



2014

Growth Report



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James Walsh, City Attorney
Dawn Collins, City Clerk

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Heath Anderson, GIS Specialist
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Deann Brosman, City Assessor
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Dan Steenbock, Property Assessor
Matt Tooke, Property Assessor
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Karen Pietila, Real Estate Assessment Clerk
Sharon Anderson, Administrative Clerk III

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INTRODUCTION

Each year the Community and Economic Development Department prepares an Annual Growth Report (Report). The purpose of the Report is to analyze growth figures over a period of ten years to determine if Appleton is capturing its historically proportionate share of growth. The Report looks at Appleton's building permit activity and equalized valuation and compares them with the Fox Cities region. Equalized Value is the estimated value of all taxable real and personal property in each taxation district, by class of property. This year's Report will compare the City of Appleton to other competitor cities in the State of Wisconsin and throughout the United States that we compete with for jobs and economic development. Other areas addressed include: success in target growth areas, prospects for growth, barriers that need to be overcome to continue growth, and a synopsis of the marketing efforts taken to promote growth.

The City of Appleton saw a decrease in the number and dollar value of construction permits in 2014. Much of this is due to one project by St. Elizabeth Hospital in 2013 which accounted for over 30% of the construction value in that year. The employment base in Appleton and the Fox Cities remains competitive and stable. As a whole, the City of Appleton's Tax Increment Districts (TID) increased in value by 2.21%. The City of Appleton's unemployment rate continues to decline from an annual average 2013 rate of 7.9% to 6.4% in 2014.

Much of the City's new construction in 2014 took the form of partially or non-taxable development. The largest of which were the Union Square Apartments and several Appleton Area School District remodeling projects. The following is a list of all commercial and multi-family permits taken out in 2014 over \$100,000.

2014 COMMERCIAL & MULTI-FAMILY PERMITS IN APPLETON OVER \$100,000

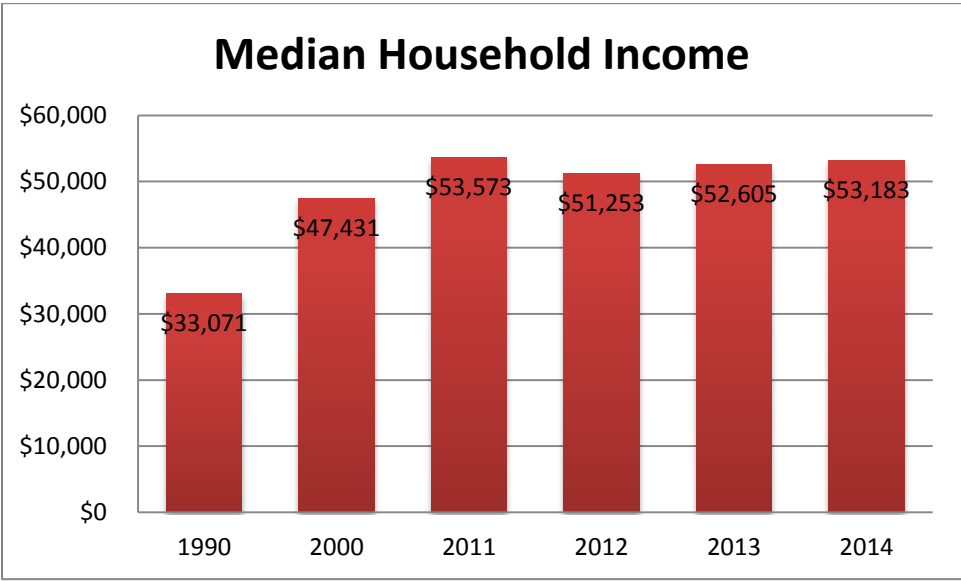
OWNER LAST NAME	ADDRESS	EST COST	ISSUED	REASON DESC	TYPE DESC	Not Taxable *
RICE ENTERPRISES	1050 S GRIDER ST	\$100,000	4/11/2014	NEW BUILDING	COMMERCIAL	
FOX RIVER PAPER CO LLC	430 E SOUTH ISLAND ST	\$100,000	5/13/2014	ADDITION	COMMERCIAL	
APPLETON AREA SCHOOL	2725 E FOREST ST	\$100,000	6/19/2014	REMODEL INT	COMMERCIAL	*
CM REAL PROPERTY LLC	2619 E CAPITOL DR	\$100,000	12/16/2014	REMODEL INT	COMMERCIAL	
WISCONSIN ELECTRIC	2700 S ONEIDA ST	\$100,000	7/28/2014	OTHER	OTHER	*
CLOW	2149 E SIENNA WAY	\$101,000	2/7/2014	FOOT & FOUNDATION	MULTI FAMILY	
THRIVENT FINANCIAL	4321 N BALLARD RD	\$110,000	6/13/2014	REMODEL INT	COMMERCIAL	
THRIVENT FINANCIAL	4321 N BALLARD RD	\$110,000	8/25/2014	REMODEL INT	COMMERCIAL	
THRIVENT FINANCIAL	4321 N BALLARD RD	\$112,000	2/21/2014	REMODEL INT	COMMERCIAL	
COOKE ENTERPRISES LLC	2557 E CALUMET ST	\$114,422	4/9/2014	REMODEL INT	COMMERCIAL	
APPLETON AREA SCHOOL	610 N BADGER AVE	\$120,000	5/28/2014	WRECKING	COMMERCIAL	*
DIAL REALTY-APPLETON	3329 E EXPRESS CT	\$120,000	7/23/2014	REMODEL INT	COMMERCIAL	
THAO PROPERTIES LLC	1804 S LAWE ST	\$140,000	6/26/2014	REMODEL INT	COMMERCIAL	

OWNER LAST NAME	ADDRESS	EST COST	ISSUED	REASON DESC	TYPE DESC	Not Taxable *
APPLETON MEDICAL	1818 N MEADE ST	\$146,000	2/5/2014	REMODEL INT	COMMERCIAL	*
APPLETON MEDICAL	1818 N MEADE ST	\$146,000	7/14/2014	REMODEL INT	COMMERCIAL	*
ALLIED PROPERTIES	3011 E CAPITOL DR	\$150,000	8/26/2014	REMODEL INT	COMMERCIAL	
APPLETON MEDICAL	1818 N MEADE ST	\$150,000	12/15/2014	REMODEL INT	COMMERCIAL	*
2501 ENTERPRISE LLC	2501 E ENTERPRISE AVE	\$160,000	6/9/2014	REMODEL INT	COMMERCIAL	
THEDACARE INC	2500 E CAPITOL DR	\$163,000	11/20/2014	REMODEL INT	COMMERCIAL	*
APPLETON NORTHEAST	3333 N FRENCH RD	\$180,000	2/21/2014	NEW BUILDING	COMMERCIAL	
THRIVENT FINANCIAL FOR	2000 E MILESTONE DR	\$181,000	5/12/2014	REMODEL INT	COMMERCIAL	
HICKORY FARM RENTAL	3101 E ENTERPRISE AVE	\$185,000	6/17/2014	REMODEL INT	COMMERCIAL	
FOX CITIES HOTEL	300 W COLLEGE AVE	\$200,000	8/28/2014	REMODEL INT	COMMERCIAL	
APPLETON AREA SCHOOL	225 N BADGER AVE	\$210,000	6/4/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	1000 S MASON ST	\$250,000	6/4/2014	REMODEL INT	COMMERCIAL	*
ST ELIZABETH HOSPITAL	1506 S ONEIDA ST	\$250,000	7/22/2014	REMODEL INT	COMMERCIAL	*
POSITIVE VENTURES LLC	1216 S ONEIDA ST	\$250,000	12/30/2014	ADDITION	COMMERCIAL	
APPLETON	1300 E NEWBERRY ST	\$251,122	9/18/2014	OTHER	COMMERCIAL	*
THEDACARE INC	2500 E CAPITOL DR	\$253,000	11/20/2014	REMODEL INT	COMMERCIAL	*
APPLETON	1035 W PROSPECT AVE	\$287,025	7/24/2014	ADDITION	COMMERCIAL	*
WRP 1100 E WISCONSIN	1132 E WISCONSIN AVE	\$289,062	9/3/2014	NEW BUILDING	COMMERCIAL	
ST ELIZABETH HOSPITAL	1506 S ONEIDA ST	\$296,000	4/22/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	2212 N JARCHOW ST	\$300,000	6/3/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	1000 N MASON ST	\$300,000	6/3/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	2224 N ULLMAN ST	\$300,000	6/3/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	318 E BREWSTER ST	\$300,000	6/4/2014	REMODEL INT	COMMERCIAL	*
APPLETON AREA SCHOOL	324 E FLORIDA AVE	\$310,000	7/29/2014	REMODEL INT	COMMERCIAL	*
RATZ	35 WOODMERE CT	\$322,623	2/10/2014	OTHER	MULTI FAMILY	
ST BERNADETTE	2331 E LOURDES DR	\$330,000	9/3/2014	REMODEL INT	COMMERCIAL	*
APPLETON	1800 W REEVE ST	\$350,000	7/10/2014	NEW BUILDING	COMMERCIAL	*
WISCONSIN AVENUE	1320 W WISCONSIN AVE	\$400,000	5/30/2014	REMODEL INT	COMMERCIAL	
M BLANK PROPERTIES LLC	4833 N LATITUDE LA	\$400,000	3/10/2014	NEW BUILDING	MULTI FAMILY	
M BLANK PROPERTIES LLC	4810 N LATITUDE LA	\$400,000	7/14/2014	NEW BUILDING	MULTI FAMILY	
M BLANK PROPERTIES LLC	4836 N LATITUDE LA	\$414,000	4/10/2014	NEW BUILDING	MULTI FAMILY	
MAHR REVOCABLE TRUST	2117 E SIENNA WAY	\$415,000	5/27/2014	NEW BUILDING	MULTI FAMILY	
APPLETON AREA SCHOOL	610 N BADGER AVE	\$425,000	6/17/2014	REMODEL INT	COMMERCIAL	*
BOBKA REVOCABLE TRUST	2200 E SIENNA WAY	\$435,000	6/26/2014	NEW BUILDING	MULTI FAMILY	
APPLETON AREA SCHOOL	2020 S CARPENTER ST	\$440,000	6/4/2014	REMODEL INT	COMMERCIAL	*

OWNER LAST NAME	ADDRESS	EST COST	ISSUED	REASON DESC	TYPE DESC	Not Taxable *
APPLE TREE-APPLETON	2127 E SIENNA WAY	\$445,000	7/30/2014	NEW BUILDING	MULTI FAMILY	
222 BUILDING LLC	222 W COLLEGE AVE	\$450,000	12/1/2014	REMODEL INT	COMMERCIAL	
APPLE TREE-APPLETON	2137 E SIENNA WAY	\$455,000	7/7/2014	NEW BUILDING	MULTI FAMILY	
CLOW	2149 E SIENNA WAY	\$460,000	4/1/2014	NEW BUILDING	MULTI FAMILY	
APPLETON AREA SCHOOL	610 N BADGER AVE	\$500,000	6/17/2014	REMODEL EXT	COMMERCIAL	*
VERSATILE INVESTMENTS	3300 E LAKE PARK XING	\$500,000	6/3/2014	NEW BUILDING	MULTI FAMILY	
VERSATILE INVESTMENTS	3322 E LAKE PARK XING	\$500,000	7/11/2014	NEW BUILDING	MULTI FAMILY	
VERSATILE INVESTMENTS	3301 E LAKE PARK XING	\$500,000	7/30/2014	NEW BUILDING	MULTI FAMILY	
VERSATILE INVESTMENTS	3243 E LAKE PARK XING	\$500,000	7/30/2014	NEW BUILDING	MULTI FAMILY	
VERSATILE INVESTMENTS	3302 S LILY PAD LA	\$500,000	10/28/2014	NEW BUILDING	MULTI FAMILY	
VERSATILE INVESTMENTS	3341 S LILY PAD LA	\$500,000	11/18/2014	NEW BUILDING	MULTI FAMILY	
WAL-MART #01-2958 REAL	3701 E CALUMET ST	\$537,341	4/16/2014	REMODEL INT	COMMERCIAL	
WI SELF STORAGE	1117 W WASHINGTON ST	\$554,000	9/29/2014	REMODEL INT	COMMERCIAL	
MEMORIAL PRESBYTERIAN	803 E COLLEGE AVE	\$560,000	9/15/2014	REMODEL INT	COMMERCIAL	*
M BLANK HOLDINGS LLC	1230 W COLLEGE AVE	\$580,000	4/10/2014	NEW BUILDING	COMMERCIAL	
APPLETON MEDICAL	1818 N MEADE ST	\$790,000	12/19/2014	ADDITION	COMMERCIAL	*
GREGORSKI DEVELOPMENT	3200 E CALUMET ST	\$800,000	10/24/2014	NEW BUILDING	COMMERCIAL	
APPLETON AREA SCHOOL	2121 E EMMERS DR	\$850,000	6/17/2014	ADDITION	COMMERCIAL	*
CURWOOD INC	2621 W EVERETT ST	\$870,603	5/1/2014	REMODEL INT	COMMERCIAL	
JTB NORTHLAND LLC	835 W NORTHLAND AVE	\$890,000	6/20/2014	NEW BUILDING	COMMERCIAL	
APPLETON AREA SCHOOL	610 N BADGER AVE	\$986,000	6/17/2014	REMODEL INT	COMMERCIAL	*
ST MARYS CONGREGATION	313 S STATE ST	\$1,120,000	6/6/2014	REMODEL INT	COMMERCIAL	*
CANCER SPECIALISTS OF	3925 N GATEWAY DR	\$1,350,000	12/30/2014	NEW BUILDING	COMMERCIAL	
APPLETON AREA SCHOOL	2224 N ULLMAN ST	\$2,026,216	8/28/2014	ADDITION	COMMERCIAL	*
APPLETON AREA SCHOOL	324 E FLORIDA AVE	\$2,700,000	8/4/2014	ADDITION	COMMERCIAL	*
CENTURY OAKS ON	2100 E GLENHURST LA	\$3,050,000	8/21/2014	NEW BUILDING	COMMERCIAL	
UNION SQUARE	420 E WINNEBAGO ST	\$6,188,000	12/3/2014	NEW BUILDING	MULTI FAMILY	PART

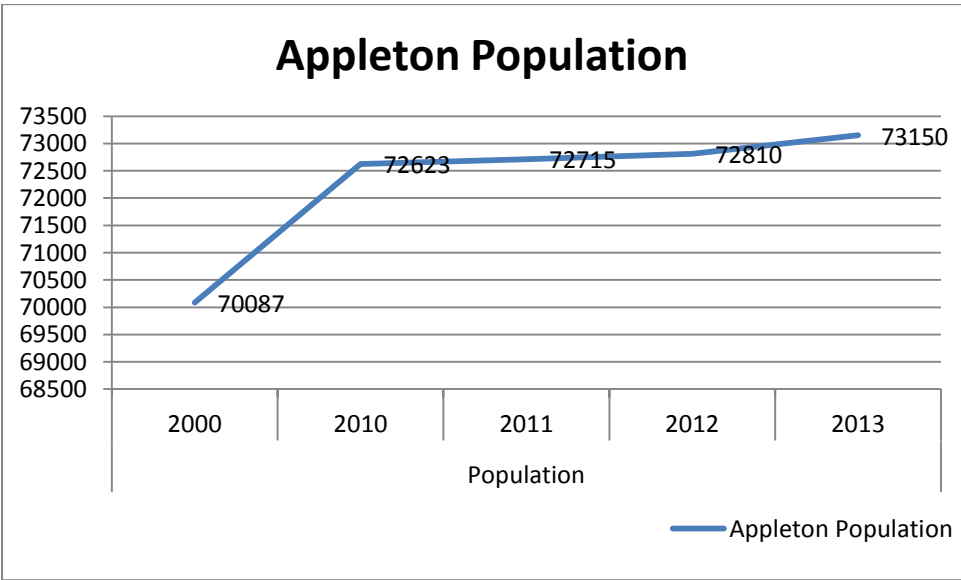
INCOME/POPULATION

The median household income in the City of Appleton increased slightly this year according to the US Census Bureau, American Fact Finder data. The 2013 median household income in Appleton was \$52,605; the median household income for 2014 was \$53,183 which compares favorably to the median household income of \$52,413 for the State of Wisconsin.



Source: US Census Bureau – Am. Fact Finder

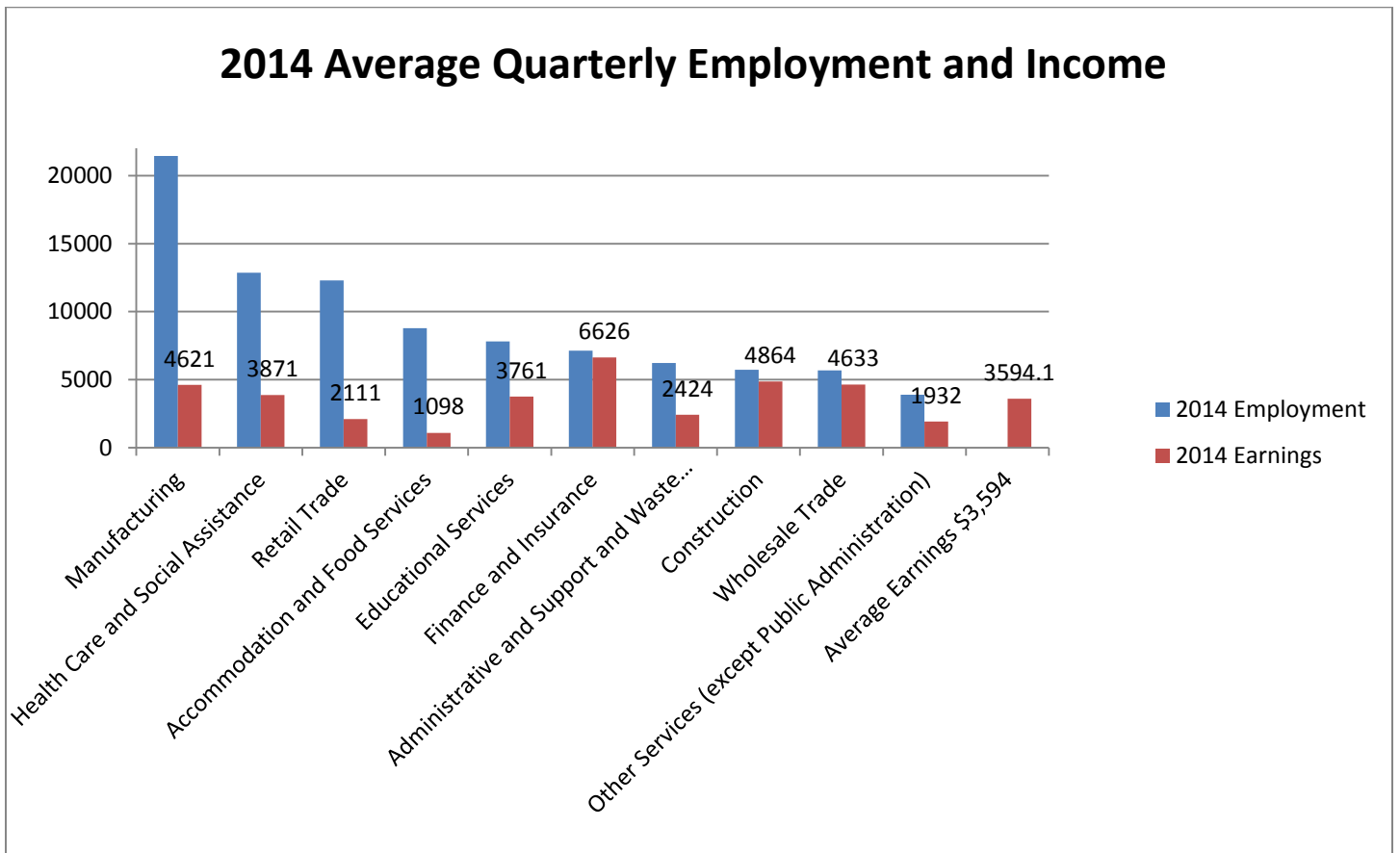
The City’s population has been consistently growing.



2000, 2010 US Census Bureau, 2011-14 WIDOA Est.

LABOR STATISTICS

The City of Appleton and the Appleton Metropolitan Statistical Area (MSA) defined by the Office of Management and Budget (OMB) as Outagamie and Calumet Counties, has a well-established labor force and is known internationally for its industry clusters of food processing, paper industry and manufacturing. The chart below shows the average quarterly employment by industry for the top 10 classifications, and average monthly income within the Appleton MSA for 2014 (Monthly earnings included in chart).



Source: US Census Bureau – Local Employment Dynamics

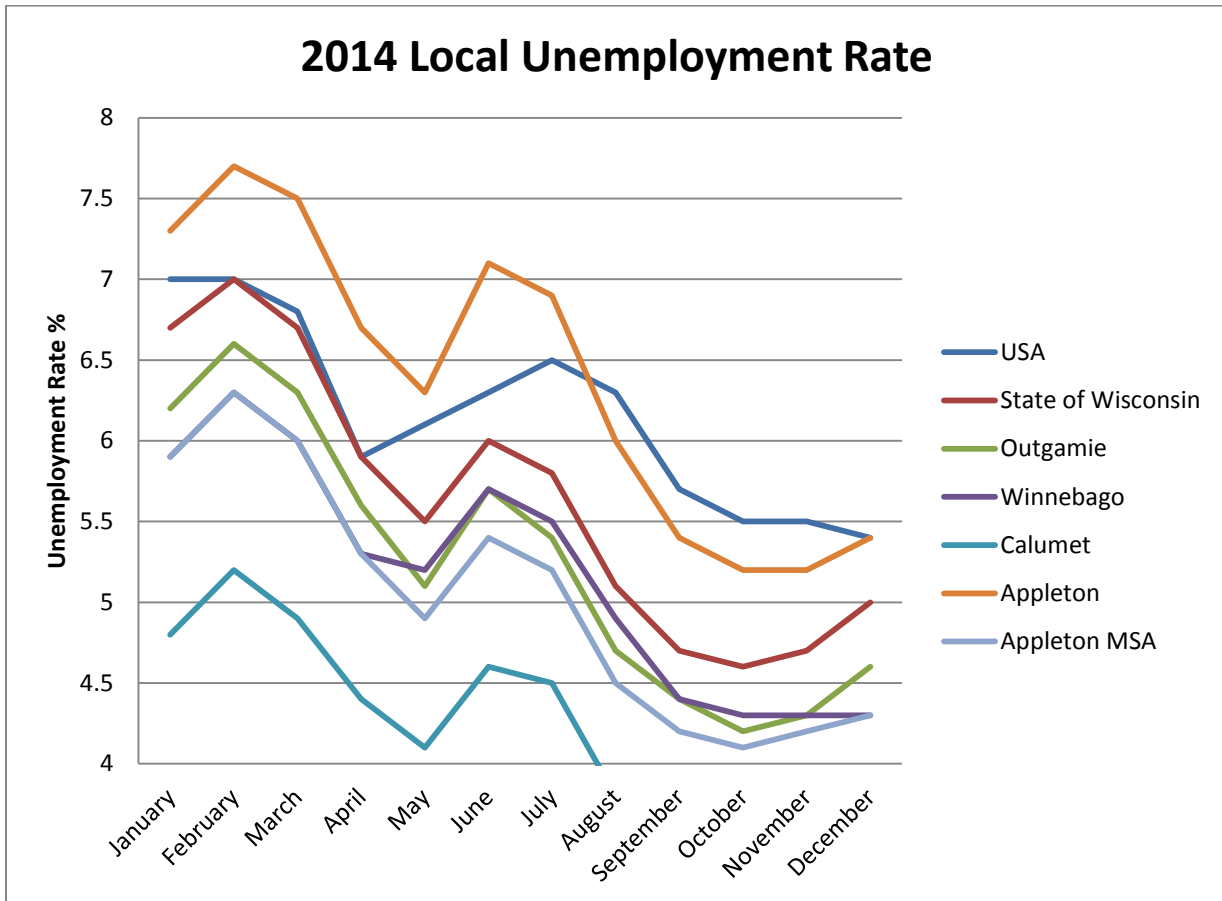
Manufacturing shows the highest quarterly employment followed by Healthcare and Social Services. Both categories provide monthly income above the City's average.

It is important to take into account the average monthly wages the leading employment sectors in the Appleton MSA produce. Looking at the stable and emerging industry clusters (manufacturing, healthcare and social services) here in the Appleton MSA, you can see the average monthly income is higher, ranging from \$3,871 - 4,651 per position. As a reference point, the Department of Housing and Urban Development (HUD) considers a monthly income

of \$4,745.83 or less to be low income for a family of four in the Appleton MSA. It's important we continue to invest in the necessary infrastructure, economic support and educational systems to continue the growth of high wage industries to keep the income levels up in our community

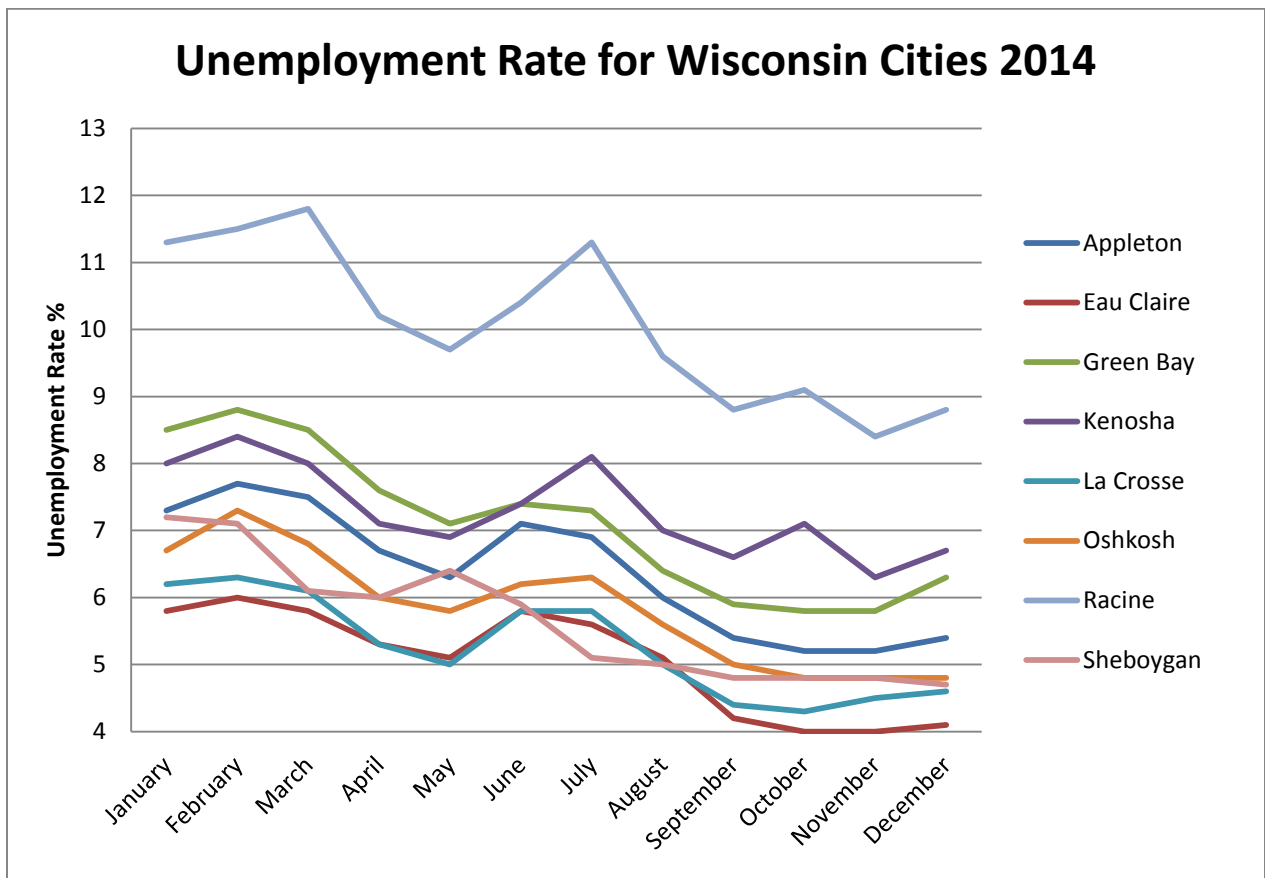
UNEMPLOYMENT

The City of Appleton has experienced a steady decline in its unemployment rate over last year. The City started 2014 at 7.3% unemployment and concluded the year at 5.4%. The average 2014 unemployment rate for Appleton was 6.4%. Included in the chart are the comparable unemployment rates for the United States, the State of Wisconsin, Appleton MSA and the counties of Winnebago, Outagamie and Calumet. It's important to note the unemployment rate for the City of Appleton consists of persons who file an unemployment claim and live within the corporate City limits of Appleton.



Source: State of Wisconsin Department of Workforce Development

The following chart shows the unemployment rate of the medium size cities in the State of Wisconsin we are competing with for economic development. The cities of Eau Claire and La Crosse led the way with the lowest unemployment rates of 5.1% and 5.3% while the City of Racine had the highest unemployment rate with 10.1%. The City of Appleton was in the middle, ending the year with an unemployment rate of 6.4%. This trend will be important to watch as there are many employers looking to hire in the Appleton area. To maintain competitiveness, availability of skilled workers is crucial.



Source: State of Wisconsin Department of Workforce Development

COST OF LIVING

The cost of living index is a number used as the total of all living expense categories. The categories used to determine the index include housing, food and groceries, transportation, utilities, health care, and miscellaneous expenses such as clothing, services and entertainment. The definition of these variables that are evaluated for each index is included below. The City of Appleton has a cost of living index of 98 which is equal to the State of Wisconsin overall and compares favorably to the national average of 100. Appleton’s rating of 98 is higher compared to other comparable communities across the State and Midwest. The first chart below compares the City of Appleton to the other midsize cities in Wisconsin; the second chart, on the following page, compares Appleton to competitor cities throughout the United States.

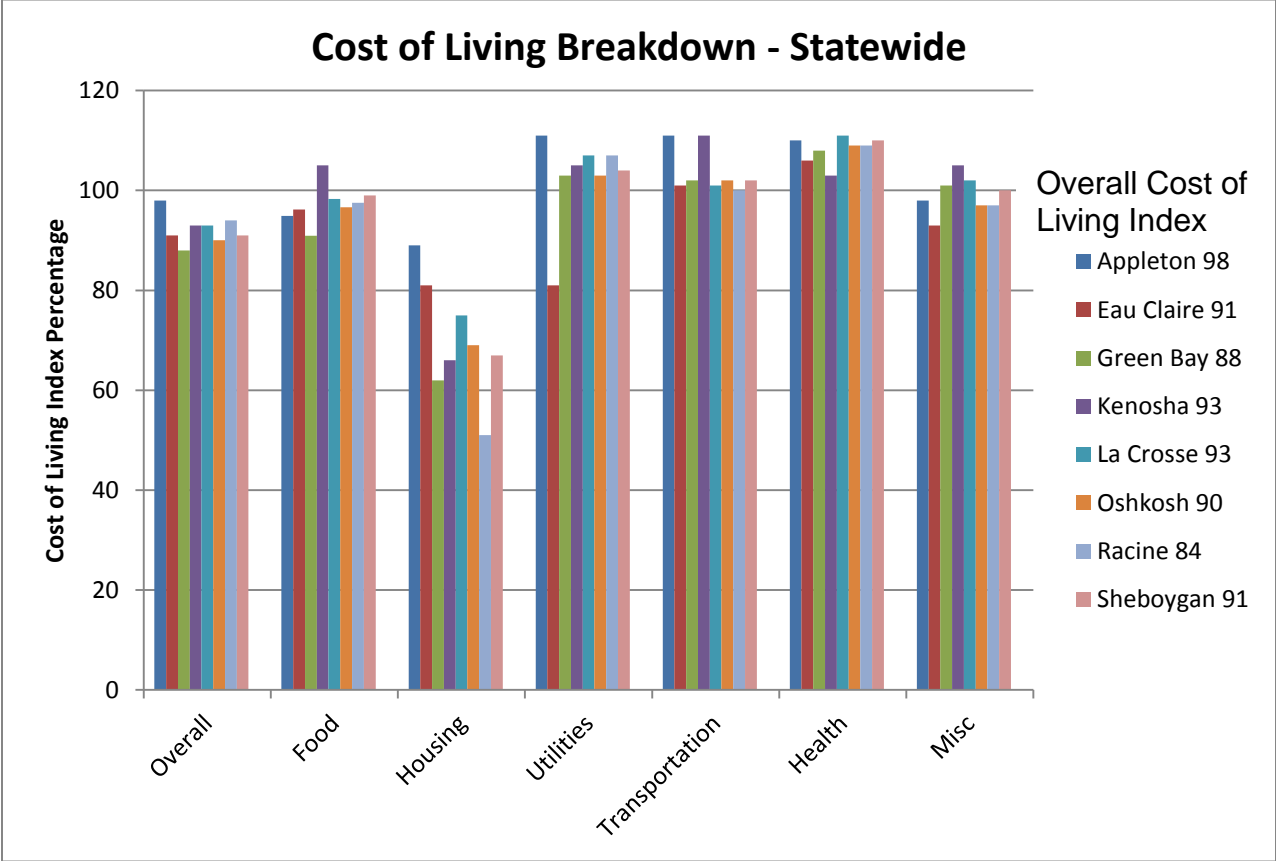
Food: The average cost of food and groceries not including restaurants.

Housing: The average cost of an area’s housing which includes mortgage payments, apartment rents and property taxes.

Utilities: The average cost of heating and cooling a typical residence for the area, including electricity and natural gas.

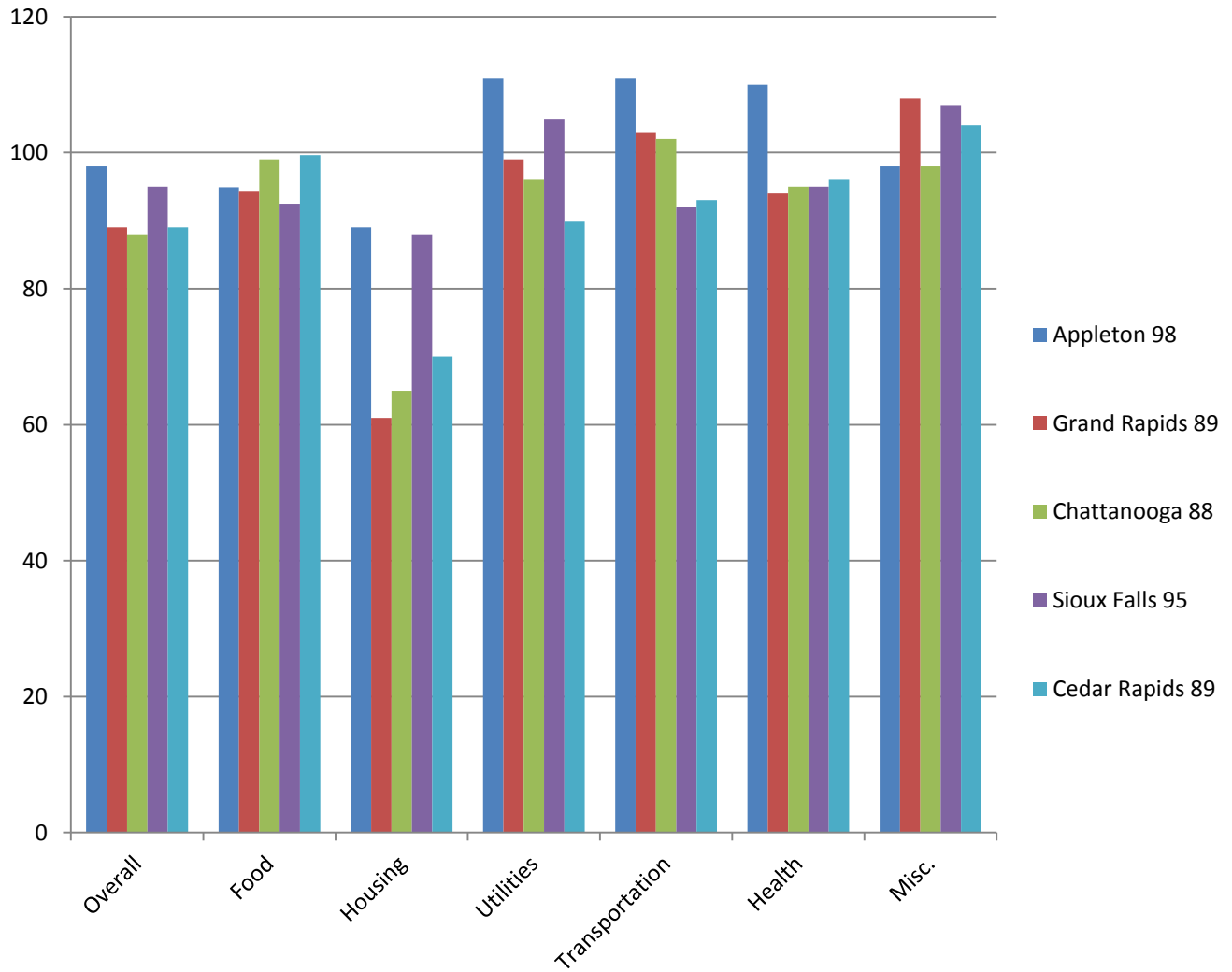
Transportation: The average cost of gasoline, car insurance and maintenance expenses and mass transit expenses for the area. (Cost of the vehicle and vehicle registration and licensing taxes not included.)

Health: The average cost of health care calculated using the standard daily rate for a hospital room and the costs of a doctor's office visit and a dental checkup.



Source: www.bestplaces.net

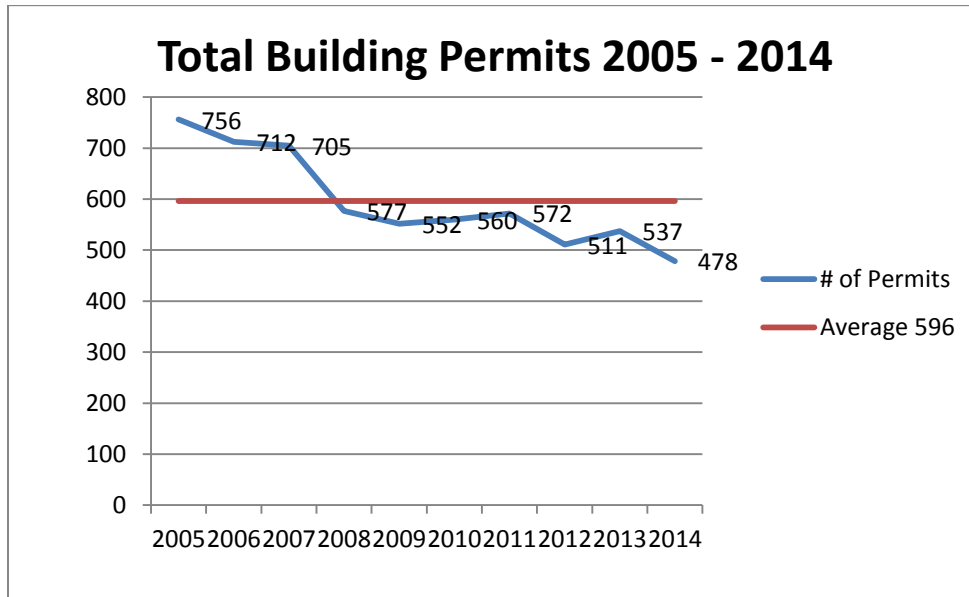
COST OF LIVING COMPARED TO OTHER U.S. COMMUNITIES



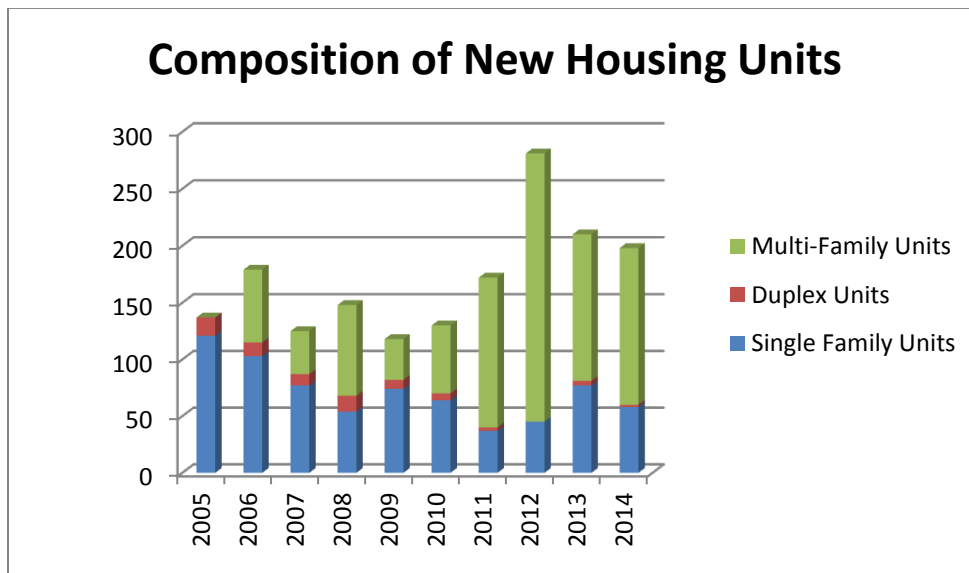
Source: www.bestplaces.net

BUILDING PERMIT ACTIVITY

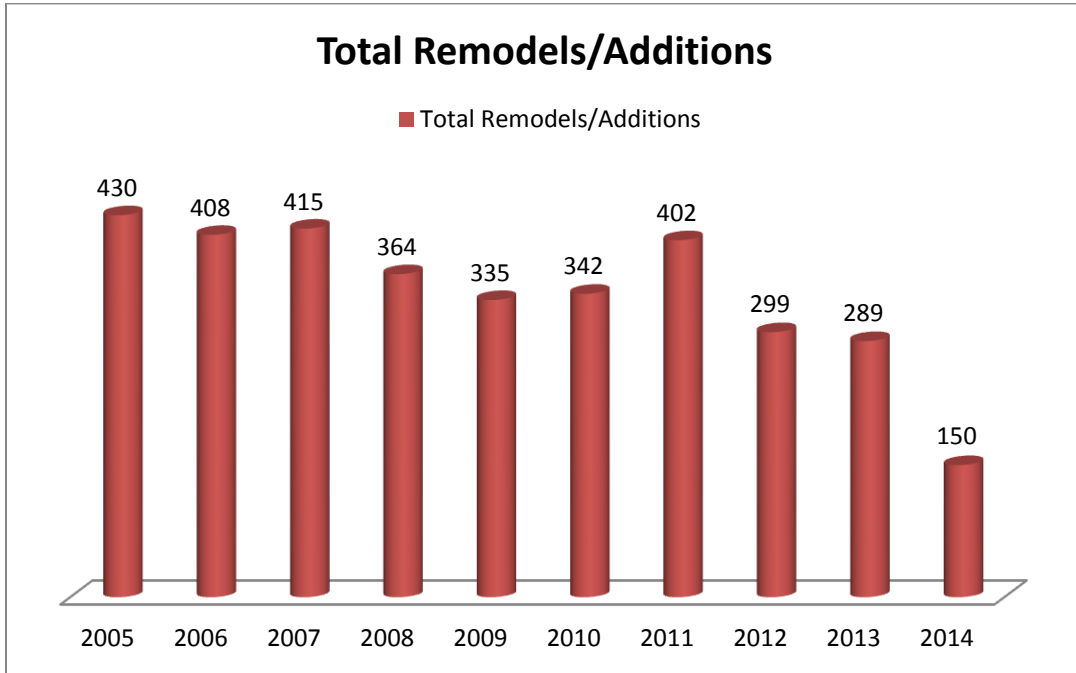
The City of Appleton's building permit activity over the last ten years is shown below. The yearly total number of permits issued ranged from a low of 478 permits in 2014 to a high of 756 permits in 2005. The ten-year average was 596 permits a year. The 478 permits issued in 2014 is an 11% decrease from the 2013 numbers. This is 20% below the average number of permits pulled over the past 10 years.



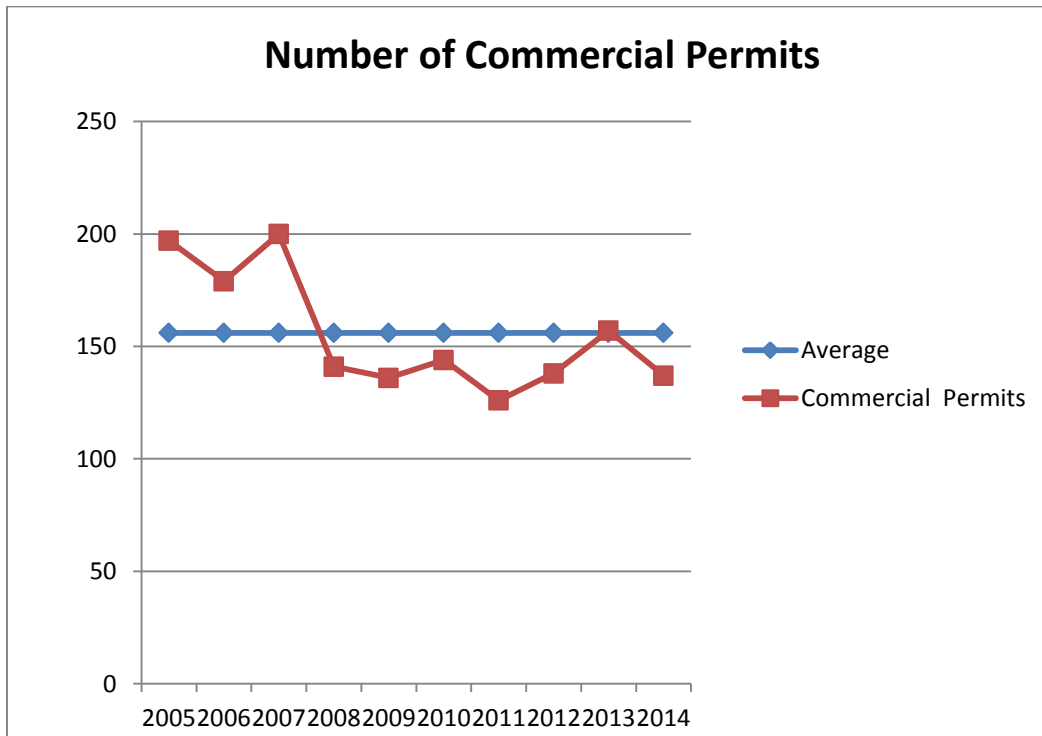
The number of single-family homes constructed annually decreased in 2014 to 58 homes from 77 homes in 2013. The number of multi-family building permits increased from 12 permits to 16 permits in 2014. Total housing unit construction in Appleton decreased in 2014 to 198 units from 210 units. This is primarily due to the reduction in number of single family units built in 2014.



In 2014, there were 150 permits issued for additions and alterations. This is a noticeable decrease from the 289 permits in 2013.

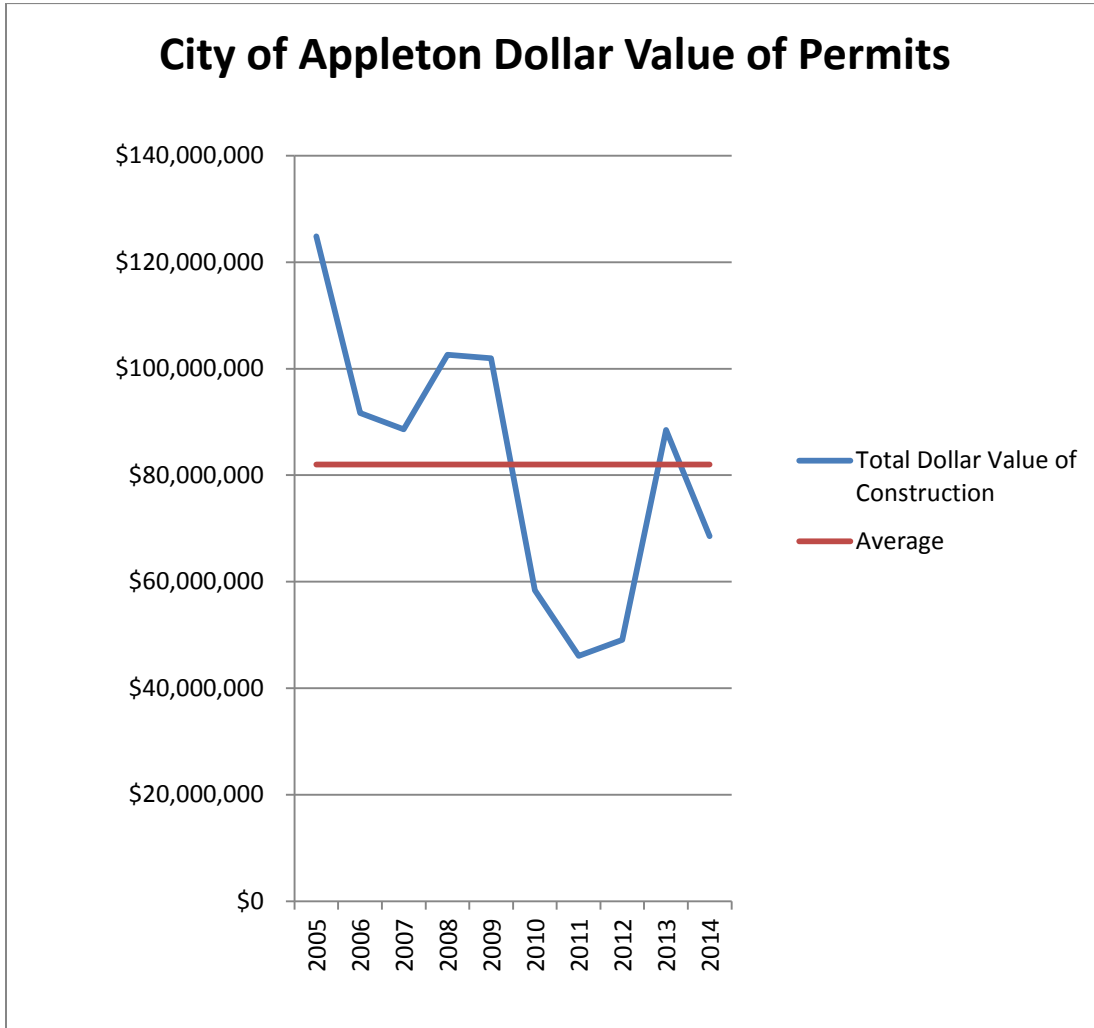


There were 137 commercial building permits issued in the City of Appleton in 2014, which is below the ten-year average of 156 and also a decrease from 2013's 157 permits.

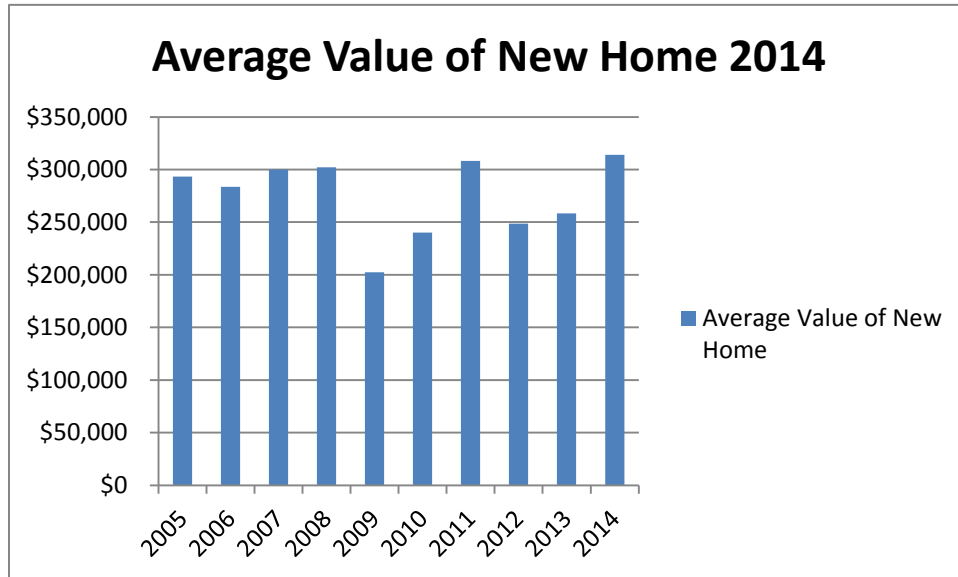


DOLLAR VALUE OF PERMITS

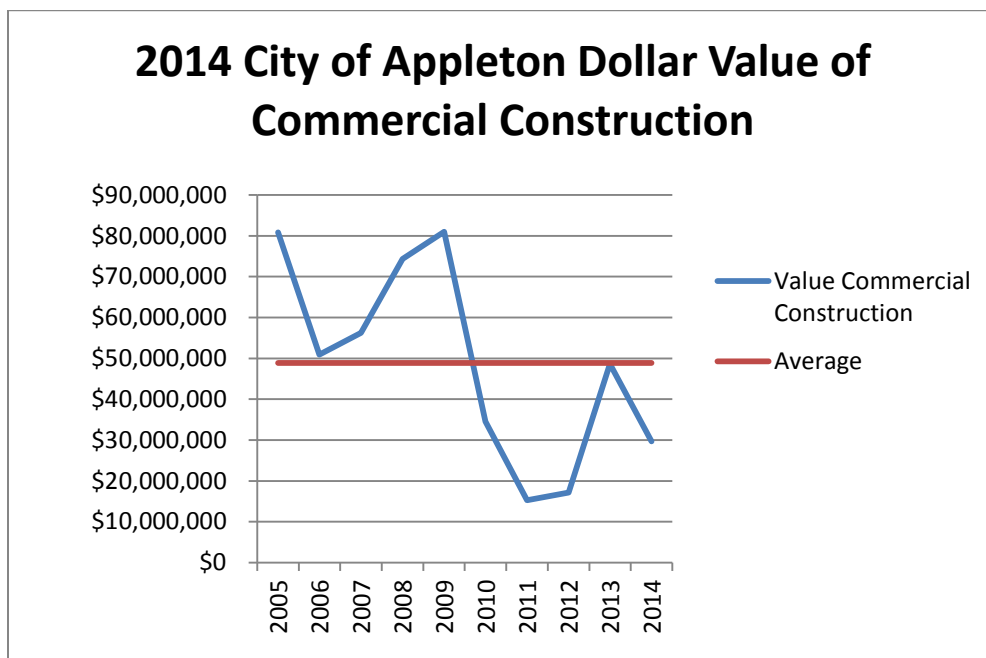
Appleton's total dollar value of construction in 2014 was \$68,559,764, which is a decrease of 23% from the 2013 number of \$88,486,657. The total dollar value of all construction in the City of Appleton between 2005 and 2014 ranged from a low of \$46 million in 2011 to a record high of \$124.8 million in 2005.



The number of single family permits decreased from 77 to 58 between 2013 and 2014. The total dollar value of single family permits decreased to \$18,208,000, a change of 8.5%. 2014 was a record year in terms of average permit value of new home construction at \$313,940. These figures continue the upward trend since the low in 2009 which was \$202,539.



Commercial construction permit values dropped to \$29,704,352 from 2013's \$48,614,413 in estimated value. This is a significant decrease attributable largely to a few large projects started in 2013 including St. Elizabeth Fremont Tower construction, Fox Valley Unitarian Universalist addition and a new Kwik Trip store on Edgewood Drive.



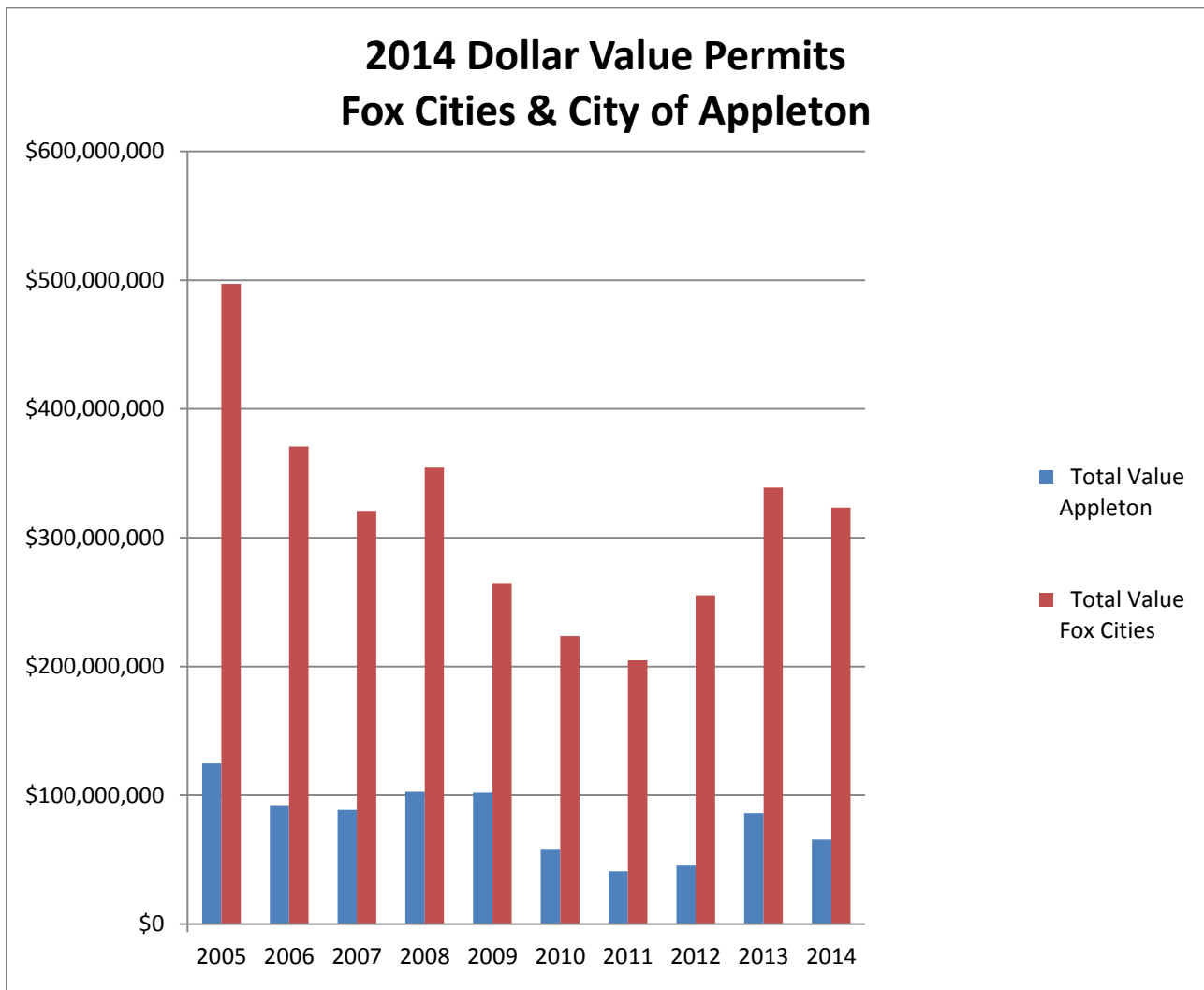
FOX CITIES REGION CONSTRUCTION VALUE

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.

**Note: In 2013, the Town incorporated into the Village of Harrison, these figures include year-end data for both.*

The total dollar value of construction in the Fox Cities decreased by just under 5% in 2014 to \$323,453,005. By comparison, Appleton’s dollar value of construction decreased by approximately 23% over 2013 going from \$86,029,588 (a 4 year high) in 2013 to \$65,563,944 in 2014.

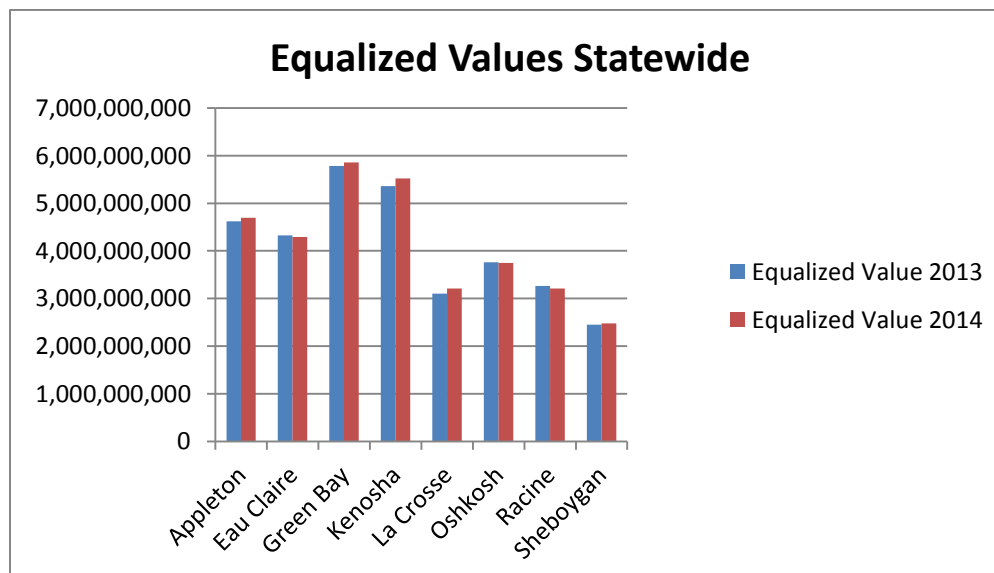
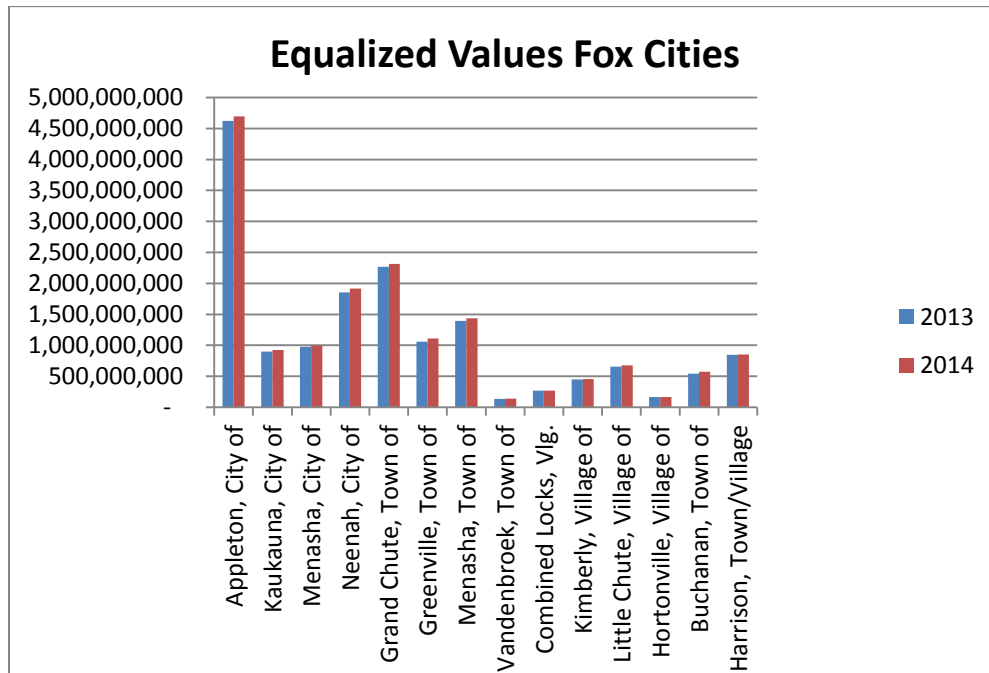
The City of Appleton comprised \$65,563,944 or 20% of the total dollars spent on construction in the Fox Cities in 2014.



EQUALIZED VALUE

The Equalized Value is the estimated value of all taxable real and personal property in each taxation district, by class of property, as of January 1, and certified by DOR on August 15 of each year (Definition: Wisconsin Dept. of Revenue). Appleton experienced an increase in equalized values for the City overall of 1.6%.

The following charts compare Appleton's equalized value to the Fox Cities and other midsize cities in the State of Wisconsin.



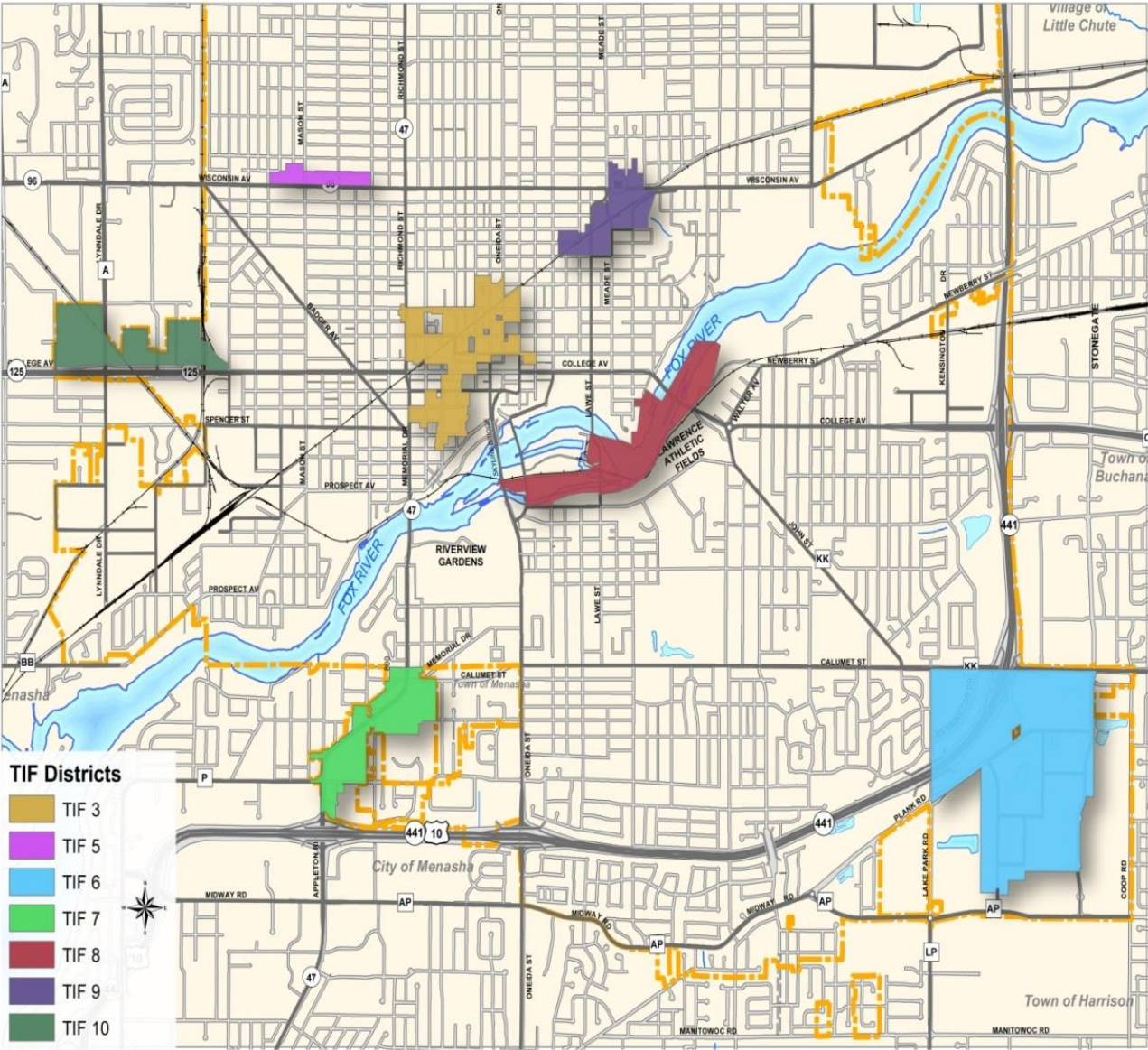
In addition to equalized values, the following chart captures, more specifically, the City's percentage of net new construction added over the preceding year. Municipalities use the percentage increase of net new construction as a valuation factor in determining the allowable tax levy for the municipality.

MUNICIPALITY	2014	NET NEW CONSTRUCTION	PERCENTAGE INCREASE	PERCENTAGE OF FOX CITIES NET NEW CONSTRUCTION
Appleton, City of	4,696,660,500	52,146,500	1.11	23%
Kaukauna, City of	922,897,500	7,433,200	0.81	3%
Menasha, City of	999,088,600	17,570,000	1.76	8%
Neenah, City of	1,918,342,200	24,014,300	1.25	11%
Grand Chute, Town of	2,312,053,900	38,978,400	1.69	17%
Greenville, Town of	1,108,564,100	22,299,000	2.01	10%
Menasha, Town of	1,434,553,900	18,776,400	1.31	8%
Vandenbroek, Town of	138,124,900	2,656,000	1.92	1%
Combined Locks, Village of	268,645,800	4,520,300	1.68	2%
Kimberly, Village of	456,335,200	6,341,500	1.39	3%
Little Chute, Village of	677,706,100	17,542,800	2.59	8%
Hortonville, Village of	167,673,900	860,400	0.51	0%
Buchanan, Town of	573,045,300	6,553,700	1.14	3%
Harrison, Town/Village	852,654,300	5,481,200	0.64	2%
Fox Cities Total	\$16,526,346,200	225,173,700	1.36	100%

Despite Appleton representing 29% of the Fox Cities by total equalized value, the City captured 23% of net new construction equalized value. This is partially due to the lack of any single large taxable project in the City in 2014.

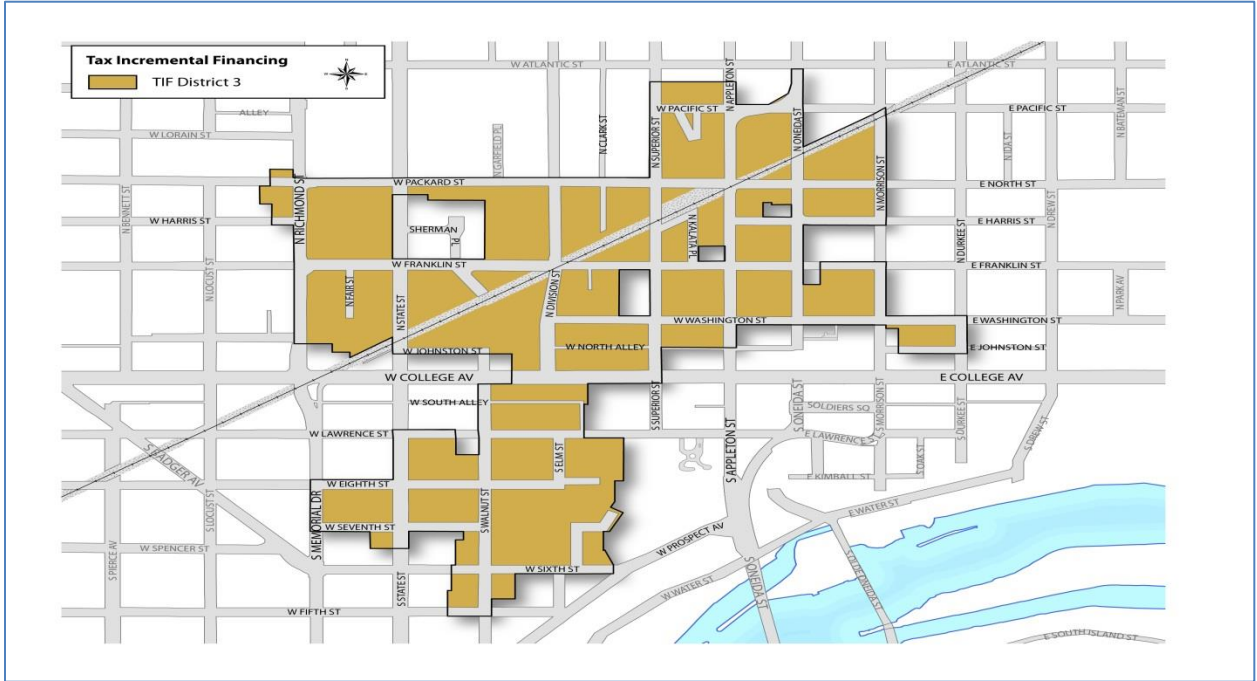
TAX INCREMENTAL DISTRICT

An important aspect of Appleton’s valuation is the effect of Tax Incremental Districts (TID). The following is a City Map indicating locations of the TIDs and then a map of, and performance notes for each, along with the scheduled closing date of each TID:

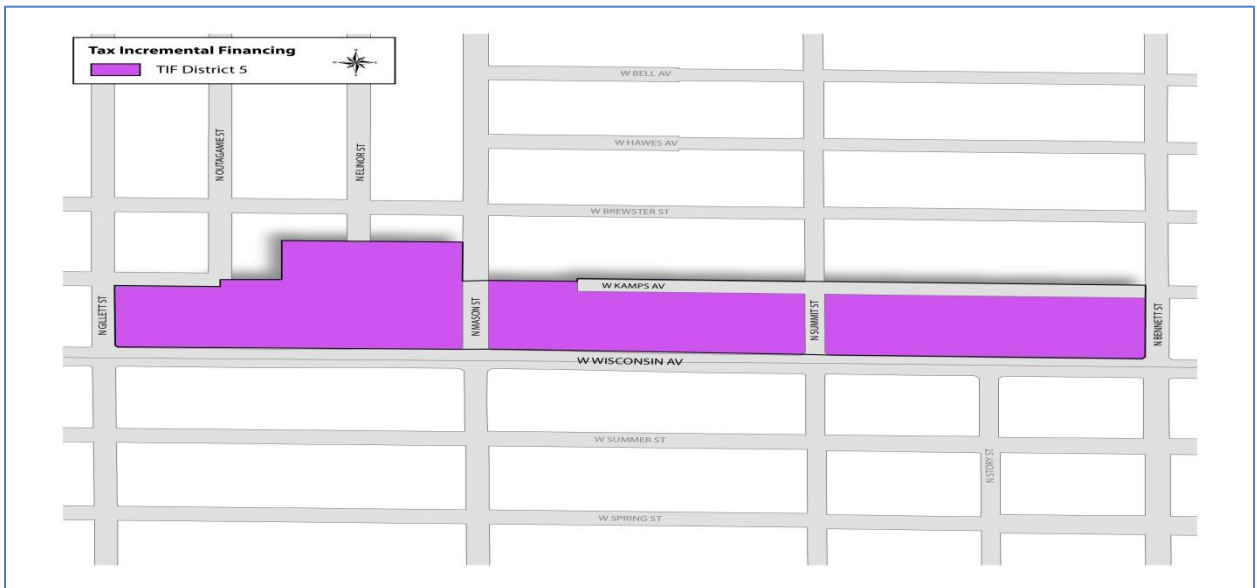


Tax Incremental District Performance

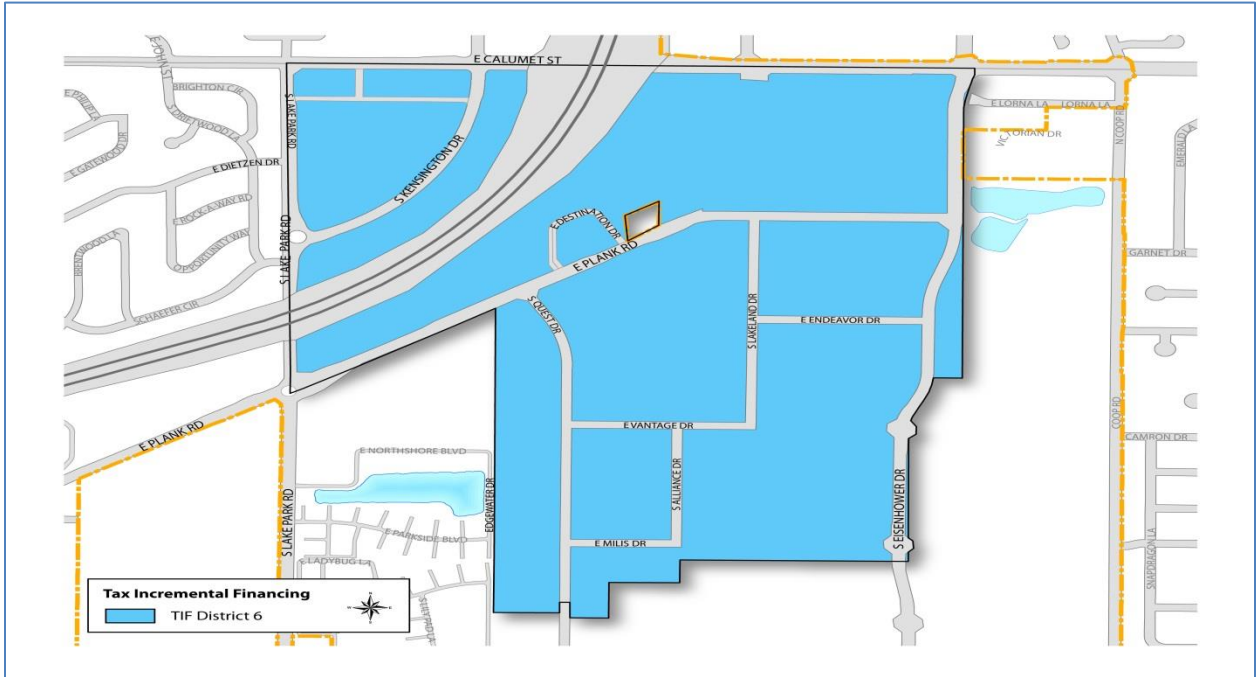
TID #3 Equalized valuations in TID #3 increased by \$280,300 or .49%. (Scheduled to close by 2031)



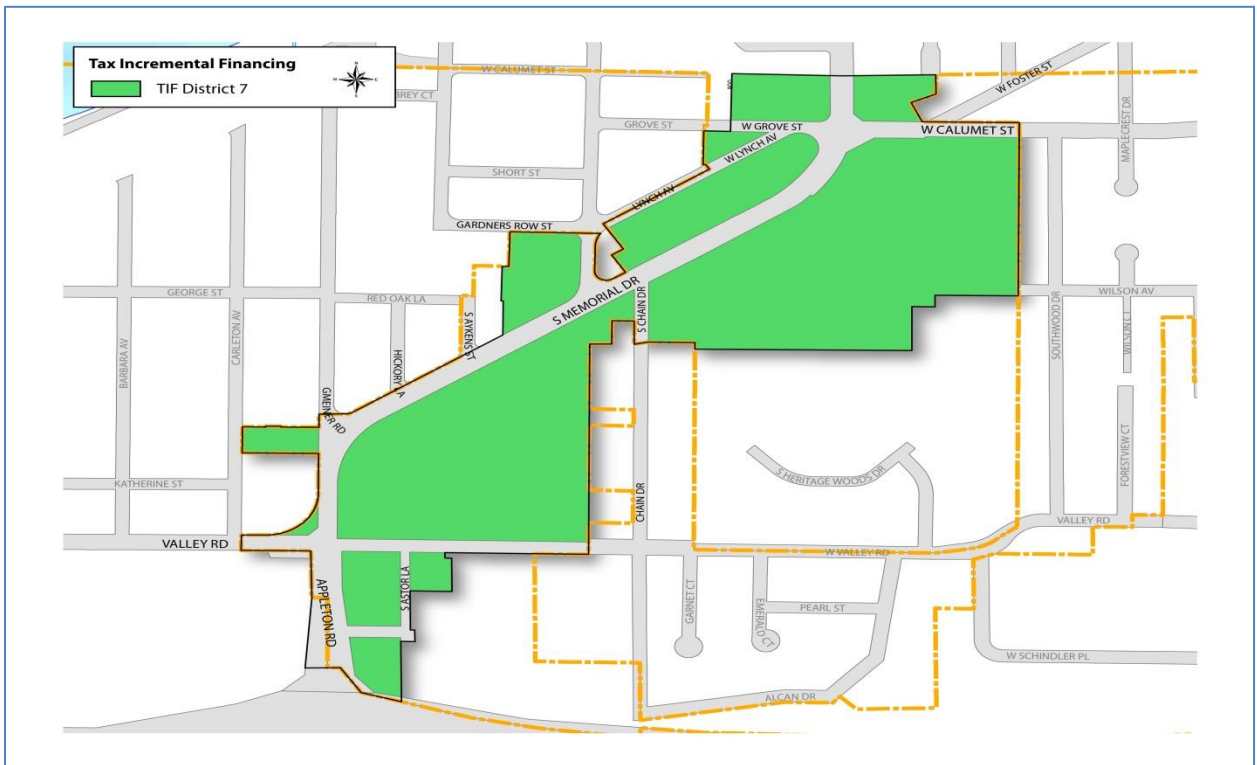
TID #5 Equalized valuations decreased in TID #5 by \$207,500 which is -1.71% compared to 2013. The majority of this decrease is due to a reduction in value of personal property spread throughout the district. (Scheduled to close 2026)



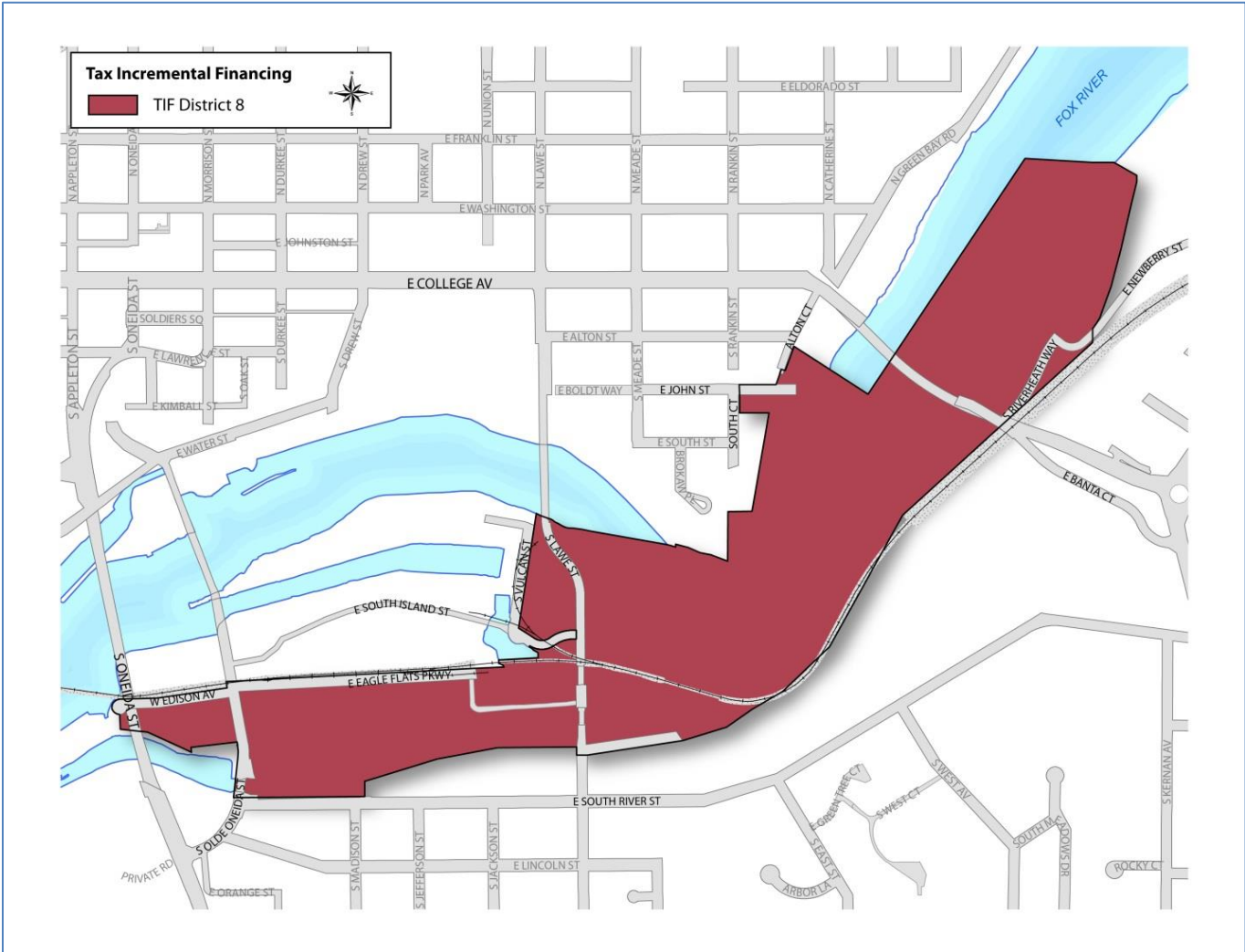
TID #6 Equalized valuations increased in TID #6 by \$651,500 or 0.64%. (Scheduled to close 2023)



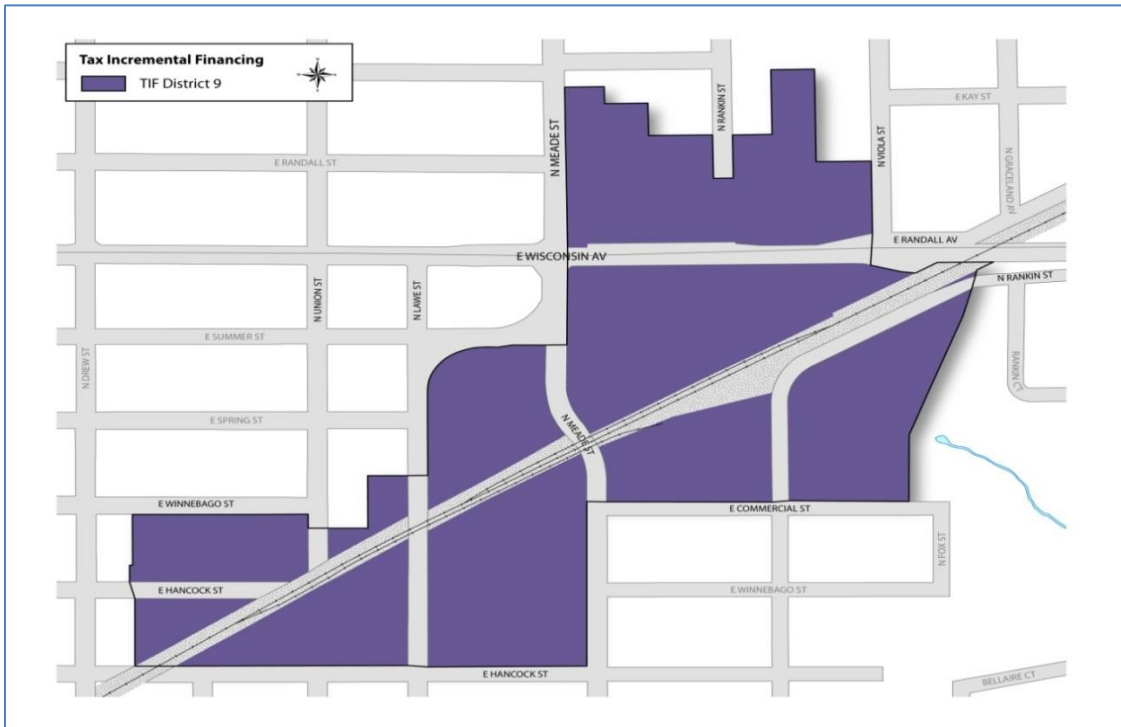
TID #7 TID #7 saw an increase in equalized valuation of \$515,600 which is 1.39%. (Scheduled to close 20234)



TID #8 In 2014, the equalized value of TID #8 increased by \$4,222,100, 46.32%. The new Evergreen Building at Riverheath is the primary contributor to value in this District for 2014. (Scheduled to close 2036)



TID #9 TID #9 was created in 2013 and saw an increase in value of \$136,300 or 5.99%. (Scheduled to close 2039) Union Square Apartments began construction in fall 2014 with completion targeted for fall 2015.



TID #10 TID 10, also created in 2013, saw a decrease in value of \$45,800 or .18%. (Scheduled to close 2039)



The table below shows the value increase/decrease of Tax Incremental Districts since creation, change during the past year, and an average annualized percentage change.

Tax Incremental District Valuations							
TID#	Inception	Base Value	2012 Values	2013 Values	2014 Values	Total Increment	2013-2014 Increment
TID3	1993	\$18,940,800	\$58,877,200	\$57,759,500	\$58,039,800	39,099,000	280,300
TID5	1999	\$4,669,500	\$12,815,400	\$12,155,700	\$11,948,200	7,278,700	(207,500)
TID6	2000	\$12,141,600	\$100,432,200	\$101,555,500	\$102,207,000	90,065,400	651,500
TID7	2007	\$25,657,000	\$37,189,000	\$37,113,000	\$37,628,600	11,971,600	515,600
TID8	2009	\$2,693,100	\$6,762,400	\$9,114,600	\$13,336,700	10,643,600	4,222,100
TID 9	2013	\$2,274,100	N/A	\$2,274,100	\$2,410,400	136,300	136,300
TID 10	2013	\$25,400,400	N/A	\$25,400,400	\$25,354,600	(45,800)	(45,800)
Total							
		\$91,776,500	\$216,076,200	\$245,372,800	\$250,925,300	\$159,148,800	\$5,552,500
			2012 City Value	2013 City Value	2014 City Value		Change in Value 2013-2014
City			\$216,076,200	\$245,372,800	250,925,300		\$5,552,500

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

BUSINESS DEVELOPMENT

The City, once again experienced a net gain in new businesses. During 2014, 103 new businesses opened in the city, while 69 closed for a net gain of 34. The following pages highlight the new businesses that opened in Appleton and the businesses that closed or moved in 2014.

New businesses that opened in the City of Appleton:

GOSIA'S PHOTOGRAPHY LLC
 ALWAYS IN MOTION TRUCKING LLC
 AVELLA'S LAWN CARE SERVICES LLC
 NOVAK, RUSSELL MD SC
 ASHTON MOVING LLC
 CHICAGO GRILL
 RELIABLE REFUSE REMOVAL LLC
 DURASHIELD GROUP INC
 4C ENERGY CONTROL SOLUTIONS
 GENTLE PAWS PET GROOMING

GLOBAL DATA CONSULTANTS LLC
 HAWTHORNE TRAILS
 KONECRANES INC
 KWIK TRIP INC #200
 LAURIE MARIE PHOTOGRAPHY LLC
 NAYELI'S CLEANING, CARPET AND
 ADVANCED PROFESSIONAL
 SERVICES
 ROMENESKO REALTY, VERNON
 THEDACARE LIFESTYLE 180 SODEX
 ACCELEARNING

APPLETON ROCK SCHOOL LLC
ARAMARK CORRECTIONAL SERVICES
BROWN LEGAL GROUP
CRAZY SWEET LLC
HMONG ENTERPRISES
JANES STUDIOS
KATE
MOTTO INC
MOON SHELL SALON & BOUTIQUE
OPTIMAL WEB CONSULTANTS INC
PINOT'S PALETTE
PSYCHOLOGIE CLINIQUE SC
COLT'S TIMELESS TAVERN
RXLINK
RYE INC
SONNET'S GARDEN BLOOMS LLC
TINA MARIE'S UNIQUE BOUTIQUE
WHITE RAVEN AUDIO
C-VINE LOUNGE LLC
FRESH EXPRESSIONS LLC
GUARDIAN HOME INSPECTION LLC
PIXEL PRO AUDIO LLC
TUSLER LAW LLC
X-TRA 920
BIRDDOG OUTFITTERS LLC
DANAE HERRMANN PHOTOGRAPHY
FACTOTUM USA LLC
NEXT THE FINISHING ADVANTAGE
LONG CHENG MARKETPLACE
MID VALLEY SCREEN PRINTING
REBECCA'S SWEET BOUTIQUE
REGENCY WEALTH MANAGEMENT
LLC
TRANSCENDENT TECHNOLOGIES LLC
URGENT CARE PHYSICIANS LTD
ASSOCIATED APPRAISAL
CONTROL FREAKS OF THE FOX
GBA FITNESS LLC
MARCO'S PIZZA
TRIKIN ENTERPRISES LLC
ACTIVE BIKE & FITNESS LLC
APPLETON PET SPA LLC
APPLE VALLEY CONCRETE & CON-
ATTIC CORRECTIONAL SERVICES
BOOST MOBILE
CARTRIDGE WORLD
EAGLE VAPOR
EISCH ELECTRIC INC

ELITE TAX SERVICE, CPAS LLC
FARMERS INSURANCE GROUP
FIRST NATIONAL BANK FOX VALLEY
GECKOSUS INC
GREEN GECKO GROCER & DELI
HOME RUN PIZZA LLC
NUTRITIONAL HEALING LLC
PEERLESS DESIGN STUDIO LLC
RELEASE U MASSAGE THERAPY
SILVER MAPLE INVESTMENTS LLC
VORPAHL FURNITURE INC
WI SELF STORAGE APPLETON LLC
MARITIME BAR
SONGS CUISINE LLC
APPLETON NUTRITION
A-TOWN THRIFT LLC
DEPENDABLE AUTO SALES
ELECTRIC IMAGES TATTOO
GATHERED EARTH, THE
FUSION MARTIAL ARTS LLC
GOOD NATURE EVAPOR LLC
KOSS REAL PROPERTY
MOVICA SALON LLC
PHENG HOUA DAILY FOOD SERVICE
SCHWAG
TO.YA BOUTIQUE
EXTREME AUDIO LLC
FLASHBACK BRAZILIAN
ROYAL SPA ASIAN MASSAGE
UBREAKIFIX
ED'S BOAT SALES OUTDOOR SUPER
4EVER PERMANENT MAKEUP LLC
JOY SPA
ATTIC CORRECTIONAL SERVICES
DEWITT, SCOTT

**Businesses that closed or moved out of
the City of Appleton:**

KALMS SMALL ENGINE INC
PAUL'S AUTO SERVICE
BEST DOLLAR STORE LLC
COMPMARK INDUSTRIAL SUPPLY
DUET RECRUITING
FARMERS INSURANCE GROUP
HEALING HANDS OF CHINA LLC
HOMEBREW MARKET
LANDMARK STAFFING RESOURCES
LENZ STUDIO - PHOTOGRAPHY
MERRICK, WM P CPA
ORIGINAL IMAGE PRODUCTIONS
PARAGON NUTRITION FIT CLUB
MGM BUSINESS SYSTEMS/SEACAP
REINEKING CHIROPRACTIC LLC
SHANE BUDGET AUTO REPAIR
TOUCH OF WELLNESS MASSAGE
AAYUS HOLISTIC HEALTH SERVICES
BISKUPIC LEGAL GROUP LLC
BUSH BROTHERS & CO
CONVERGENT MARKETING INC
COUGHLIN & COUGHLIN SC
NEWSTYLE SALONS
IN TIMES PAST
JENNIFER'S WINDOW TINTING
KATBLU ART & DESIGN STUDIO
LAMANZ HAIR DESIGN & BODY CTR
LIVINGSTON'S SEWING MACHINES
MIATIVITY ROOM LLC
MIGHTY AUTO PARTS
TIME ON OUR HANDS CRAFT STORE
VALLEY CLEANING SOLUTIONS LLC
GLASS ONION STUDIOS LLC
HOBART WELDING PRODUCTS
LE GRAND KAUKAULIN LAW FIRM
TOELLNER, PJ INSURANCE AGENCY
TLC REFLEXOLOGY
SUSAN G ALLEN LTD
BRAIN TRAINING OF THE FOX
CREATIVELY YOURS
KNIGHT GROUP INC, THE
GREGORY NEWMAN, CPA
KNIGHT BARRY TITLE SERVCS LLC
ARIC'S INDOOR GARDEN SUPPLY
DREZ COMPUTER SALES SERVICE

BODY WRAP IT AWAY
HORAN CLOSING AND TILE
JACKSON HEWITT INC
KRIEWALDT & ASSOCIATES INC
MOSS INNOVATIONS LLC
PICKART HEARING SERVICE
PIXEL PERFECT PHOTOGRAPHY BY
TNT DENTAL STUDIO
STANEK, ROGER G DDS SC
A JOURNEY TOWARDS WELLNESS
LLC
EXAM PROFESSIONALS
M&M BAKERY LLC
SALON SYSTEMS HAIR DESIGN
ELEVATE HAIR STUDIO GLAM LLC
BASKIN ROBBINS 31 FLAVORS ICE
BEAUDOIN & WADE LLC
MCBETH'S PACK-SHIP & MORE
AKRUE LLC
BASEMENT REPAIR SPECIALISTS
CARTRIDGE WORLD
ELITE NUTRITION APPLETON LLC
FANTASTIC SAMS
M & R STUDIO
PSYCHOLOGY ASSOCIATES OF THE

Minority Owned Businesses

Community & Economic Development's Diversity Coordinator began working with the City Assessor's staff to develop best practices in supporting and retaining minority owned businesses by providing interpreting services, making introductions and educating staff on cultural differences.

Valuing diversity and inclusion in Appleton helps us continue to build an economically vibrant community. Appleton's racial and ethnic minorities make up about fifteen percent of the general city population and twenty-five percent of our school population. In order to attract and retain our diverse community members, we must have services that meet all needs. Examples include diverse offerings for hair services, food, interpreting services and general business opportunities.

We are happy to report that our minority owned businesses are showing growth in our community. In Appleton, 7.63% of our businesses identify as minority owned.

The Diversity Coordinator makes contact with minority owned businesses as an essential part of business retention. This is done through formal and informal outreach. Minority Business Enterprises (MBEs) makes a substantial contribution to the U.S. economy and yet they face obstacles and barriers to success. Through effective outreach, our goal is to help these businesses succeed and flourish.

HOUSING & NEIGHBORHOOD SERVICES

HOMEOWNER REHABILITATION PROJECTS

The Homeowner Rehabilitation Loan Program provides financial and related technical assistance for low- to moderate-income homeowners in the City of Appleton for the rehabilitation of their property. In order to qualify, the property must be owner occupied as well as meet income, equity and asset requirements.

Financial assistance is provided in the form of a 0% interest, deferred payment loan. The City places a lien on the property for the amount being spent on the rehabilitation, and the owner pays the loan back when the property is sold or vacated. This allows the City to assist property owners with maintaining and/or increasing their property values. When loans are repaid, the City recycles those funds into future properties.

Priority is given to the following improvements: Lead-based paint hazards, roofing, foundation, electrical, plumbing, heating, windows, doors, insulation, interior walls/ceilings, private sidewalk, driveway, porches, siding, exterior trim, etc. The City does not provide funding for purchasing properties, additions to properties, cosmetic and/or luxury items.

The purpose of the program is two-fold: (1) to ensure decent, safe, and sanitary housing for low-income residents of the City of Appleton, and (2) to maintain the housing stock of these homes before they get to the point of being beyond repair. This stabilizes neighborhoods, maintains property values, and ultimately increases the tax base in the City.

The Program has five main objectives that directly benefit the City of Appleton:

1. Help low-income residents of the City of Appleton maintain decent, safe, and sanitary housing
2. Reduce the risk of lead poisoning in the older housing stock
3. Stabilize neighborhoods
4. Increase the tax base for the City
5. Create jobs in the community by hiring local contractors

The Program is considered to be very successful in achieving these objectives. Since 1979, the Homeowner Rehabilitation Loan Program has rehabbed over 1,000 homes in the City of Appleton and generated over \$5.9 million in outstanding loans. The City rehabilitated 23 housing units in 2014 and spent nearly \$400,000 on home improvement loans. The goal for 2015 is to rehabilitate an additional 24 housing units.

NEIGHBORHOOD PROGRAM

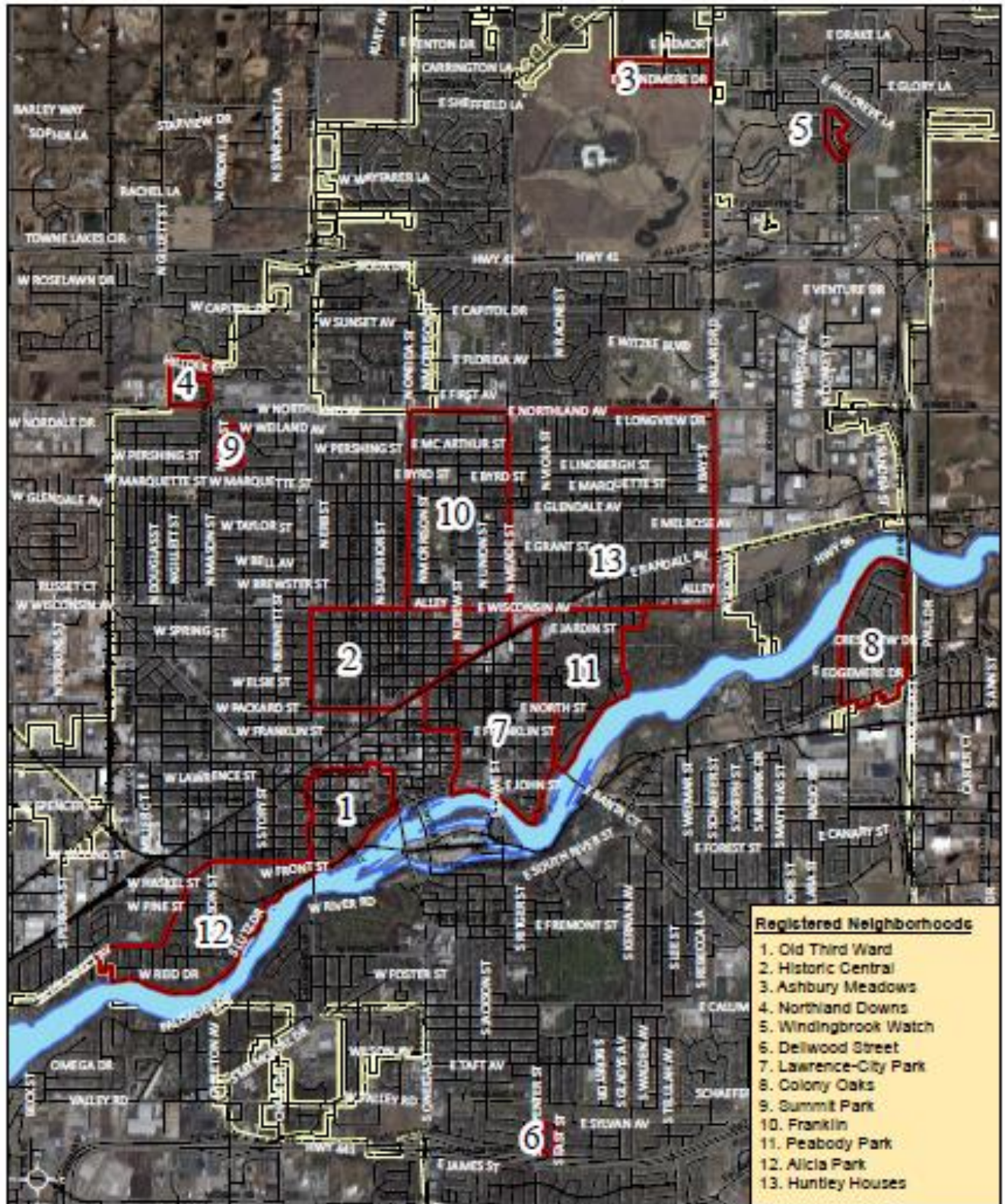
The Neighborhood Program was created in October 2012, with the goal of strengthening Appleton's neighborhoods by building strong bonds, engaging social capital, encouraging investment, and leveraging local resources. Beginning in the summer of 2013, staff developed a program brochure, conducted interviews with the Post-Crescent and local news and television agencies, and created the City's Neighborhood Program webpage which serves as the one-stop shop for all information on the program. These efforts increased awareness of the program and increased participation by Appleton residents.

The foundation of the program is the neighborhood registry. Residents are asked to register their neighborhoods by meeting with fellow residents to identify the neighborhood's primary and secondary contacts, create a neighborhood name, and define the neighborhood's boundaries. We have a total of 13 registered neighborhoods throughout the City. Registered neighborhoods are completely or partially located in 12 of the 15 Aldermanic Districts in the City. The central city neighborhoods north, south, and east of downtown are highly represented by four large registered neighborhoods (Old Third Ward, Historic Central Neighborhood, Lawrence-City Park, and Peabody Park).

One of the missions of the program is to strengthen neighborhoods through educational programs. The City contracted with Sustainable Fox Valley to collaborate on a neighborhood learning series called the Neighborhood Academy. The Neighborhood Academy is a six-module learning series intended to provide the knowledge and tools for Appleton residents residing in registered neighborhoods to increase their effectiveness as neighborhood leaders. Staff worked with Sustainable Fox Valley to market the program including creating a program brochure. The Neighborhood Academy began in October 2013 and concluded in 2014 with 19 participants

representing 10 neighborhoods. The year 2014 also saw the first approved Neighborhood Grant in the Historic Central Neighborhood. Unfortunately, this project did not proceed as full funding was not available.

The primary goal of the Neighborhood Program is to increase communication between Appleton's neighborhoods and City Hall. In order for residents to strengthen their neighborhoods, a clear line of communication with the City is important. Program staff assist Appleton's neighborhoods through communication in a variety of ways. First, we receive direct contact from neighborhood leaders regarding issues in their neighborhoods. Staff also contacts neighborhoods when a developer or the City is proposing a project which may directly or indirectly impact a registered neighborhood. A map of Registered Neighborhoods is on the following page:



Registered Neighborhoods - Sept 2014



PROSPECTS FOR GROWTH

1. Northside

- A. The City of Appleton has 15 acres of industrial land available in the Northeast Business Park for future development, located south of Hwy. 41 along Capitol Drive.
- B. Privately owned land is still available for office developments north of Hwy. 41 along Enterprise Avenue and Evergreen Drive.
- C. The City of Appleton has approximately 212 single-family lots available for sale in established subdivisions, the majority of which are located on the north side. A 29 lot expansion phase to the Emerald Valley Subdivision was proposed in 2014. When approved, sales are anticipated to be swift as several builders have commitments already.
- D. A lift station is being added on the north side.

2. Southside

- A. State Highway 441 continues to be a commercial corridor with opportunities for development. The Wisconsin Department of Transportation (WisDOT) is developing plans to reconstruct the US 10/WIS 441 freeway. The WIS 441 Tri-County Project will reconstruct and expand US 10/WIS 441 from four to six lanes from Cold Spring Road to about 1/2 mile east of Oneida Street (approximately 6 miles). Final design is scheduled to be completed in 2015 with construction to begin in 2016. These improvements will further enhance this area's attractiveness for commercial development.
- B. The City currently has 100+ acres of fully improved land available for development in the Southpoint Commerce Park and an additional 100+ acres with planned improvements.
- C. A 120 unit multi-family housing project is approved on currently vacant land on Plank Road, with construction expected to begin in 2015.

3. Downtown/Riverfront

- A. EAGLE FLATS: The developer is pursuing the next phase of the project, which is targeting the addition of residential units and public access at the property east of Lawe Street adjacent to Lock III as well as the potential to convert the former office building along Lawe Street to a viable use.
- B. RIVERHEATH DEVELOPMENT: Tanesay Development delivered a new 32 unit apartment building with approximately 2,500 s.f. of retail space on the first floor in June 2014. By the end of 2014, 80% of the residential units were leased, and 2/3 of the retail space was filled. Also in spring of 2014, Tanesay Development broke ground on four more town home buildings. Two of the town home units are sold.

- C. **FORMER FOREMOST DAIRY SITE:** The City took title to the former Foremost Farms USA property located at 935 E. John Street in July of 2011. The site has been remediated, the building demolished and the raceway abandoned to provide a site ready for development. The City rezoned this property on April 13, 2010 to R-3, multifamily residential district. A request for proposals went out in 2012. The development agreement for this project was approved by Appleton Redevelopment Authority and Common Council in 2014.

BARRIERS TO GROWTH

1. Northside

- A. Several significant road improvements are needed. Apple Creek Road, Edgewood Drive (east of Ballard Road) and Broadway Drive all require widening, including the acquisition of new right-of-way.
- B. Stormwater management is a critical and costly piece of the development picture in the Northeast Business Park. New development is responsible for providing for its own stormwater management.
- C. Regulatory floodplains are known to exist on the northside.
- D. As growth continues to fill in subdivisions and commercial space, the area may need additional police, fire, school and recreational areas to meet growing demands.

2. Southside

- A. As growth continues to fill in subdivisions and commercial space, the area may need additional police, fire, school and recreational areas to meet growing demands.

STRATEGY/MARKETING

1. 2014 Strategic Planning

The City's Economic Development Strategic Plan (EDSP), anticipated to be completed in early 2015, will assess existing conditions impacting the local economy and identify strategies that will contribute to the City's future economic health, enhance the business climate, ensure the vibrancy and viability of the City, and support community growth consistent with the City's character and culture.

2. The Fox Cities Economic Development Professionals

The Fox Cities Economic Development Partnership (FCEDP) has historically been a business attraction and retention organization comprised of municipalities and organizations interested in the economic growth of the Fox Cities. The creation and activities of the Fox Cities Regional Partnership has caused FCEDP to re-evaluate its role and necessity. Planning and evaluation of the role for this entity was completed in 2014, resulting in the Purpose Statement and Initiatives listed below:

PURPOSE STATEMENT

Building professional relationships and sharing best practices to advance our region's economy.

FOX CITIES ECONOMIC DEVELOPMENT PROFESSIONALS STRATEGIC INITIATIVES

1. To provide for professional development and networking.
2. To encourage, facilitate communication, and participation among members and among economic development peers.
3. To learn about and work to establish economic development best practices.
4. To establish an educational and best practices manual for members.
5. To advance our region's economy.
6. To improve and establish collaborative efforts among economic development organizations in the region.

3. Fox Cities Regional Partnership

The City of Appleton decided to support the efforts of the Fox Cities Regional Partnership, both financially and operationally in 2014. The following activities and outcomes were reported by the Fox Cities Regional Partnership for end of year 2014:

- Provided assistance to four industry expansions and one industry attraction that have announced the creation of 450 new primary jobs.
- Conducted scheduled retention visits to senior management of 104 regional primary employers.
- Hosted Regional Familiarization Tour with four invited national site selection consultants. Site selectors from Texas, Arizona, South Carolina and Ohio spent three days in the Fox Cities. They were briefed about available business properties, learned

of the opportunities of Fox Valley Technical College, and learned from local leaders about our region's business profile, workforce, educational system, community amenities, non-profit sector and much more.

- Met with nearly 80 site selectors over the course of the year, marketing the region face-to-face with these important consultants.
- Placed full page ads marketing the Fox Cities Region as a desirable place to locate a company in the September issue of Site Selection Magazine and in the November issue of Global Corporate Expansion Magazine.
- Surveyed and published results from 213 regional companies regarding their experience and perceptions regarding the local economy.
- Participated in conducting and administering the 2014 regional employer Wage and Benefit Study.
- Represented the Fox Cities Region from an economic development perspective on the Department of Defense led ORDIDI industry diversification project.
- Made informational and update presentations to ten local government bodies.
- Finalized two regional properties for "Ready-to-Build" status on the Regional Partnership website.

4. Marketing

Staff partnered with Locate in Wisconsin, LoopNet and CoStar to reach the commercial real estate and development community. All of the above-mentioned services are online resources for commercial real estate brokers, site selectors, and companies to research available sites within our community.

Business Retention and Expansion Program - Assisting in the retention and expansion of local industries is a top priority in the City of Appleton because nine out of ten jobs created in the City are created by existing businesses expanding their operations or by local entrepreneurs starting businesses. In 2014, staff met with 41 businesses to resolve issues, help with retention and assist with expansion plans.

The City of Appleton hosted the annual InDevelopment conference in 2014 at the Radisson Paper Valley Hotel. The conference was attended by 250 real estate professionals, investors, contractors, engineers, banking professionals and others involved in the development of our community.