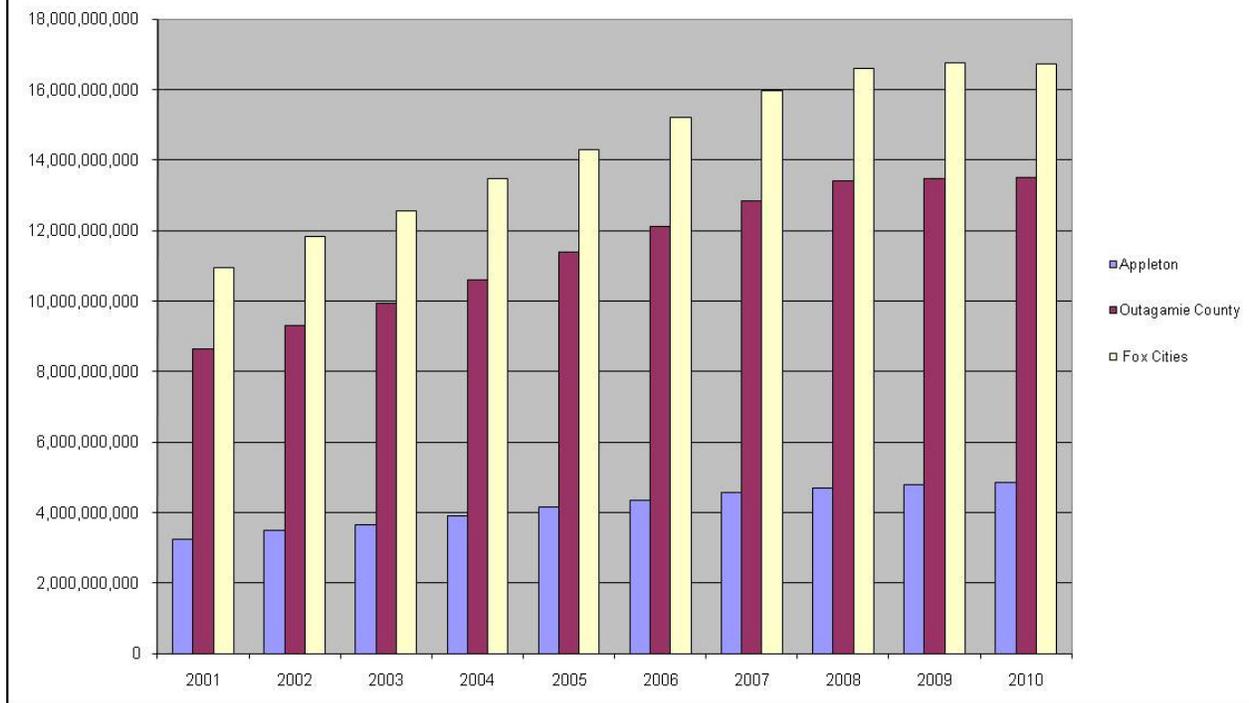
Appleton's percentage share of equalized value within the Fox Cities increased slightly between 2009 and 2010 increasing from 28.59% in 2009 to 28.99% in 2010 (See Table 8 in Appendix I).

The good news is that the Fox Cities has not experienced the major decreases in property values as other parts of the country have as a result of the downturn in the economy. While properties values in some areas of the country sky rocketed over the last decade, gains in property values in the Fox Cities were more modest. Likewise when the economy began to struggle the Fox Cities saw a more modest decline in property values than other parts of the country.

Appleton has a high affordability index meaning that a median income family spends a lower percentage of its income to own a median value home compared to other parts of the country. While homes over \$300,000 and fixer uppers >\$100,000 have seen a decline in value, the value of homes between \$100,000 and \$200,000 which make up 85% of the housing stock have remain relatively stable.

Also Appleton has not seen a lot of foreclosures so homeowners selling their homes do not have to compete with lower prices created by the foreclosure market.

**Figure 14
Appleton, Outagamie County & Fox Cities
Equalized Valuation 2001-2010**



EQUALIZED VALUE - GROWTH TARGET RECOMMENDATION

The change in equalized value over time is, and will continue to be, an important gauge of the economic growth in Appleton. Another important measure of economic growth is new construction value, which is part of the equalized value. To track actual new growth in the City as compared to the State of Wisconsin, the 2001 Mayor's Ad-Hoc Growth Committee recommended Appleton strive to achieve a minimum of 2.5% growth in new construction equalized value. This annual growth target value was based on a review of equalized value new construction averages for a moving three-year period for both Appleton and the State of Wisconsin.

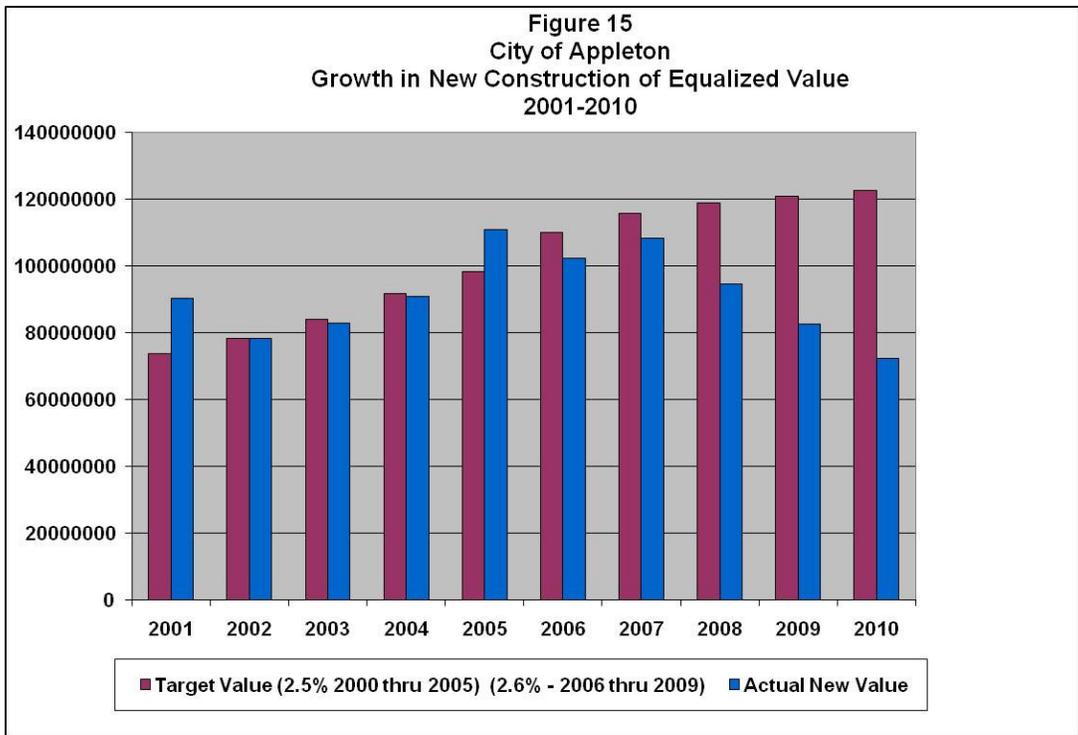
In early 2006, Community Development reviewed the equalized value of new construction average for the three-year period (2003-2005) for both Appleton (2.66%) and the State of Wisconsin (2.82%) and approved a recommendation to increase the City's annual goal to 2.6%.

After reaching a high 2.93% in 2005, Appleton's equalized value from new construction dropped to 2.53% in 2006 rising slightly to 2.56% in 2007. Since then the percentage of Appleton's growth in equalized value attributed to new construction has steady declined 2.12% in 2008, 1.81% in 2009, and 1.56% in 2010.

The goal for Appleton in 2010 was \$120,793,964 or 2.6% of Appleton's 2010 total equalized value of \$4,645,921,700. In 2010, the City of Appleton's equalized value from new construction was \$72,355,800 or 1.56%. This was \$48,438,164 short of its goal for the year and the biggest gap in the last ten years.

The detailed data used to develop this figure, including actual values by specific land use, is included in Table 9, Appendix I.

The following figure displays equalized value new construction data from 2001 - 2010, including both target and actual values.



TAX INCREMENTAL DISTRICT AND REDEVELOPMENT AREA PERFORMANCE

An important aspect of Appleton’s increased valuation is the effect of Tax Incremental Districts (TID) and Appleton Redevelopment Project Areas (ARP). Table 7 in Appendix I shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change. Maps of these districts and redevelopment areas are found in Appendix II.

The following is a summary of each TID and ARP’s performance in 2010:

Tax Incremental District Performance:

- TID #2 TID #2 saw an increase of \$867,300 in equalized valuation, which was mainly due to a change in the process used by the Department of Revenue to determine the value of Tax Incremental Districts.
- TID #3 Equalized valuations in TID #3 decreased by \$15,445,800 due mainly to a change in the process used by the Department of Revenue to determine the value of Tax Incremental Districts and a \$7,183,300 decrease in the value of Richmond Terrace.
- TID #5 Equalized valuations decreased in TID #5 by \$1,820,500 due to a change in the process used by the Department of Revenue to determine the value of Tax Incremental Districts

and a decrease of \$628,800 in the value of the property on the north west corner of Mason and Wisconsin

TID #6 Equalized valuations decreased in TID #6 by \$1,766,700 due to a change in the process used by the Department of Revenue to determine the value of Tax Incremental Districts. TID #6, created in 1999, consists of approximately 310 acres of which 174 acres will be developed as industrial (Southpoint Commerce Park) and 136 acres as commercial. The District is located south of Calumet Street and west of Coop Road.

TID #7 In 2008, TID #7 saw an increase in equalized valuation of \$1,165,500, which can be attributed to an increase in the Valley Fair land primarily due to lot splits and razing of dilapidated improvements.

TID #8 In 2010, TID #8's equalized value increased by \$955,000, due to an increase in value of the RiverHeath site. The old mill buildings were razed and the canal filled making more developable land available.

Note:

The Department of Revenue (DOR) modified the valuation process for Tax Incremental Districts in 2010, which had detrimental impacts on Tax District Three (reduction of \$7,709,170) and Tax District Six (reduction of \$3,728,769). Specifically, greater reliance is now being placed upon locally assessed values to ensure the increment captures tax base changes in the local area, such as market appreciation or depreciation, new construction or demolition, versus the global city/area economic adjustment the State made to these values in the past. The City is experiencing an adjustment in one year for valuation in efficiencies the State determined over the lives of these districts. These changes will have far reaching implications into the future for the City.

In response to the financial difficulties encountered by a number of municipalities having tax incremental districts (TIDs) as a result of general economic conditions and the new way TIDs are valued, the legislature passed legislation allowing for municipalities to seek a distressed designation for an underperforming TID.

A distressed designation extends the maximum life of qualifying TIDs by 10 years (or up to 20 years in the case of certain severely distressed TIDs), and is intended to provide a longer period of time over which to recover project costs in situations where tax increment collections are projected to be insufficient to pay project costs and debt service.

The City of Appleton intends to seek a distressed designation for Tax Incremental District # 3 during the second quarter of 2011.

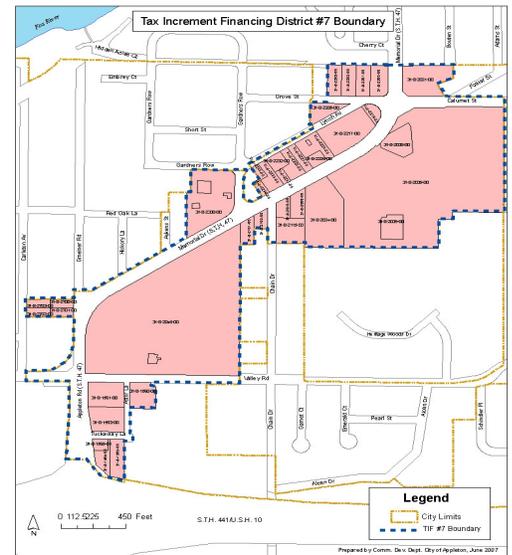
APPLETON REDEVELOPMENT PROJECT AREAS:

South Memorial Drive Corridor TIF District

The City of Appleton received approval for the creation of Tax Increment Financing District #7 (TIF District) in September of 2007 to support the rehabilitation of properties and elimination of blighted conditions in the urban corridor of Memorial Drive from Calumet Street to State Highway 441. The map illustrates the specific TIF District boundaries. The district generally consists of the old Valley Fair site, commercial properties to the north, and the Secura Insurance campus to the southwest.

The Project Plan for this TIF District identifies several key areas for City investments over the 27-year life of the District; most notable are municipal infrastructure improvements and development incentives.

The development incentives will be targeted at property owners, lessees, and developers for the purpose of sharing costs to encourage the desired kind of improvements in the urban corridor. The City, in return, recaptures its investment in this District through increased property tax payments. A business revitalization program was established in 2010 for the District to provide financial support to the businesses completing exterior improvements to their properties.

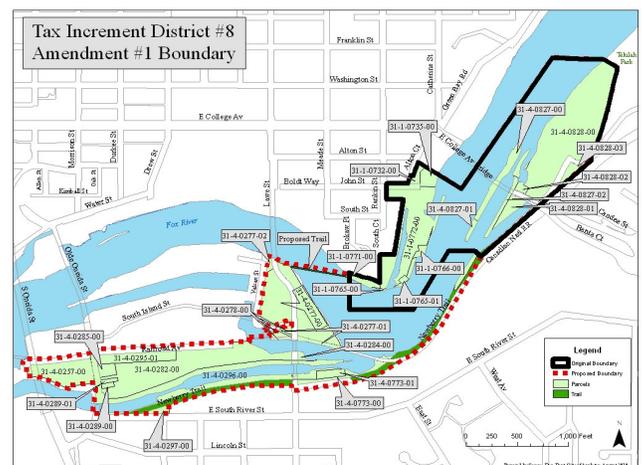


TIF District Approved Along River Corridor

EAGLE FLATS

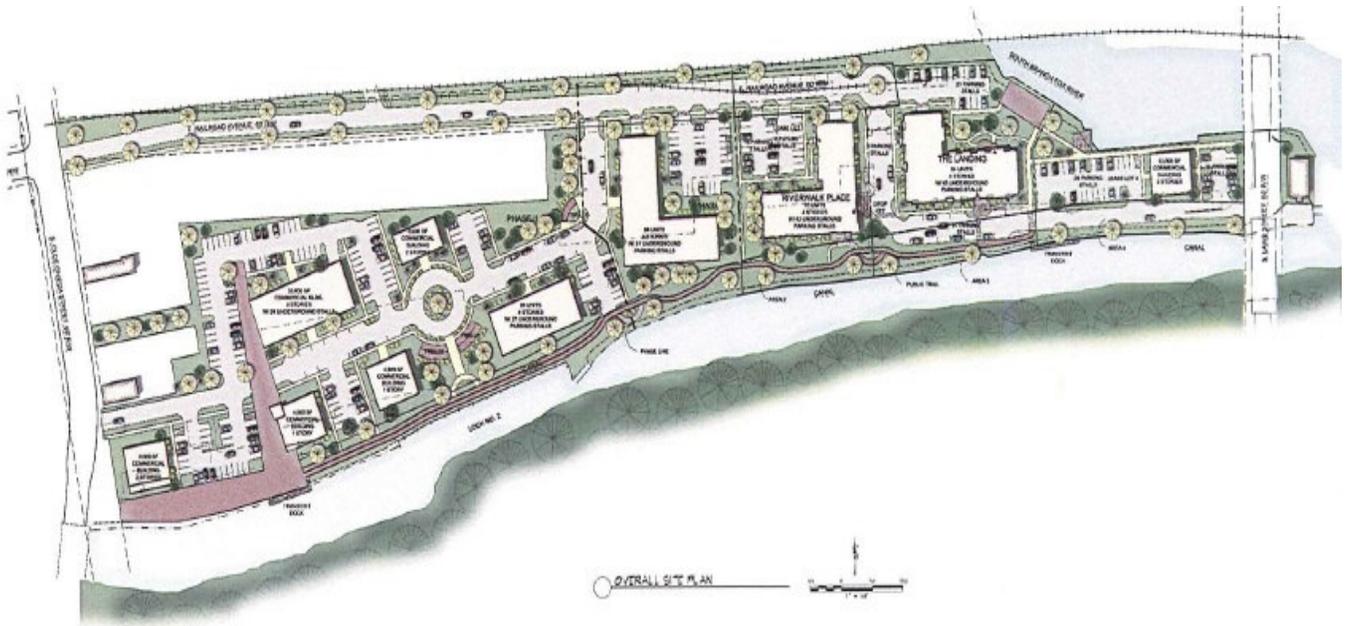
On December 15, 2010 the Appleton City Council approved an amendment to the City's Tax Incremental District No. 8 adding additional land to the District to accommodate the Eagle Flats project. The original district was created to assist the redevelopment of the river corridor in an area that lies just north and south of the College Avenue Bridge and west of Telulah Park. This area is primarily characterized by the large, vacant, and blighted industrial properties formerly known as Foremost Dairy and M & I Drilling Fluids (RiverHeath).

The land being added by the amendment includes the former Riverside Paper property located along the south side of the Fox River stretching from Lawe Street to Olde Oneida Street.



The demolition of the building that housed the old Riverside Paper Corporation is scheduled to begin in January of 2011. Construction will start in spring on two residential apartment buildings including a 70 unit elderly housing project and 54 unit work force housing project. The apartments were awarded more than \$16 million in WHEDA tax credits in June of 2010.

Future development in Phase I will include another residential complex, along with two commercial projects that will provide 16,000 square feet of office and retail space. Additional buildings and riverfront amenities are being planned for Phase II of the Eagle Flats development.



- **RiverHeath Development**

The City continued to work with Tanesay Development on a mixed-use project for this redevelopment site. The site is a vacant brownfield site on the east side of the River between Telulah Park and College Avenue. The project will be focused on residential with some commercial space and public access to the river.

- **Foremost Dairy Site:**

The City is working with PHP Project Development, a local developer, who is looking to acquire the former Foremost Dairy Cooperative site and redevelop it into low density residential and open space. The plan calls for the construction of single-family residential on the eastern portion of the site, while the western portion of the site would be dedicated to the City for park and open space.

Appleton Redevelopment Project #18:

Old Water Treatment Plant Site:

The razing of the former Water Plant to make way for a future is underway and should be completed by May of 2011. The City is also planning to repurchase the We Energies site, which lies immediately east of the Water Plant property. This property, which has undergone extensive remediation, will be added to the park development once the clean up and testing has been completed by We Energies.

Downtown Development:

The slowdown in the economy hasn't stopped the downtown from experiencing a net gain in new businesses. During 2009, twenty two new businesses opened in the Downtown, while fourteen closed for a net gain of eight. Additionally, four businesses underwent a name change or relocated within the downtown.

In 2010, 17 new businesses opened, while eight closed for a net gain of nine.

New businesses that opened in Downtown:

1. Mai's Deli
2. Green Gecko Grocer & Deli
3. Beatnik Betty's Resale Butik
4. Caged
5. Shear Chaos Salon
6. NewStyle Salon
7. Val U Beauty Supply
8. OuterEdge Stage
9. Eco Candle
10. Muncheez Pizza
11. Downtowne Dance
12. New Possibilities Integration
13. Blue Avenue Travel
14. Open Range Communication
15. Meyer & Associates Real Estate
16. RA Smith
17. Social Cocktail Lounge

Businesses that closed or moved out of the Downtown:

1. Henri's Music
2. Cobblestone Market
3. Café On The Ave
4. The Revolution
5. French Connection
6. Heckert Shoe Company
7. Caribbean Gems
8. Muncheez Pizzeria

*Note: Muncheez Pizza closed in 2010 and then reopened again in 2010 under new ownership as Muncheez Pizzeria .

HOUSING REHABILITATION PROJECTS

The City of Appleton operates two programs to help property owners maintain residential properties. 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.

The Rental Rehabilitation Loan Program provides financial and related technical assistance to property owners who rent the units in a property located in the City of Appleton. In order to qualify, income and rent limits apply to the tenants/units and continue for the first five years of the loan. In addition, there must be enough equity in the property to cover the lien.

For both programs, 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 recycles those funds into future properties. It's a win-win situation for everyone.

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 City rehabilitated 30 housing units in 2010 and spent nearly \$475,000 on home improvement loans. The goal for 2011 is to rehabilitate an additional 30 housing units.

The Homeowner Rehabilitation Loan Program experienced an increase in homes in the process of foreclosure. Out of the 300+ outstanding loans, the City is at risk of losing its investment on six of those homes. Due to the increase in foreclosures, the City took measures to protect its investment. This could involve collecting unpaid loans through the Tax Return Interceptor Program (TRIP) or purchasing the foreclosed properties, fixing them up, and reselling them.

NEIGHBORHOOD REVITALIZATION PROGRAM

In 2010 the Neighborhood Revitalization Program (NRP) worked on revitalization efforts in the North Central neighborhood. Here are some of the major highlights from this year.

- The Business Revitalization Grant Program successfully completed revitalization efforts at the following businesses located on the West Wisconsin Avenue corridor: D & K Market; Gunderson Cleaners; Beltone Hearing; The Body Shop and the Havan Building. Also in 2010, further project development occurred at the Oriental Market. Blount Heating completed half of their project, with full completion in 2011. Wilmar Chocolates project was fully developed in 2010 and the first phase of construction will occur in January 2011 with full project completion also in 2011. A late application was processed and approved for J&B Trophy and Engraving with project to be fully completed in 2011.

- The Safe Neighborhood Team, a collaboration of multiple City Departments, completed remaining enforcement items in the North Central neighborhood, carried over from the 2009 walking tour.
- The NRP collaborated with McMahon to sponsor a **second** Rebuilding Together Fox Valley Project in May as part of their official Build Day. The home is located in the Midtown West neighborhood. Volunteers from both McMahon, the City, and the neighborhood worked side by side to make a number of wonderful improvements at the home of an elderly homeowner.
- The Community Garden Partnership and the NRP continued to be successful in the teaching garden collaborations with the AASD. The Community Herbs Program at Appleton West completed its fifth semester as eight (8) Chance 2 students completed the course. Community Herbs had a new partner get involved, as Il' Angolo the restaurant selected two (2) students to work 8-10 hours on weekends. In 2010, a fourth teaching garden was launched at Wilson Middle School. The initial phase of the edible teaching garden featured the planting of an orchard with apple trees and elderberry bushes.
- Arbutus Park was a busy place in 2010 as the resident group, Neighborhood Voice, Sustainable Fox Valley, the NRP and the Parks & Recreation Department collaborated on efforts to improve the park physically and to get the neighborhood into the park as positive users in the evenings through social interaction. Physical improvements during the spring and summer months included eradication of Buckthorn and Garlic Mustard, both highly invasive plant species that were choking off the ravine slopes. The introduction of additional native plantings to the park in a number of locations. A major initiative was to begin addressing the slope erosion problem in the park. A pilot restoration project encompassing around 6,000 sq.ft. of slope was completed. If the method of restoration proves successful then the direction would be to restore additional ravine slopes in 2011. Neighborhood volunteers totaled 355 hours of labor in the fore mentioned projects.

A grant secured by Sustainable Fox Valley from the Community Foundation (\$5,000.00) provided the neighborhood with the means to design, develop and hold three (3) evening social events called "Revive the Ravine". Live music, games, art and potluck dinners highlighted the evenings that on average brought 100-150 residents together in the park.

- The Arbutus Park Improvement project was sustained through the late fall months with a group of neighborhood volunteers continuing to eradicate large amounts of Buckthorn on the west slope of the ravine adjacent to the restoration area. In addition, any garbage or debris was also collected and removed off the slope. Parks & Rec staff assisted by hauling away all the collected cuttings/debris. The NRP coordinator was able to secure hundreds of native plants for the park. Gardens of the Fox Cities donated remaining plants from their fall plant sale to the neighborhood effort. Volunteers from the neighborhood and Fox Valley Technical College met on a Saturday in October and planted the entire lot. Plantings took place in locations where Buckthorn was removed. Sixty hours of volunteer labor from residents made this work happen.
- The Parks & Recreation Department in partnership with the NRP, purchased and razed a foreclosed and dilapidated house on Garfield Place adjacent to Arbutus Park. The cleared parcel will be added to the park with the goal of improving the site as an additional handicap accessible entrance/exit. In advance of improving the parcel on Garfield Place for incorporation into Arbutus Park, a number of electrical utility improvements were made. Removal of a power pole and the burying underground of electrical services for two residential properties, cleaning up of overhead lines and the placement of an

electrical pedestal on the parcel for future use when this becomes another entrance/exit from the park.

- The Columbus School commemorative marker/monument project, celebrating the school's history in the Neighborhood, continued to make progress. The NRP Coordinator secured the professional services of the McMahon Group at no cost to assist these efforts and the larger campus improvement project that will also occur in 2011. McMahon reps began early research on site location/design during the quarter. The team of volunteers coming up with the narrative for the monument plaque made great strides and will have a strong draft ready in January 2011.
- In 2010, staff in the Community Development Department began working on a proposal to improve the overall delivery of the Neighborhood Revitalization Program (NRP). The proposal (heading to Council - first quarter of 2011) has nine (9) recommendations that will help us achieve three (3) major goals. The goals include; better Program effectiveness/efficiencies by incorporating new components with current strengths; a more dedicated engagement of residents as active partners in efforts to revitalize their neighborhoods; investigation and review of mechanisms for stabilizing Program revenue stream. Staff understands the importance of attaining these goals as the NRP looks to the future and its continued positive impacts in our central city neighborhoods.

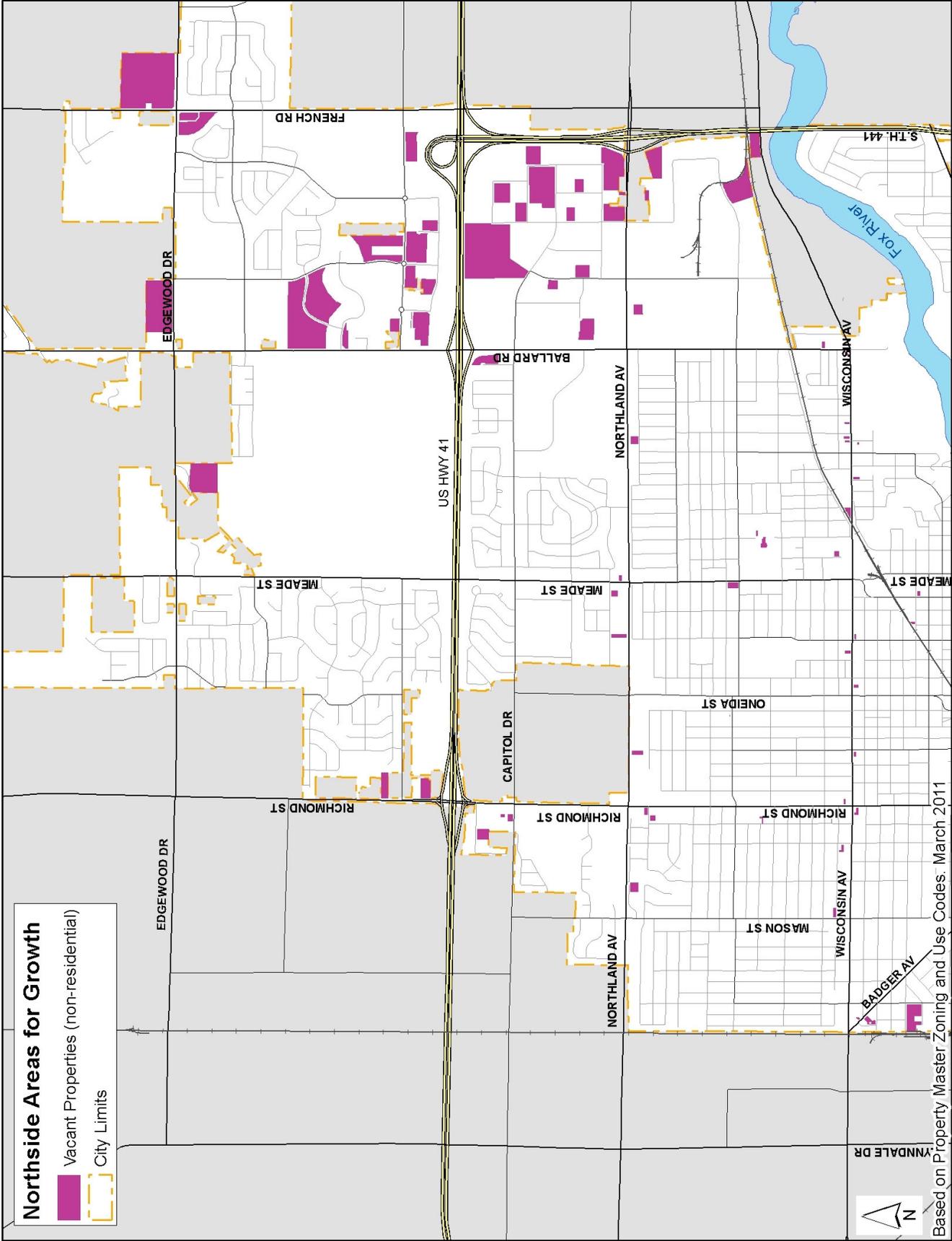
NORTHSIDE GROWTH AREA

Prospects for growth

- A. The City of Appleton has 15 acres of industrial land available in the Northeast Business Park for future development. (See Map H in Appendix II).
- B. The former Kmart building on West College Avenue was razed providing a 2.38 acre site ready for development.
- C. Several large new office buildings were completed north of U.S. 41 in the office section of the Northeast Business Park. Land is still available for two additional large office developments and several small office projects (See Map H in Appendix II).
- D. The first phases of the Villas at Apple Creek Center consisting of 60 units and a clubhouse have been completed. An additional 12 units are in the process of being constructed as part of Phase II. When fully developed, the residential condominium project located on the northeast corner of Ballard Road and Evergreen Drive will add 152 single-family units.
- E. In 2005, ThedaCare purchased 53 acres east of Guardian Life Insurance for a future medical campus. Construction of the first major office building was completed in 2009.
- F. Future phases of Glacier Ridge will add an additional 500 residential lots to the north side.

Barriers to growth

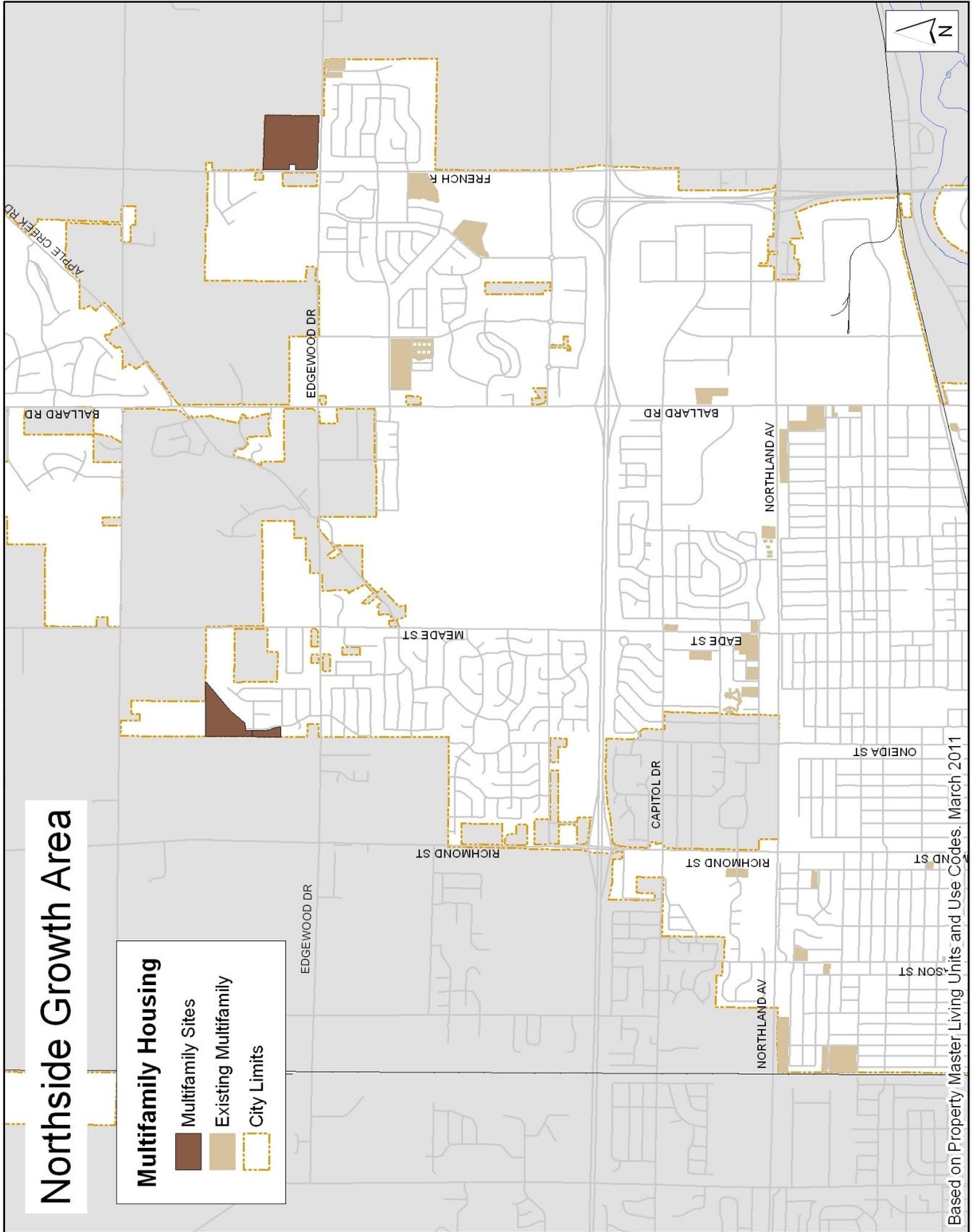
- A. Several significant road improvements are needed. Apple Creek Road, Edgewood Drive (east of Ballard Road), French Road, and Broadway Drive all require widening, including the acquisition of a new right-of-way.
- B. Stormwater management is a critical and costly piece of the development picture on the northside. New development is responsible for providing for its own stormwater management.
- C. Regulatory floodplains are known to exist on the northside. Maps showing the detailed location can be accessed on the Outagamie County web site by using the following link: http://www.co.outagamie.wi.us/planning/OLI/ArcGIS_Server_Sites/Floodplain_Site/index.html
- D. Significant competition for business to locate elsewhere locally, state and regionally.
- E. The City is in need of a Strategic Economic Development Plan to guide development. The Community Development Department is in the process of preparing this plan.
- F. There is a limited selection of mutli-family building sites available especially when it comes to larger sites. The Northside Growth Area (Multifamily Housing Map) on page 26 shows existing multifamily housing and sites currently available on the north side.



Northside Growth Area

Multifamily Housing

- Multifamily Sites
- Existing Multifamily
- City Limits



Based on Property Master Living Units and Use Codes, March 2011

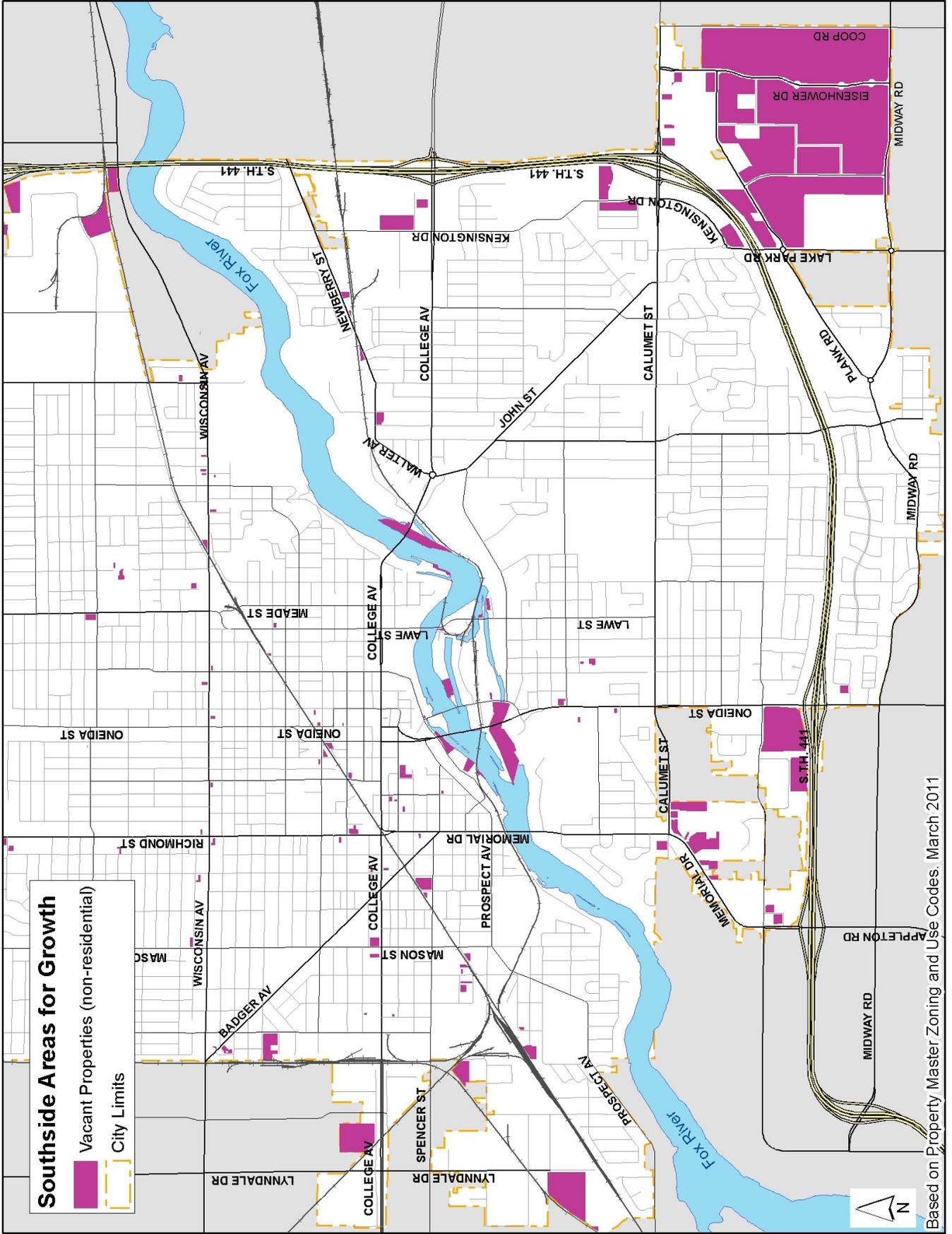
SOUTHSIDE GROWTH AREA

Prospects for growth

- A. State Highway 441 continues to be a magnet for commercial development.
- B. The extension of Midway Road from Huckleberry Lane to Eisenhower Drive was completed, providing a second access to Southpoint Commerce Park.
- C. The City currently has 100+ acres of fully improved land available for development in Southpoint Commerce Park.
- D. The last regional stormwater detention pond required to serve Southpoint Commerce Park was completed in 2008, eliminating the need for on-site detention and thus reducing the cost to develop.
- E. The creation of Tax Increment Financing District #7 (TIF District) will help support the rehabilitation of properties and elimination of blighted conditions in the urban corridor of Memorial Drive from Calumet Street to State Highway 441.
- F. St. Elizabeth Hospital has begun work on a three year \$65 million expansion, which includes renovations and remodels of the emergency department, outpatient rehab, cancer center, and power plant

Barriers to growth

- A. Once Southpoint is fully developed the City has limited area to grow on the south side. (See Map I in Appendix II).
- B. Over 100 acres of Southpoint still require infrastructure before it can be developed. (See Map I in Appendix II).
- C. Significant competition for business locate elsewhere locally, state and regionally.
- D. The City is in need of a Strategic Economic Development Plan to guide development. The Community Development Department is in the process of preparing this plan.
- E. There is a limited selection of mutli-family building sites available especially when it comes to larger sites. The Southside Growth Area (Multifamily Housing Map) on page 29 shows existing multifamily housing and sites currently available on the south side.

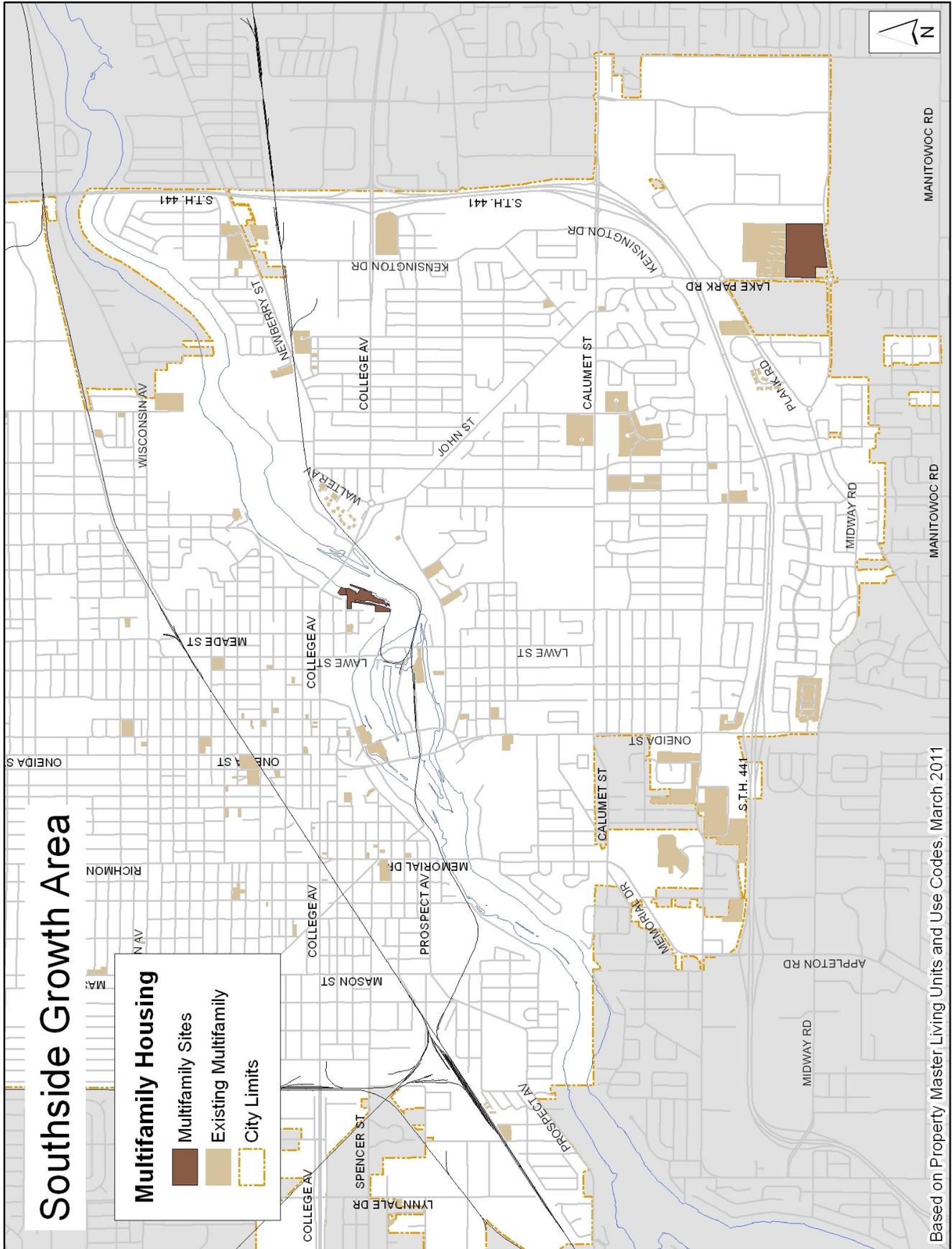


Based on Property Master Zoning and Use Codes. March 2011

Southside Growth Area

Multifamily Housing

- Multifamily Sites
- Existing Multifamily
- City Limits



Based on Property Master Living Units and Use Codes, March 2011

MARKETING

1. 2010 Appleton Marketing Efforts

The Department continues to work and communicate with the business community in Appleton and throughout the region with the traditional marketing efforts and new social media efforts, and our regular business retention visits and partnerships with community organizations help build relationships that benefit the City.

- A. **Print Media:** The City of Appleton's print advertisements in 2010 were targeted at regional business leaders to educate them on the opportunities in Southpoint Commerce Park. The Southpoint Commerce Park advertisement was adjusted and updated several times over the course of 2010 to fit a variety of media placements in Insight on Business, Insight on Manufacturing, Market Place Magazine, and the New North Annual Report to the community. The focus of the advertisement is to introduce and reinforce this choice business location in the region.
- B. **Relationship Marketing:** New in 2010 were two sponsorship opportunities for the City of Appleton to build its name recognition among northeast Wisconsin businesses and developers, as well as create additional opportunities for staff to have 'face time' with key business and development leaders to discuss the benefits of doing business in Appleton. These two opportunities included a sponsorship of the first annual InDevelopment Conference held in Appleton in January and sponsorship of the New North Annual event held in Oshkosh in December of 2010. Staff gave a presentation on development opportunities in Appleton at the International Council of Shopping Centers conference which was held in Green Bay.
- C. **Internet Media:** In 2010, online advertising initiatives continued to play an important role for the marketing program. The City's premium membership with LoopNet was the core component of the online focus along with videos of Northeast Business Park and Southpoint Commerce Park.

LoopNet is the most heavily trafficked online commercial real estate listing service with over four million registered members and 985,000 average monthly unique visitors. All of the Northeast Business Park and Southpoint Commerce Park opportunities are listed on LoopNet in a premium location as part of the nominal membership fee for the City of Appleton.

The online videos of the Northeast Business Park and Southpoint Commerce Park continue to provide a virtual tour of the Business Parks and area amenities so prospects can get a real sense of the quality of the Parks and then follow-up with Community Development for more information.

- D. The website continues to be an important tool for providing information on business resources, development processes and applications, available buildings and properties, neighborhood and housing programs and development opportunities. The website provides the information in an instant access format that meets the needs of the commercial real estate and development community regardless of whether City Hall is open. The current news portion of the site is used frequently to feature new development or development related news in Appleton. Enhancements made to the website during 2010 include: Quick links for the most highly viewed topics, An "I want to know..." section to guide the user with a specific question, Continuity of design so from page to page navigation is consistent, and Easily email the city employee or official you need for assistance.

- E. In June, Community Development launched our Facebook page and presently has 129 Friends signed up. This is a new social media opportunity for Community Development. Users of this Facebook page have grown to 129 people that “like our page”.

2. The Fox Cities Economic Development Partnership

The Fox Cities Economic Development Partnership (FCEDP) is a business attraction and retention organization comprised of municipalities and organizations interested in the economic growth of the Fox Cities. In addition to fostering economic development by creating and implementing marketing programs that promote the area as an attractive location for business and industry, the FCEDP conducts retention activities to ensure the continued viability of existing business.

During the past year, the FCEDP was involved in a number of economic development initiatives including the following:

- A. The FCEDP provided continued sponsorship to the E-Seed Program. E-Seed is an innovative entrepreneurship-training program provided by the Venture Center, a partnership between Fox Valley Technical College and University of Wisconsin-Oshkosh. During 2010, the FCEDP provided partial tuition payments to five individuals that successfully completed the entrepreneurship-training program and plan to locate a new business in the Fox Cities.
- B. The FCEDP conducted an industry cluster roundtable discussion in 2010 with several Fox Cities’ manufacturing firms. A SWOT Analysis (strengths, weaknesses, opportunities and threats) was completed to better understand prominent issues for the successful implementation of a retention and expansion program. It is the intention of the FCEDP, in coordination with Fox Valley Technical College, to continue the scheduling of periodic roundtables to ascertain important issues impacting local manufacturers and identify economic opportunities.
- C. With assistance from the Fox Valley Technical College and the University of Wisconsin–Extension/Outagamie County, a program on sustainability and green development was held at the D.J. Bordini Center with 11 Fox Cities’ businesses participating in the discussion.
- D. During 2010, the FCEDP continued the publication and dissemination of a quarterly newsletter to inform the local business community and interested individuals of economic development projects in the Fox Cities, important issues impacting the local business environment and activities of the FCEDP. Four issues were distributed electronically during the past year with the most recent addition available on the FCEDP website.

3. Future Marketing Efforts

- A. Community Development will be exploring the incorporation of ZoomProspector, the new statewide buildings and properties database on its website in 2011. In addition to providing information on available buildings and sites ZoomProspector aggregates information about various cities and communities – such as labor force sizes, unemployment rates, education levels, venture capital investments, and household incomes – and makes that info accessible through a map-based search tool. Queries are constructed around just the type of regions companies are looking for, whether those companies’ needs are related to labor force demographics or property availability.
- B. Community Development has implemented a One Stop Shop in early 2011, which is a meeting where City representatives are available to answer preliminary questions concerning construction projects. This meeting is intended to be an informal opportunity to identify concerns, ask questions, and explain the development process. One Stop Shop is designed to reduce the time and effort needed to bring a development from the conceptual stage to implementation and is expected to grow over the course of 2011.
- C. Community Development is focusing on developing a strategic economic development plan that will shape the existing and future landscape of Appleton by being proactive in business retention, expansion, and attraction.
- D. The benefits of additional sponsorship opportunities for targeted audiences will continue to be evaluated in 2011 for future marketing opportunities.
- E. The membership to the Fox Cities Economic Development Partnership (\$7,000) has been cancelled and these funds are being redirected to advertising for the City to use to promote Appleton for business and industry investment and development.
- F. The City of Appleton needs to develop a more deliberate, formal and conscious marketing approach. A Citywide unified marketing message, involving our customers in a citizen-centered approach will assist us better in meeting our community's expectations. The 2011 budget includes \$10,000 to help develop a Strategic Marketing Plan.
- G. A new Statewide entity, known as the Wisconsin Economic Development Corporation (WEDC), has been recently created, which will replace the economic development functions that are currently administered through the Wisconsin Department of Commerce. The goal for creating this new entity is to have an agency available to quickly respond to the needs of businesses looking to create jobs in the state.

4. Marketing Programs

- A. Business Retention 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

2010, the staff met with 26 businesses to resolve issues, help with retention, and assist with expansion plans.

- B. Business Recognition Program - Each year the Community Development Committee presents recognition awards to Appleton businesses to express the City's appreciation for the contributions they have made to the local economy. In 2010, the City recognized Endeavor Electric with the "Thanks Award" for choosing to relocate their businesses into new facilities in Appleton's Northeast Business Park.

5. Marketing Efforts ~ Vacant Buildings and New Construction

The Community Development staff was actively involved in marketing vacant commercial and industrial properties throughout 2010. Staff provided information and assistance to 83 prospects, 40 existing business and 42 start up businesses.

A. Downtown

The level of interest by businesses to locate in the Downtown remained high in 2010. During the last year, 17 new businesses opened while eight closed for a net gain of nine. A complete listing of the new and closed businesses is listed in the Downtown Development Section on Page 20.

B. Northeast Business Park

Vacant Buildings Filled:

- National Graphic Solutions, a printing company located on Ballard Road have expanded operations and are leasing the property at 2619 East Capitol Drive that was formally occupied by Kennedy Hahn.

NORTHEAST BUSINESS PARK

New Construction:

Dermatology Associates of Wisconsin

Nearing completion is Dermatology Associates of Wisconsin's new medical clinic. The 7,550 square foot \$750,000 clinic is located at 3935 Lightning Drive.

Dermatology Associates currently leases space in the Business Park.



Dermatology Associates of Wisconsin

Klusendorf Chiropractic

Klusendorf Chiropractic began construction on a new 9,000+ square office building that will house its new office in addition to providing space for up to three additional tenants

Endeavor Electric

Endeavor Electric recently moved into its new 11,250 square foot plus facility at 3010 North Conkey Street. Endeavor Electric is a residential/commercial electrical contractor.

Pro Label

Pro Label located at 2515 North Progress Drive has been a tenant in the Northeast Business Park since 1997 and has undergone several expansions. In May of 2007, Pro Label purchased the vacant building north of its facility for expansion. Construction is now under way on an addition, which will connect this building with its main building.

C. Southpoint Commerce Park

Southpoint Commerce Park is the City's newest industrial park. It is located on the southeast side of the City in one of the fastest growing areas of the Fox Cities along the Calumet Street/County KK and Hwy 441 Corridor.

The City presently has 100+ shovel-ready acres available for development. Lots range in size from 1.3 to 14.6 acres and are priced from \$40,000 to \$45,000 per acre. Included in the price are all utilities and regional stormwater detention, eliminating the need for costly on-site detention.

If the need should arise, the City has the ability to put together a 40-60 acre site for a large development.

Vacant Buildings Filled:

Gypsum Supply Company moved into the former Arrow Moving and Storage building at 3920 East Endeavor Drive.

Rasmussen College

Work was completed on a 14,676 addition to the office building located at 3500 E. Destination Drive. The addition as well as the first floor of the existing building is occupied by Rasmussen College.



D. Other Major Development Projects

New Construction:

Appleton Medical Center Expansion

Construction was completed on Appleton Medical Center's 8-story, 580,948 square foot bed tower. The new 112-bed addition replaces beds in the hospital's north tower built in 1958. The bed tower was designed to accommodate an additional three-story expansion in the future.

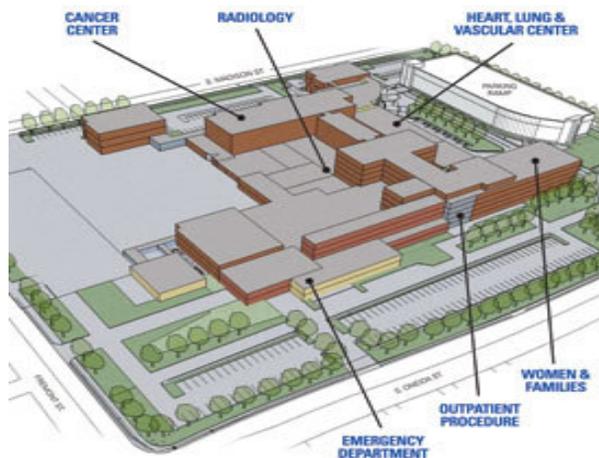


St. Elizabeth Hospital Expansion

Work continues on St. Elizabeth's \$65 million expansion and renovation plan for its facility in Appleton.

The project includes renovations and remodels to the Emergency Department; Outpatient Rehabilitation; Outpatient Procedure Space; Women & Families BirthPlace Unit; Breast Center; Radiology; and Cancer Center.

The hospital's power plant will also be expanded and renovated, reducing the hospital's energy usage by 30 percent.



SUMMARY

Appleton's saw \$58.3 million dollars spent on construction in 2010 accounting for 26.1% of the total dollars spent on construction in the Fox Cities. Appleton maintained its number one position with regard to dollars spent on construction.

Appleton's dollar value of commercial construction was \$34.5 million. Without any major commercial projects Appleton's percentage share of commercial and industrial development in the Fox Cities was 31.1% the second lowest in the last five years and \$24.9 million less than its five-year average of \$59.4 million.

Appleton was second in the construction of single family units with 64 units. The average dollar value for single-family construction in the Fox Cities ranged from a low of \$110,000 in the Village of Little Chute to a high of \$240,069 in the City of Appleton.

Appleton's overall equalized value increased by \$62.5 million, while seven of the 14 communities that make up the Fox Cities region actually lost value. Those communities losing value were the Cities of Menasha and Neenah, the Villages of Combined Locks and Little Chute, and the Towns of Buchanan, Grand Chute and Greenville. Appleton's percentage share of equalized value within the Fox Cities increased slightly between 2009 and 2010 increasing from 28.59% in 2009 to 28.99% in 2010.

Construction was completed on Appleton Medical Center's new \$53 million, 8-story, 580,948 square foot bed tower. The new 112-bed addition replaces beds in the hospital's north tower built in 1958.

Work continues on St. Elizabeth's \$65 million expansion and renovation plan for its facility in Appleton.

The level of interest by businesses to locate in the Downtown remained high in 2010. During the last year, seventeen new businesses open in the downtown, while eight closed for a net gain of nine.

With more than 100 acres of fully improved industrial sites in the Southpoint Commerce Park, a large selection of residential lots in the Apple Hill Farms, Glacier Ridge, and Clearwater Creek subdivisions, and as redevelopment continues downtown and on the riverfront, Appleton is well positioned to continue to grow and remain a leader in the Fox Cities.

Community Development is focusing on developing a strategic economic development plan that will shape the existing and future landscape of Appleton by being proactive in business retention, expansion, and attraction.

Community Development has implemented a One Stop Shop which is a meeting where City representatives are available to answer preliminary questions concerning construction projects. This meeting is intended to be an informal opportunity to identify concerns, ask questions, and explain the development process. One Stop Shop is designed to reduce the time and effort needed to bring a development from the conceptual stage to implementation.

Appendix I Contents



Appendix I

Table 1 ~	Appleton Building Permit Summary 2001-2010
Table 2 ~	Fox Cities Building Permit Totals 2001-2005
Table 3 ~	Fox Cities Building Permit Totals 2006-2010
Table 4 ~	Fox Cities Building Permit Summary 2010
Table 5 ~	Equalized Valuation of the Fox Cities 2001-2010
Table 6 ~	Equalized Valuation of the Fox Cities 2009-2010
Table 7 ~	Target District Valuations 2009-2010
Table 8 ~	Appleton's Share of Fox Cities Growth 2001-2010
Table 9 ~	Appleton Equalized Value New Construction Change 2001-2010
Table 10 ~	Appleton Population 2001-2010
Table 11 ~	Annexations 2001-2010
Table 12 ~	Annexations 2010
Table 13 ~	Final Plats 2010
Table 14 ~	Site Plans 2010

TABLE 1

CITY OF APPLETON BUILDING PERMIT SUMMARY

YEAR	2001	2002	2003	2004	2005
Single Family Permits	166	190	203	158	121
Total Value	\$31,416,172	\$38,167,906	\$40,571,950	\$33,562,200	\$35,494,400
Two Family Permits	6	8	10	6	8
Total Value	\$940,000	\$1,858,000	\$2,530,000	\$1,262,000	\$1,689,000
Multiple Units Permits	17(200 units)	21(144 units)	8(224 units)	1(3units)	0
Total Value	\$9,894,000	\$7,500,000	\$5,589,969	\$550,000	\$0
Additions / Alterations to Dwellings	516	487	483	490	430
Total Value	\$5,678,938	\$4,714,969	\$5,731,921	\$5,323,156	\$6,788,633
Commercial & Industrial Permits	153	211	206	199	197
Total Value	\$76,490,026	\$64,899,738	\$55,234,016	\$28,092,036	\$80,875,785
Total Permits	858	917	910	854	756
Total Value	\$124,419,136	\$117,140,613	\$109,657,856	\$68,789,392	\$124,847,818

YEAR	2006	2007	2008	2009	2010
Single Family Permits	103	77	54	74	64
Total Value	\$29,209,100	\$23,098,161	\$16,315,350	\$14,987,900	\$15,364,400
Two Family Permits	6	5	7	4	3
Total Value	\$1,212,000	\$1,171,000	\$1,565,000	\$864,280	\$645,000
Multiple Units Permits	16(64 units)	8(38 units)	11(80units)	3(36units)	7(60units)
Total Value	\$5,360,808	\$3,407,436	\$5,988,610	\$1,530,000	\$3,593,572
Additions / Alterations to Dwellings	408	415	364	335	342
Total Value	\$5,013,154	\$4,710,221	\$4,415,042	\$3,589,613	\$4,222,503
Commercial & Industrial Permits	179	200	141	136	144
Total Value	\$50,912,242	\$56,242,670	\$74,348,852	\$80,985,593	\$34,543,786
Total Permits	712	705	577	552	560
Total Value	\$91,707,304	\$88,629,488	\$102,632,854	\$101,957,386	\$58,369,261

TABLE 2

Fox Cities Building Permit Totals 2001-2005						
YEAR	2001	2002	2003	2004	2005	5 YR TOTAL
APPLETON, CITY OF						
Total Permits	858	917	910	854	756	4295
Total Value	\$124,419,136	\$117,140,613	\$109,657,856	\$68,789,392	\$124,847,818	\$544,854,815
KAUKAUNA, CITY OF						
Total Permits	265	259	324	276	220	1344
Total Value	\$28,405,025	\$36,045,970	\$28,867,574	\$21,618,850	\$42,756,976	\$157,694,395
MENASHA, CITY OF						
Total Permits	229	315	279	234	428	1485
Total Value	\$20,591,289	\$22,283,484	\$31,443,467	\$20,894,295	\$21,737,185	\$116,949,720
NEENAH, CITY OF						
Total Permits	292	288	346	346	292	1564
Total Value	\$41,794,124	\$36,930,970	\$39,091,704	\$87,687,664	\$50,835,735	\$256,340,197
GRAND CHUTE, TOWN OF						
Total Permits	240	566	567	430	435	2238
Total Value	\$68,400,884	\$83,984,176	\$62,719,650	\$74,731,255	\$94,916,651	\$384,752,616
GREENVILLE, TOWN OF						
Total Permits	307	215	271	333	322	1448
Total Value	\$44,190,679	\$23,499,850	\$26,020,753	\$42,656,213	\$43,367,313	\$179,734,808
MENASHA, TOWN OF						
Total Permits	255	161	251	242	257	1166
Total Value	\$32,154,287	\$23,210,233	\$28,270,700	\$33,662,326	\$28,902,314	\$146,199,860
VANDENBROEK, TOWN OF						
Total Permits	20	14	35	46	31	146
Total Value	\$2,096,000	\$2,180,000	\$3,419,500	\$7,884,500	\$4,826,600	\$20,406,600
COMBINED LOCKS, VILLAGE						
Total Permits	66	49	47	90	58	310
Total Value	\$8,512,500	\$6,558,500	\$8,970,400	\$14,885,440	\$10,303,900	\$49,230,740
KIMBERLY, VILLAGE OF						
Total Permits	64	96	67	69	45	341
Total Value	\$4,251,500	\$10,375,000	\$7,754,000	\$4,635,300	\$3,240,400	\$30,256,200
LITTLE CHUTE, VILLAGE OF						
Total Permits	126	147	224	148	186	831
Total Value	\$10,757,200	\$14,043,834	\$13,744,300	\$8,554,195	\$19,139,305	\$66,238,834
HORTONVILLE, VILLAGE OF						
Total Permits	80	63	72	52	45	312
Total Value	\$3,055,787	\$5,494,680	\$8,664,292	\$10,510,877	\$7,249,950	\$34,975,586
BUCHANAN, TOWN OF						
Total Permits	206	80	85	76	129	576
Total Value	\$23,334,486	\$11,148,735	\$3,884,714	\$12,843,450	\$7,141,428	\$58,352,813
HARRISON, TOWN OF						
Total Permits	392	463	355	221	227	1658
Total Value	\$41,598,369	\$47,669,076	\$37,912,077	\$20,790,676	\$37,732,884	\$185,703,082
FOX CITIES						
Total Permits	3,400	3,633	3,833	3,417	3,431	17,714
Total Value	\$453,561,266	\$440,565,121	\$410,420,987	\$430,144,433	\$496,998,459	\$2,231,690,266

TABLE 3

Fox Cities Building Permit Totals 2006-2010

YEAR	2006	2007	2008	2009	2010	10 YR TOTAL
APPLETON, CITY OF						
Total Permits	712	705	577	552	560	7,401
Total Value	\$91,707,304	\$88,629,488	\$102,632,854	\$101,957,386	\$58,369,261	\$988,151,108
KAUKAUNA, CITY OF						
Total Permits	226	227	181	152	145	2,275
Total Value	\$19,620,200	\$32,701,150	\$19,492,300	\$9,033,350	\$9,437,275	\$247,978,670
MENASHA, CITY OF						
Total Permits	159	147	192	166	131	2,280
Total Value	\$31,736,689	\$16,810,247	\$25,830,122	\$15,516,626	\$8,575,049	\$215,418,453
NEEANAH, CITY OF						
Total Permits	229	172	290	223	277	2,755
Total Value	\$39,521,995	\$28,290,679	\$46,769,998	\$20,770,862	\$33,474,961	\$425,168,692
GRAND CHUTE, TOWN OF						
Total Permits	398	465	422	421	538	4,482
Total Value	\$49,269,488	\$35,869,485	\$44,530,611	\$23,213,317	\$42,010,151	\$579,645,668
GREENVILLE, TOWN OF						
Total Permits	358	277	255	203	213	2,754
Total Value	\$46,286,088	\$38,976,908	\$33,061,873	\$24,725,854	\$20,901,909	\$343,687,440
MENASHA, TOWN OF						
Total Permits	249	197	147	155	132	2,046
Total Value	\$25,690,673	\$25,675,639	\$16,349,321	\$8,163,558	\$19,179,914	\$241,258,965
VANDENBROEK, TOWN OF						
Total Permits	13	19	7	4	8	197
Total Value	\$2,930,800	\$1,129,500	\$1,530,000	\$965,000	\$895,000	\$27,856,900
COMBINED LOCKS, VILLAGE						
Total Permits	36	43	25	14	39	467
Total Value	\$4,954,900	\$4,641,935	\$2,451,900	\$1,088,000	\$3,421,000	\$65,788,475
KIMBERLY, VILLAGE OF						
Total Permits	46	46	44	65	58	600
Total Value	\$3,049,000	\$4,133,000	\$3,718,500	\$16,067,200	\$4,750,800	\$61,974,700
LITTLE CHUTE, VILLAGE OF						
Total Permits	143	151	179	135	161	1,600
Total Value	\$12,603,000	\$12,597,790	\$30,706,000	\$3,011,400	\$6,282,300	\$131,439,324
HORTONVILLE, VILLAGE OF						
Total Permits	44	46	28	43	26	499
Total Value	\$3,872,530	\$3,225,357	\$4,624,203	\$1,459,549	\$863,804	\$49,021,029
BUCHANAN, TOWN OF						
Total Permits	149	121	47	62	68	1,023
Total Value	\$19,533,052	\$9,392,360	\$3,863,186	\$9,920,773	\$10,941,816	\$112,004,000
HARRISON, TOWN OF						
Total Permits	225	175	159	153	44	2,414
Total Value	\$20,217,166	\$18,212,104	\$19,373,985	\$29,067,961	\$4,565,180	\$277,139,478
FOX CITIES						
Total Permits	2,987	2,791	2,553	2,348	2,400	30,793
Total Value	\$370,992,885	\$320,285,642	\$354,934,853	\$264,960,836	\$223,668,420	\$3,766,532,902

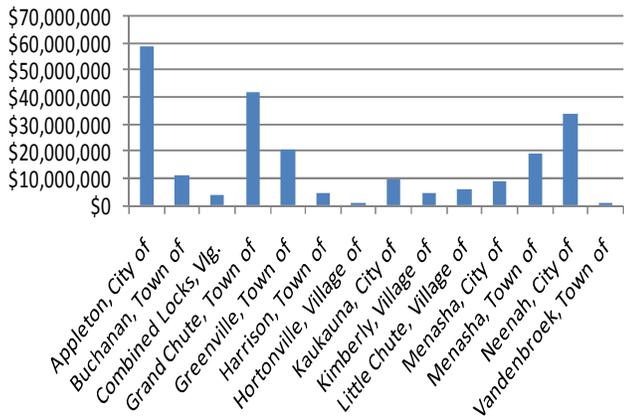
Table 4

FOX CITIES BUILDING PERMIT SUMMARY - 2010

MUNICIPALITY	Appleton, City of	Kaukauna, City of	Menasha, City of	Neenah, City of	Grand Chute, Town of	Greenville, Town of	Menasha, Town of
Single Family Permits	64	33	25	41	43	86	26
Total Value	\$15,364,400	\$4,655,200	\$3,578,349	\$7,292,900	\$10,125,829	\$15,283,631	\$3,563,600
Two Family Permits	3	1	0	4	0	1	0
Total Value	\$645,000	\$180,000	\$0	\$956,500	\$0	\$250,000	\$0
Multiple Unit Permits	7(60 units)	1 (8 units)	0	1(51 units)	3(64 units)	0	0
Total Value	\$3,593,572	\$400,000	\$0	\$2,145,000	\$2,453,022	\$0	\$0
Additions/Alterations to Dwellings	342	88	82	191	280	110	72
Total Value	\$4,222,503	\$1,067,075	\$1,181,700	\$2,229,388	\$4,353,022	\$1,834,278	\$1,469,489
Commercial & Industrial Permits	144	22	24	40	212	16	34
Total Value	\$34,543,786	\$3,135,000	\$3,815,000	\$20,851,173	\$25,078,278	\$3,534,000	\$14,146,825
Total Permits	560	145	131	277	538	213	132
Total Value	\$58,369,261	\$9,437,275	\$8,575,049	\$33,474,961	\$42,010,151	\$20,901,909	\$19,179,914

MUNICIPALITY	Vandenbroek, Town of	Combined Locks, Village of	Kimberly, Village of	Little Chute, Village of	Hortonville, Village of	Buchanan, Town of	Harrison, Town of
Single Family Permits	4	20	18	1	4	11	27
Total Value	\$802,000	\$3,421,000	\$3,169,000	\$110,000	\$447,500	\$2,136,300	\$4,152,645
Two Family Permits	0	0	6	4	0	1	0
Total Value	\$0	\$0	\$1,450,000	\$891,000	\$0	\$250,000	\$0
Multiple Unit Permits	0	0	0	0	0	9(66 units)	0
Total Value	\$0	\$0	\$0	\$0	\$0	\$6,263,400	\$0
Additions/Alterations to Dwellings	4	19	34	130	14	25	15
Total Value	\$93,000	N/A	\$131,800	\$1,431,600	\$124,154	\$457,775	\$355,035
Commercial & Industrial Permits	0	0	0	26	8	22	2
Total Value	\$0	\$0	\$0	\$3,849,700	\$292,150	\$1,834,341	\$57,500
Total Permits	8	39	58	161	26	68	44
Total Value	\$895,000	\$3,421,000	\$4,750,800	\$6,282,300	\$863,804	\$10,941,816	\$4,565,180

\$ Value Construction 2010



of Permits 2010

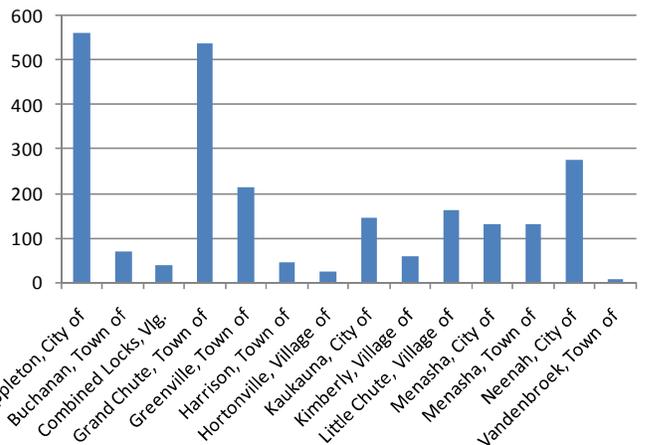


Table 5

EQUALIZED VALUATION FOX CITIES 2001-2010						
MUNICIPALITY	2001	% of Fox Cities	2010	% of Fox Cities	\$ CHANGE 2001-2010	Share of Growth 2001-2010
Appleton, City of	\$3,257,173,800	29.72%	\$4,851,596,300	28.99%	\$1,594,422,500	27.60%
Kaukauna, City of	\$564,321,900	5.15%	\$935,396,400	5.59%	\$371,074,500	6.42%
Menasha, City of	\$743,006,400	6.78%	\$1,027,132,300	6.14%	\$284,125,900	4.92%
Neenah, City of	\$1,405,448,200	12.82%	\$1,918,845,500	11.46%	\$513,397,300	8.89%
Grand Chute, Town of	\$1,539,596,600	14.05%	\$2,443,601,900	14.60%	\$904,005,300	15.65%
Greenville, Town of	\$509,001,100	4.64%	\$1,002,558,700	5.99%	\$493,557,600	8.54%
Menasha, Town of	\$1,020,822,500	9.31%	\$1,414,080,300	8.45%	\$393,257,800	6.81%
Vandenbroek, Town of	\$88,798,700	0.81%	\$133,404,600	0.80%	\$44,605,900	0.77%
Combined Locks, Vlg.	\$159,520,200	1.46%	\$269,175,500	1.61%	\$109,655,300	1.90%
Kimberly, Village of	\$335,295,900	3.06%	\$472,527,700	2.82%	\$137,231,800	2.38%
Little Chute, Village of	\$471,639,000	4.30%	\$688,108,000	4.11%	\$216,469,000	3.75%
Hortonville, Village of	\$99,410,200	0.91%	\$171,962,400	1.03%	\$72,552,200	1.26%
Buchanan, Town of	\$381,374,700	3.48%	\$561,255,300	3.35%	\$179,880,600	3.11%
Harrison, Town of	\$384,271,400	3.51%	\$847,190,800	5.06%	\$462,919,400	8.01%
Fox Cities Total	\$10,959,680,600	100.00%	\$16,736,835,700	100.00%	\$5,777,155,100	100.00%

Table 6

EQUALIZED VALUATION FOX CITIES 2009-2010						
MUNICIPALITY	2009	% of Fox Cities	2010	% of Fox Cities	\$ Change 2009-2010	Share of Growth 2009-2010
Appleton, City of	\$4,789,062,900	28.59%	\$4,851,596,300	28.99%	\$62,533,400	53.06%
Kaukauna, City of	\$923,842,800	5.51%	\$935,396,400	5.59%	\$11,553,600	9.80%
Menasha, City of	\$1,037,997,500	6.20%	\$1,027,132,300	6.14%	-\$10,865,200	
Neenah, City of	\$1,981,348,900	11.83%	\$1,918,845,500	11.46%	-\$62,503,400	
Grand Chute, Town of	\$2,472,814,700	14.76%	\$2,443,601,900	14.60%	-\$29,212,800	
Greenville, Town of	\$1,008,524,000	6.02%	\$1,002,558,700	5.99%	-\$5,965,300	
Menasha, Town of	\$1,396,855,400	8.34%	\$1,414,080,300	8.45%	\$17,224,900	14.62%
Vandenbroek, Town of	\$132,865,800	0.79%	\$133,404,600	0.80%	\$538,800	0.46%
Combined Locks, Vlg.	\$270,447,900	1.61%	\$269,175,500	1.61%	-\$1,272,400	
Kimberly, Village of	\$455,946,700	2.72%	\$472,527,700	2.82%	\$16,581,000	14.07%
Little Chute, Village of	\$694,645,900	4.15%	\$688,108,000	4.11%	-\$6,537,900	
Hortonville, Village of	\$169,024,100	1.01%	\$171,962,400	1.03%	\$2,938,300	2.49%
Buchanan, Town of	\$579,498,000	3.46%	\$561,255,300	3.35%	-\$18,242,700	
Harrison, Town of	\$840,707,700	5.02%	\$847,190,800	5.06%	\$6,483,100	5.50%
Fox Cities Total	\$16,753,582,300	100.00%	\$16,736,835,700	100.00%	-\$16,746,600	100.00%

TABLE 7

Tax Incremental District Valuations										
TID#	Inception	Base Value	2009 Values	2010 Values	Total Increment	2009-2010 Increment	% Change in 2009-2010 Valuation	Avg % Annualized Change since inception	% Change in Total Valuation since inception	
TID2	1991	\$4,050,900	\$17,157,900	\$18,025,200	\$13,974,300	\$867,300	5.05%	20.29%	344.97%	
TID3	1993	\$18,940,800	\$79,015,800	\$63,570,000	\$44,629,200	-\$15,445,800	-19.55%	15.71%	235.62%	
TID5	1999	\$4,669,500	\$13,912,200	\$13,649,100	\$8,979,600	-\$263,100	-1.89%	21.37%	192.30%	
TID6	2000	\$12,141,600	\$100,737,100	\$98,970,400	\$86,828,800	-\$1,766,700	-1.75%	89.39%	715.13%	
TID7	2007	\$25,657,000	\$27,485,700	\$27,315,500	\$1,658,500	-\$170,200	-0.62%	6.46%	6.46%	
TID8	2009	\$2,693,100	\$2,693,100	\$3,648,100	\$955,000	\$955,000	35.46%	35.46%	35.46%	
Total		\$68,152,900	\$241,001,800	\$225,178,300	\$157,025,400	-\$15,823,500	-6.57%		230.40%	
*Note TID6 Base and 2009 Value adjusted to include amendmend area that was added to the district.										
		2009 City Value	2010 City Value			Change in Value 2009-2010				% Change in 2009-2010 Valuation
City		\$4,789,062,900	\$4,851,596,300			\$62,533,400				1.31%

TABLE 8

Appleton's Share of Fox Cities Growth									
Year	Appleton Equalized Value	Change in Equalized Value	% Growth in Equalized Value	Fox Cities Equalized Value	Change in Fox Cities Equalized Value	Fox Cities Growth	Appleton's Share of Fox Cities Growth	Appleton's Fox Cities Market Share	Outagamie County Equalized Value
2001	\$3,257,173,800	\$172,026,800	5.58%	\$10,959,680,600	\$845,088,900	8.36%	20.36%	29.72%	\$8,640,429,900
2002	\$3,484,190,400	\$227,016,600	6.97%	\$11,848,637,200	\$888,956,600	8.11%	25.54%	29.41%	\$9,300,910,400
2003	\$3,640,419,000	\$156,228,600	4.48%	\$12,561,216,600	\$712,579,400	6.01%	21.92%	28.98%	\$9,937,346,300
2004	\$3,897,467,400	\$257,048,400	7.06%	\$13,489,314,200	\$928,097,600	7.39%	27.70%	28.89%	\$10,597,631,000
2005	\$4,168,388,400	\$270,921,000	6.95%	\$14,311,742,200	\$822,428,000	6.10%	32.94%	29.13%	\$11,381,993,200
2006	\$4,350,186,400	\$181,798,000	4.36%	\$15,221,013,600	\$909,271,400	6.35%	19.99%	28.58%	\$12,125,795,900
2007	\$4,575,642,000	\$225,455,600	5.18%	\$15,965,838,600	\$744,825,000	4.89%	30.27%	28.66%	\$12,846,626,500
2008	\$4,711,007,500	\$135,365,500	2.96%	\$16,589,011,400	\$623,172,800	3.90%	21.72%	28.40%	\$13,398,096,800
2009	\$4,789,062,900	\$78,055,400	1.66%	\$16,753,582,300	\$164,570,900	0.99%	47.43%	28.59%	\$13,487,310,900
2010	\$4,851,596,300	\$62,533,400	1.31%	\$16,736,835,700	(\$16,746,600)	-0.10%	N/A	28.99%	\$13,514,350,100

TABLE 9

Appleton Equalized Value New Construction Change
2000 - 2010

	2000			2001			2002		
	1999 Equalized Value	\$ Amt of New Construction	% Chg	2000 Equalized Value	\$ Amt of New Construction	% Chg	2001 Equalized Value	\$ Amt of New Construction	% Chg
Residential									
Total	2,080,830,800.00	50,101,200.00	2.41%	2,189,557,800.00	56,332,600.00	2.57%	2,335,710,900.00	43,613,800.00	1.87%
Commercial									
Total	584,395,000.00	19,468,800.00	3.33%	613,661,300.00	28,237,400.00	4.60%	641,590,800.00	31,366,400.00	4.89%
Manufacturing									
Total	133,713,800.00	11,071,900.00	8.28%	148,000,600.00	5,724,700.00	3.87%	155,606,700.00	3,170,900.00	2.04%
Agriculture									
Total	574,000.00	0.00	0.00%	191,500.00	0.00	0.00%	88,700.00	0.00	0.00%
Swamp & Waste									
Total	400.00	0.00	0.00%	400.00	0.00	0.00%	300.00	0.00	0.00%
Forest									
Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Total Real Estate									
Total	2,799,514,000.00	80,641,900.00	2.88%	2,951,411,600.00	90,294,700.00	3.06%	3,132,997,400.00	78,151,100.00	2.49%

	2003			2004			2005		
	2002 Equalized Value	\$ Amt of New Construction	% Chg	2003 Equalized Value	\$ Amt of New Construction	% Chg	2004 Equalized Value	\$ Amt of New Construction	% Chg
Residential									
Total	2,512,795,100.00	43,436,100.00	1.73%	2,632,910,700.00	55,367,500.00	2.10%	2,849,025,500.00	76,874,500.00	2.70%
Commercial									
Total	677,369,900.00	34,647,700.00	5.12%	730,141,900.00	34,435,100.00	4.72%	769,877,500.00	33,511,000.00	4.35%
Manufacturing									
Total	161,267,900.00	4,562,800.00	2.83%	166,878,700.00	936,400.00	0.56%	162,323,100.00	368,700.00	0.23%
Agriculture									
Total	10,200.00	0.00	0.00%	175,100.00	0.00	0.00%	114,800.00	0.00	0.00%
Swamp & Waste									
Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Forest									
Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00	0.00	0.00%
Total Real Estate									
Total	3,351,443,100.00	82,646,600.00	2.47%	3,530,106,400.00	90,739,000.00	2.57%	3,781,340,900.00	110,754,200.00	2.93%

	2006			2007			2008		
	2005 Equalized Value	\$ Amt of New Construction	% Chg	2006 Equalized Value	\$ Amt of New Construction	% Chg	2007 Equalized Value	\$ Amt of New Construction	% Chg
Residential									
Total	3,037,505,700.00	64,697,800.00	2.13%	3,166,884,400.00	62,890,500.00	1.99%	3,290,059,300.00	46,349,900.00	1.41%
Commercial									
Total	849,241,500.00	31,393,900.00	3.70%	902,932,600.00	4,381,610.00	4.85%	999,968,900.00	4,764,460.00	4.76%
Manufacturing									
Total	156,146,600.00	6,183,100.00	3.96%	152,808,200.00	1,589,100.00	1.04%	154,390,300.00	438,300.00	0.28%
Agriculture									
Total	160,800.00	0.00	0.00%	153,700.00	0.00	0.00%	191,900.00	0.00	0.00%
Swamp & Waste									
Total	141,500.00	0.00	0.00%	205,800.00	0.00	0.00%	319,800.00	8,000.00	2.50%
Forest									
Total	30,000.00	0.00	0.00%	0.00	0.00	0.00%	5,600.00	0.00	0.00%
Total Real Estate									
Total	4,043,226,100.00	102,274,800.00	2.53%	4,222,984,700.00	108,295,700.00	2.56%	4,444,935,800.00	94,440,800.00	2.12%

	2009			2010			2011		
	2008 Equalized Value	\$ Amt of New Construction	% Chg	2009 Equalized Value	\$ Amt of New Construction	% Chg	2010 Equalized Value	\$ Amt of New Construction	% Chg
Residential									
Total	3,336,713,800.00	42,282,800.00	1.27%	3,342,586,600.00	25,214,300.00	0.75%	3,359,935,800.00		
Commercial									
Total	1,070,831,900.00	39,849,500.00	3.72%	1,150,032,500.00	4,684,090.00	4.07%	1,205,433,300.00		
Manufacturing									
Total	158,685,800.00	383,900.00	0.24%	152,811,000.00	300,600.00	0.20%	145,053,800.00		
Agriculture									
Total	208,900.00	0.00	0.00%	204,900.00	0.00	0.00%	192,500.00		
Swamp & Waste									
Total	354,800.00	0.00	0.00%	286,700.00	0.00	0.00%	310,600.00		
Forest									
Total	0.00	0.00	0.00%	0.00	0.00	0.00%	0.00		
Total Real Estate									
Total	4,566,795,200.00	82,516,200.00	1.81%	4,645,921,700.00	72,355,800.00	1.56%	4,710,926,000.00		

TABLE 10

Appleton Population

County	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Outagamie	58,674	59,257	59,522	59,738	59,895	59,870	60,020	60,170	60,200	60,300
Calumet	11,133	11,222	11,234	11,241	11,237	11,195	11,200	11,195	11,240	11,300
Winnebago	816	869	893	916	953	939	938	932	960	963
Total	70,623	71,348	71,649	71,895	72,085	72,004	72,158	72,297	72,400	72,563

TABLE 11

Annexations

YEAR	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Total
Acres	50.2600	1107.5028	7.4450	311.9080	0.5870	339.3440	21.1828	9.1880	19.0760	40.7376	1907.2312
Population	10	47	4	4	3	9	7	3	8	0	95

TABLE 12

ANNEXATIONS - 2010											
Last Updated: 1/21/11											
TAX KEY NUMBER	ORD #	PROJECT NAME/ CONTACT	LOCATION	CPC DATE/ ACTION	DATE IN CITY	ZONING	ACRES	POP	NOTES		
	52-10	Ballard Road I -City of Appleton	ROW on NW edge of Ballard/Edgewood	1-11-10 Approve	2-23-10	C-2	.0195	0			
1-4325	126-10	MerkI -Tim & Mattie MerkI	NW corner intersection of STH 96 and STH 441	6-21-10 Approve 7-12-10 Approve	7-7-10 R/B Clemons 7-21-10 Approve 8-24-10	M-2	1.6961	0			
9-4168	129-10	Versatile Investments -Tom Vandeyacht	NE corner of Lake Park and Midway	7-26-10 Approve	9-7-10	R-3	25.322	0			
	32-11	Eisenhower Drive -Dave Mertens, Carrie Mertens, Eun Young Reneau, Jan Eberhard, Michael Ancius	SE corner Eisenhower/Calumet	12-6-10 Approve	1-25-11	C-2	13.7	0			
							Total Acres = 40.7376	Total Population = 0			

TABLE 13

FINAL PLATS - 2010											
TAX KEY NUMBER	DATE	PROJECT NAME/ CONTACT	LOCATION	ACRES	CPC DATE/ ACTION	CC DATE/ ACTION	ZONING	IN-CITY # LOTS	OUT-CITY # LOTS	NOTES	
	1-15-10	Grande Market Center -James Sehloff	NE corner of intersection of W College/McCarthy	38.18	01-25-10 Approve	2-3-10 Approve	Commercial	0	5	Town of Grand Chute	
	3-26-10	Creeks Terrace -Bob Reider	Vandenbroek Rd, N of JJ	33.254	4-26-10 Approve	5-5-10 Approve	General Ag	0	12	Town of Vandenbroek	
	4-19-10	First Addition to Emerald Valley Estates -Robert DeBruin	W of Aquamarine	1	5-10-10 Approve	6-2-10 Approve	R-1B	3	0		
	5/19/2010	Butterfly Fields -Brad Rymer	W of Richmond, N of Evergreen	61.29	6-7-10 Approve	6-16-10 Approve	RSF, R2, R4, CP	0	44	Town of Grand Chute	
				Total new City lots = 3					Total new Out-of-City lots = 61		

TABLE 14

SITE PLAN REVIEW LOG - 2010									
Noncompliance Cases : PENDING = P CLOSED = C									
Last Updated: 12/08/10									
TAX KEY NUMBER	DATE/ NUMBER	PROJECT NAME/ CONTACT	LOCATION	ZONING	APPROVAL DATE	CONDITIONS	SCOPE OF WORK	REV. MGR.	NON-COMP
1-6533-1	01-0810 10-01	Miracle League B-Ball Bob Givens	Memorial Park	P-1	2-17-10	Erosion Stormwater		JT	
3-3783	02-23-10 10-02	Open Range Tom Ebels Jr.	2410 Everett St	M-2	3-4-10			JT	
9-5980	03-04-10 10-03	City of Appleton Tom Katers	N8742 Firelane 1	R-1A	5-14-10			JT	
9-5700-1 9-5700-4	03-09-10 10-04	Rasmussen Univ. McMahon/ Gries	3500 Destination Dr	C-2	4-13-10		Bldg./ pkg. addition	JT	
1-6510-34	03-16-10 10-05	Brycon, LLC Dave Stubbs	2505 E Evergreen Dr	C-2	Withdrawn	Replaced by #10-19	New Bldg./ Pkg.	JT	
1-6561-21	04-10-10 10-06	AMC Jeff Hansen	1818 N Meade St	PD/C-2	5-27-10		Parking lot reconst.	JT	
4-0630	04-10-10 10-07	St. Elizabeth Hosp. Jeff Hansen	1506 S Oneida St	PD/C-2				JT	
6-7503	04-10-10 10-08	FV Montessori Ctr. Jim Merritt	301 E First Av	C-2	6-9-10		New Bldg./ Pkg.	JT	
4-0399	4-10-10 10-09	Sunflower Spa Lacy Hardy	1024 Olde Oneida St	C-2	6-2-10		Parking lot reconst.	JT	
4-6159	04-18-10 10-10	Calumet Land Grp. John Davel	3310 E Calumet St	PD/C-2	6-11-10		Retail Bldg./ Parking	JT	
5-9538-18	04-18-10 10-11	Commercial Horizons Jay McKeefrey	1325 N Linwood Av	C-2	7-12-10			JT	
1-6541	05-25-10 10-12	Thrivent Financial Robert Hackel	4321 Ballard Rd	PD/C-2	6-15-10		Landscape Berm	JT	
1-5336	06-08-10 10-13	Justinger Investments- J. Ehrfurth	3010 Conkey St	M-1	7-26-10			JT	
4-1222-3	06-08-10 10-14	Tyink Residence Steve & Peri Tyink	Lot 3 Hidden Acres	PD/R-3	8/19/10			JT	
1-6510-33	06-29-10 10-15	Dermatology Assoc. Joel Ehrfurth	3935 Lightning Dr	M-1	09/02/10			JT	
4-6157	07-12-10 10-16	HL Forbes Properties Jeff Rustick	3200 E Calumet St	PD/C-O	8/23/10			JT	
5-1798-1	07-27-10 10-17	M Blank HoldingsLLC Jeff Rustick	1500 W College Av	C-2	8/20/10			JT	
3-4813	08-03-10 10-18	We Energies Gary Jamrozy	800 S Lynndale	M-2	8/10/10		Parking lot reconst.	JT	
1-6510-34	09-07-10 10-19	Brycon, LLC Dave Stubbs	2505 E Evergreen Dr	C-2	10/21/10			JT	
4-6159	09-14-10 10-20	U.S. Bank Tim Wittman	E Calumet St	PD/C-2	10/11/10		New Bldg./ Pkg.	JT/DH	
1-5337 1-5338	09-14-10 10-21	KGB Leasing, LLC Joel Ehrfurth	2915 Progress Dr	M-1	10/18/10		Bldg./ pkg. addition	JT/DH	
4-0630	09-14-10 10-22	St. Elizabeth Hosp. Jeff Hansen	1506 S Oneida St	PD/C-2			Pkg. lot reconst.	JT/DH	
1-8026	10-26-10 10-23	Ballard Woodland Jennifer Schaff	4620 N Ballard Rd	C-2	12/08/10		Bldg. addition	JT	
4-5574	12-14-10 10-24	Warehouse Spec., Inc C. Tollefson	3621 E Newberry St	M-2			Storage silos/ cooling units	JT	
	12-14-10 10-25	Eagle Flats Jeff Hansen		PD/C-2			Residential/ Commercial bldgs.	JT	

Appendix II

Contents

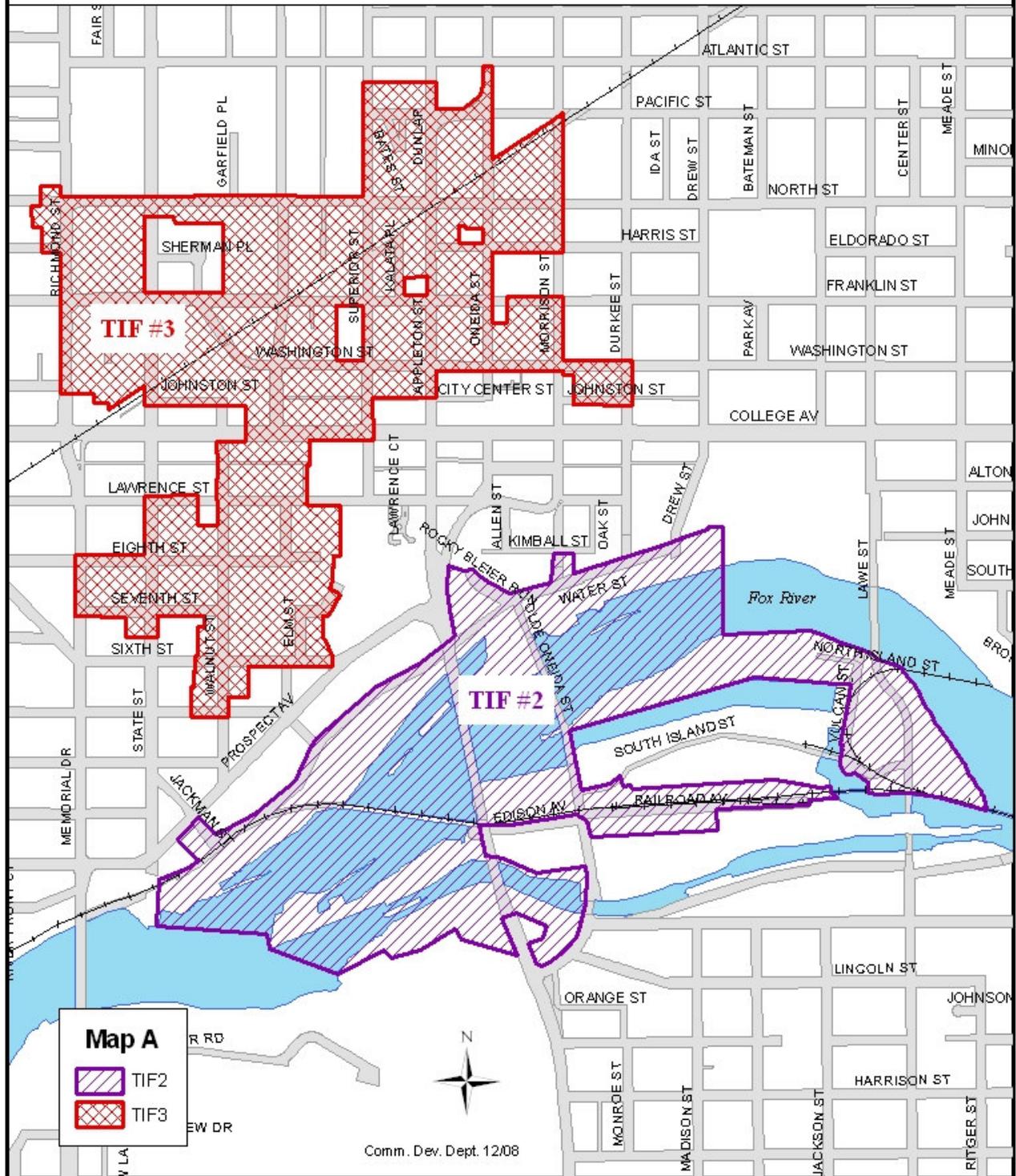


Appendix II

- Map A ~ Tax Incremental Financing District #2, #3
- Map B ~ Tax Incremental Financing District #5
- Map C ~ Tax Incremental Financing District #6
- Map D ~ Tax Incremental Financing District #7
- Map E ~ Tax Incremental Financing District #8
- Map F ~ Appleton Redevelopment Project #18
- Map G ~ North Central Neighborhood Revitalization Program Map
- Map H ~ Northeast Business Park
- Map I ~ Southpoint Commerce Park

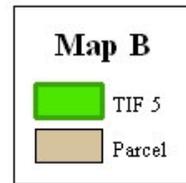
City of Appleton

Tax Increment Finance Districts 2 and 3



City of Appleton

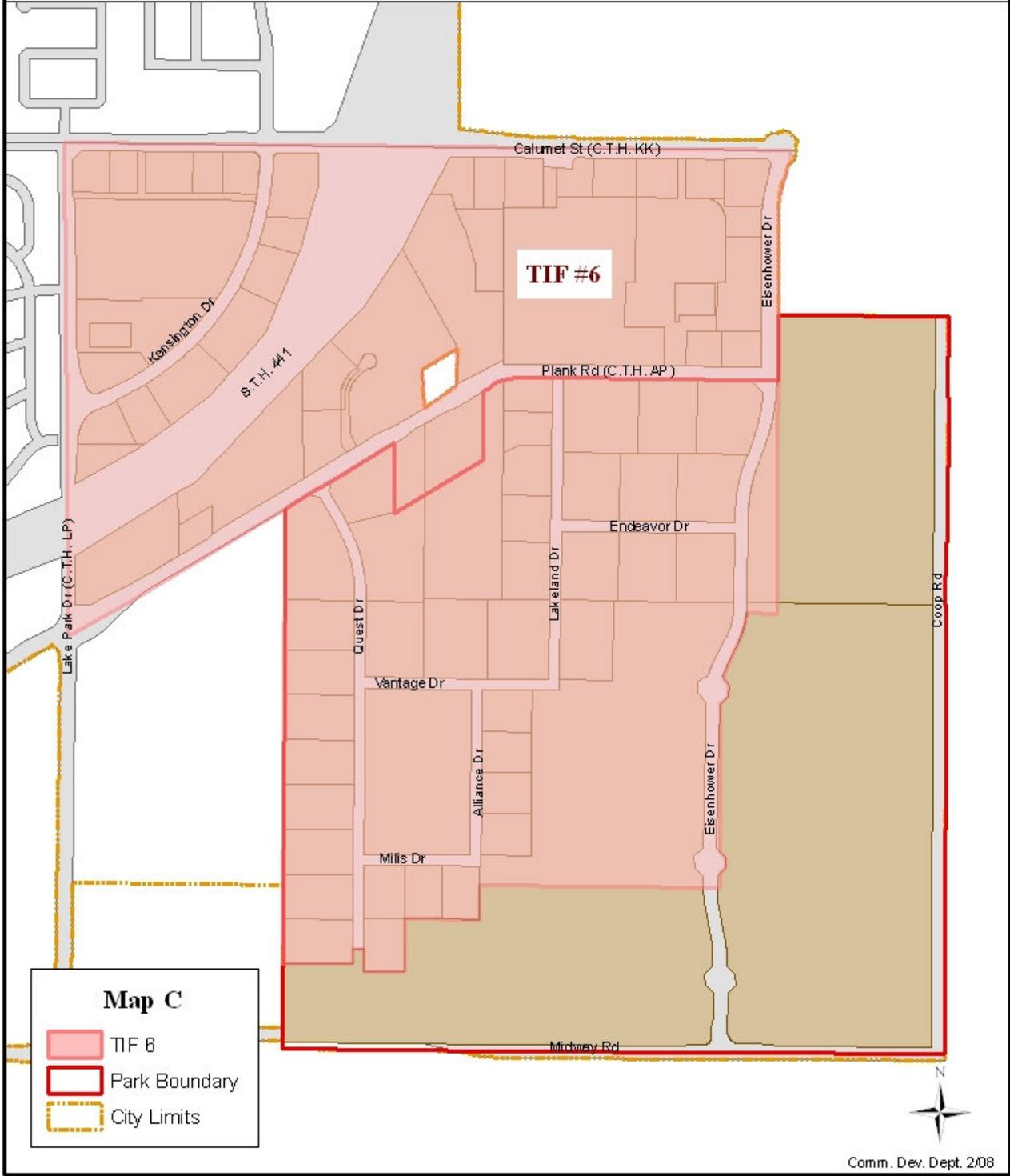
Tax Increment Finance District 5



Comm. Dev. Dept. 2/08

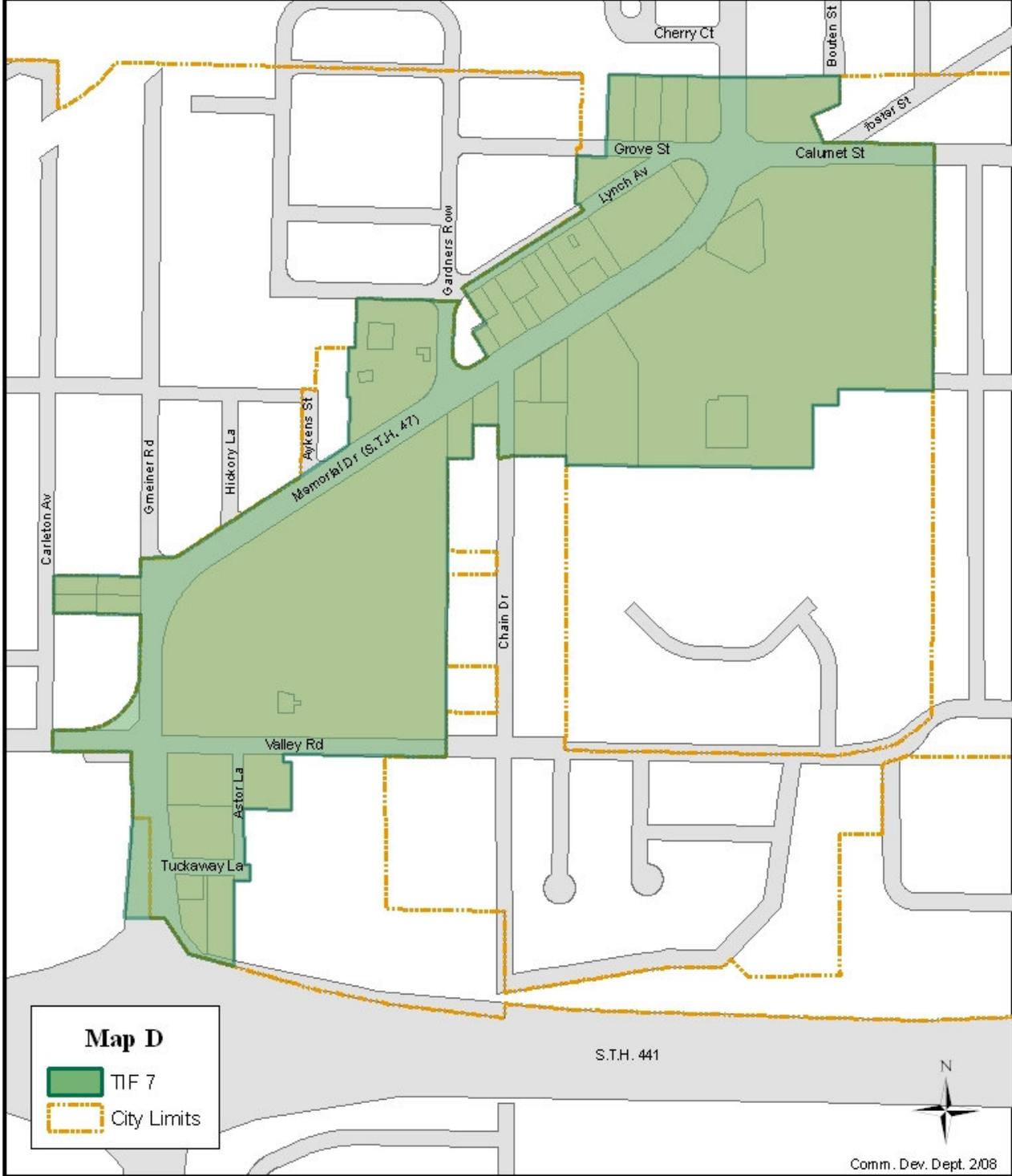
City of Appleton

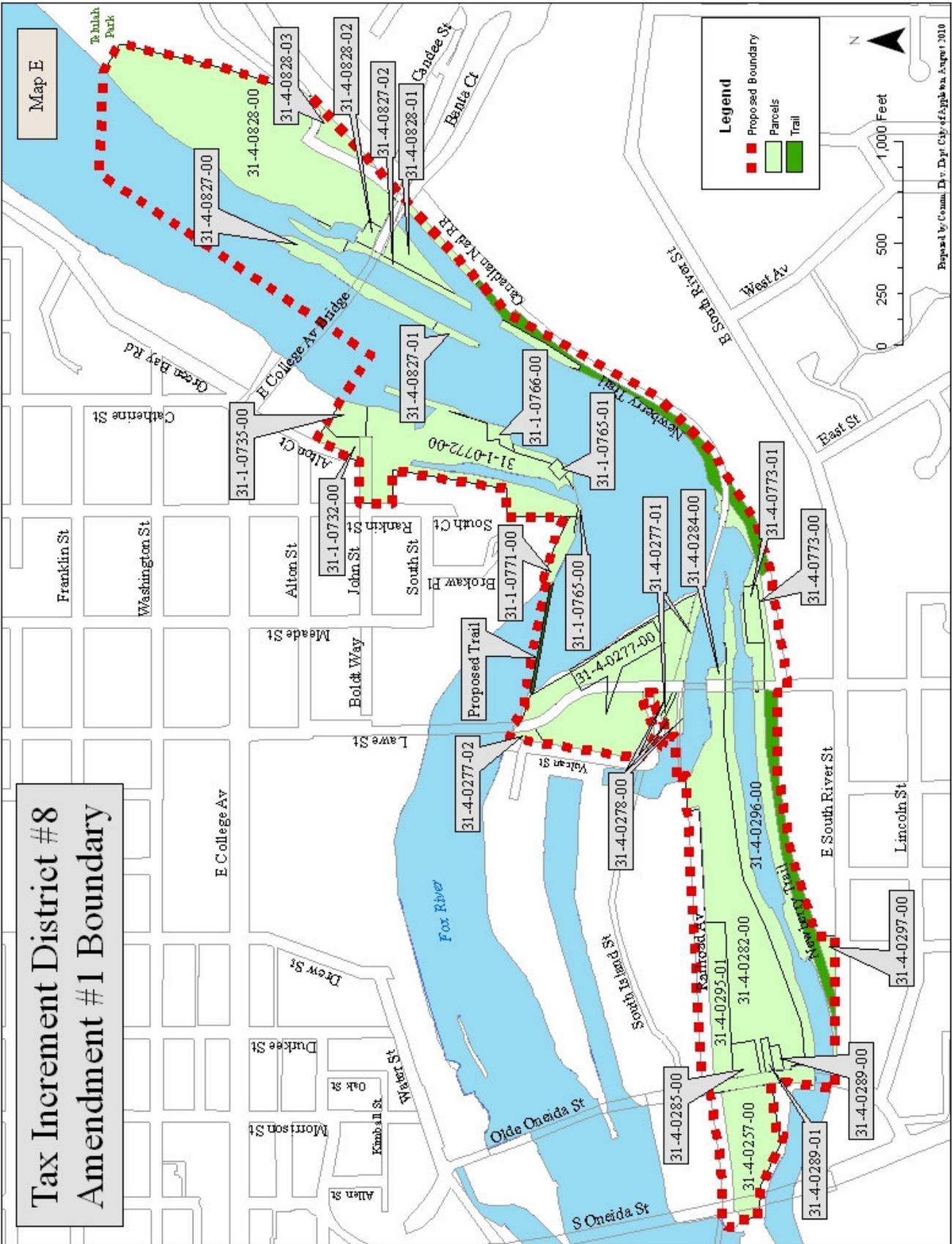
Tax Increment Finance District 6



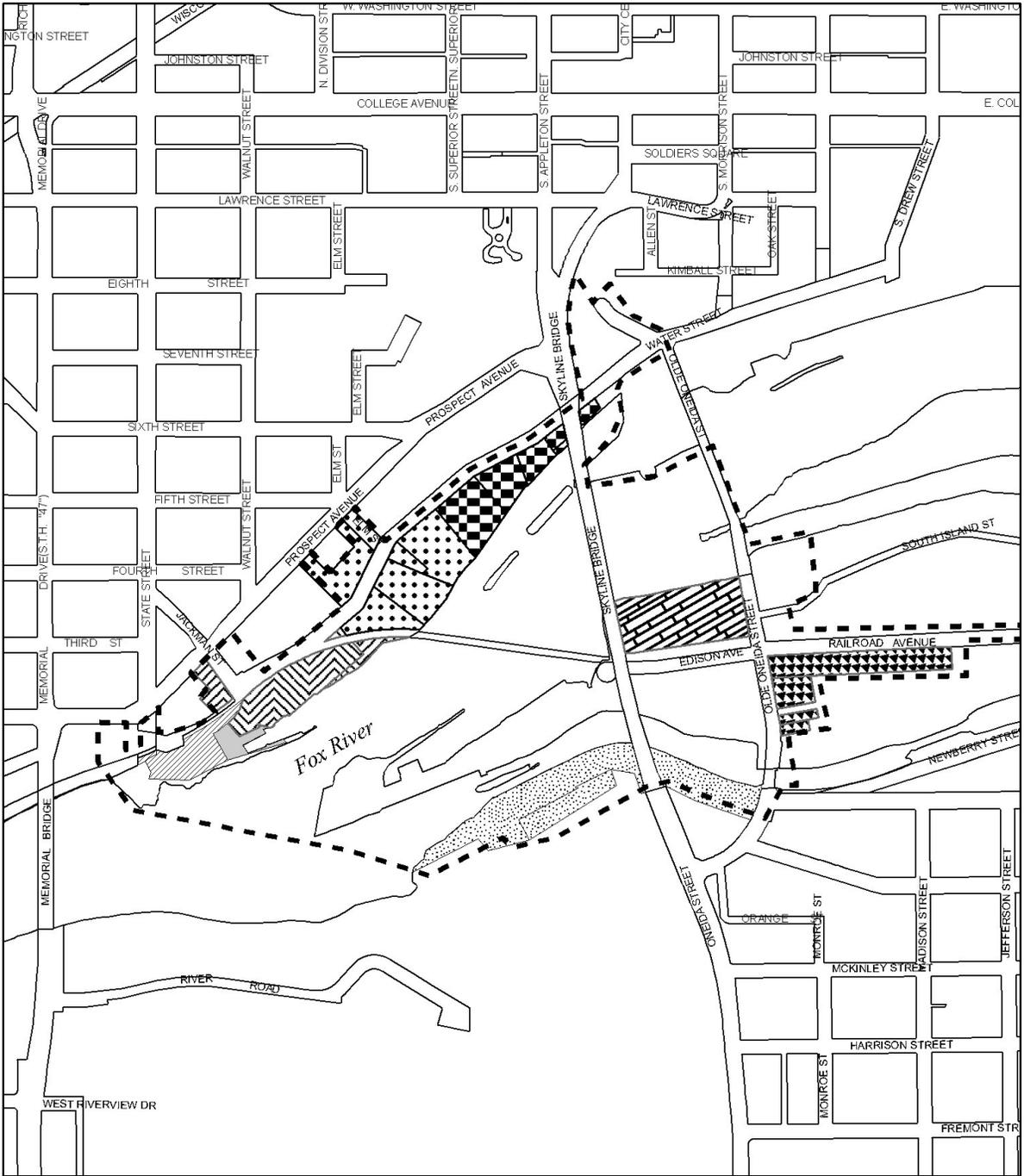
City of Appleton

Tax Increment Finance District 7





MAP F



Appleton Redevelopment Project #18

- | | | |
|---------------------------------------|---|--------------------------------|
| Atlas Mill | Heritage Park | Water Treatment Plant Property |
| Fratello's | Railroad Avenue/Olde Oneida Street Properties | WE Energies |
| Fox River Navigation System Authority | Trolley Square | ARP18 |



Comm. Dev. Dept.
01/07



