



DRAFT FOR PUBLIC REVIEW

Algoma Hardwoods

Site Evaluation and Community Development Strategy



ACKNOWLEDGEMENTS

Algoma City Council

Wayne R. Schmidt, Mayor

Kevin Schmidt, District 1

Scott Meverden, District 2

Jacque Wiese, District 2

Eugene Cleveland, District 3

Mitch Groessler, District 3

Jake Maring, District 4

Lee Dachelet, District 4

City Staff

Consultant

Jeff Wiswell, City Administrator

Amber Shallow, Deputy Treasurer

Jamie Jackson, Deputy Clerk

Gary Becker

GWB Professional Services 5813 Piping Rock Rd.

Madison, WI 53711

(608)444-0836

gwb@garywbecker.com

Funded by the Wisconsin Coastal Management Program and the National Oceanic and Atmospheric Administration, Office for Coastal Management under the Coastal Zone Management Act, Grant# NAI5NOS4190094.





Table of Contents

INTRODUCTION.....	3	
SITE CHARACTERISTICS.....	4	
Location.....	4	
Soils.....	6	
Improvements.....	7	
Flood Zone.....	9	
Table 1: Modification Value Threshold for Non-Conforming Structures.....	12	
Environmental.....	13	
Table 2: Entries for Algoma Hardwoods in the Wisconsin DNR BRRS Database.....	14	14
History of Site.....	17	
Proximate Land Uses.....	22	
Manufacturing.....	22	
Residential.....	23	
Commercial.....	23	
Ahnapee River.....	23	
Ahnapee State Trail.....	25	
Algoma Parks.....	25	
Algoma Utilities.....	26	
Algoma Boat Club.....	26	
Findings.....	28	
COMMUNITY INFORMATION.....	30	
Redevelopment Authority.....	30	
Tax Incremental Financing.....	31	
Business Park.....	34	
Analysis of Manufacturing Assessed Property - Algoma Region.....	39	
Tax Revenue Impacts Algoma Business Park.....	41	
Community Survey.....	42	
Question 1: Community Benefit.....	42	
Question 2: Ownership.....	43	
Question 3: Timing.....	44	
Question 4: Algoma’s Development Focus.....	44	

Additional Comments/Suggestions..... 45

COMMUNITY STRATEGIES..... 49

Revitalize Algoma Hardwoods Site 49

Blight Elimination and Redevelopment..... 50

Business Park Improvements 52

Tax Incremental Financing..... 53

ECONOMY & HOUSING DATA 54



Door produced by Algoma Hardwoods and located in the office area.



ALGOMA HARDWOODS SITE EVALUATION AND COMMUNITY DEVELOPMENT STRATEGY

Introduction

Algoma Hardwoods is a 497,947 square foot building complex on 30 acres of land along the banks of the Ahnapee River in the City of Algoma, Kewaunee County, Wisconsin. Wood manufacturing has occurred on this site since it was first developed in 1892. By August 31, 2017 Algoma Hardwoods, a subsidiary of the Masonite International Corporation ceased all operations on the site and proceeded to decommission the manufacturing facilities. At the time of closure, Algoma Hardwoods employed 180 full-time employees, down from 350 employees working when Algoma Hardwoods was acquired by Masonite in 2012.

Whenever there is a change of this magnitude with a property so tied to the local economy, both citizens and local leaders wonder what it means for the community's future. Is the local economy in decline or merely changing? What can we do to maintain and grow an economy that has provided good jobs for so many generations?

Thanks to a generous grant from the Wisconsin Coastal Management Program and the U.S. Department of Commerce National Oceanic and Atmospheric Administration, the City of Algoma was able to prepare this set of strategies that could guide the community in maintaining and growing the local economy. This report not only addresses the Algoma Hardwoods site, but also examines development issues throughout the City. The key to a maintain and grow strategy is building resilience to change – identifying those things the community can do to strengthen its response to not only a single plant closing, but to any other setback that may occur. That means looking at the entire community, building on community assets and mitigating community liabilities.

Site Characteristics

Location

The Algoma Hardwoods facility is located on a 30-acre site along the Ahnapee River ½ mile from the shore of Lake Michigan, 1001 Perry St. in the City of Algoma, Kewaunee County, Wisconsin.

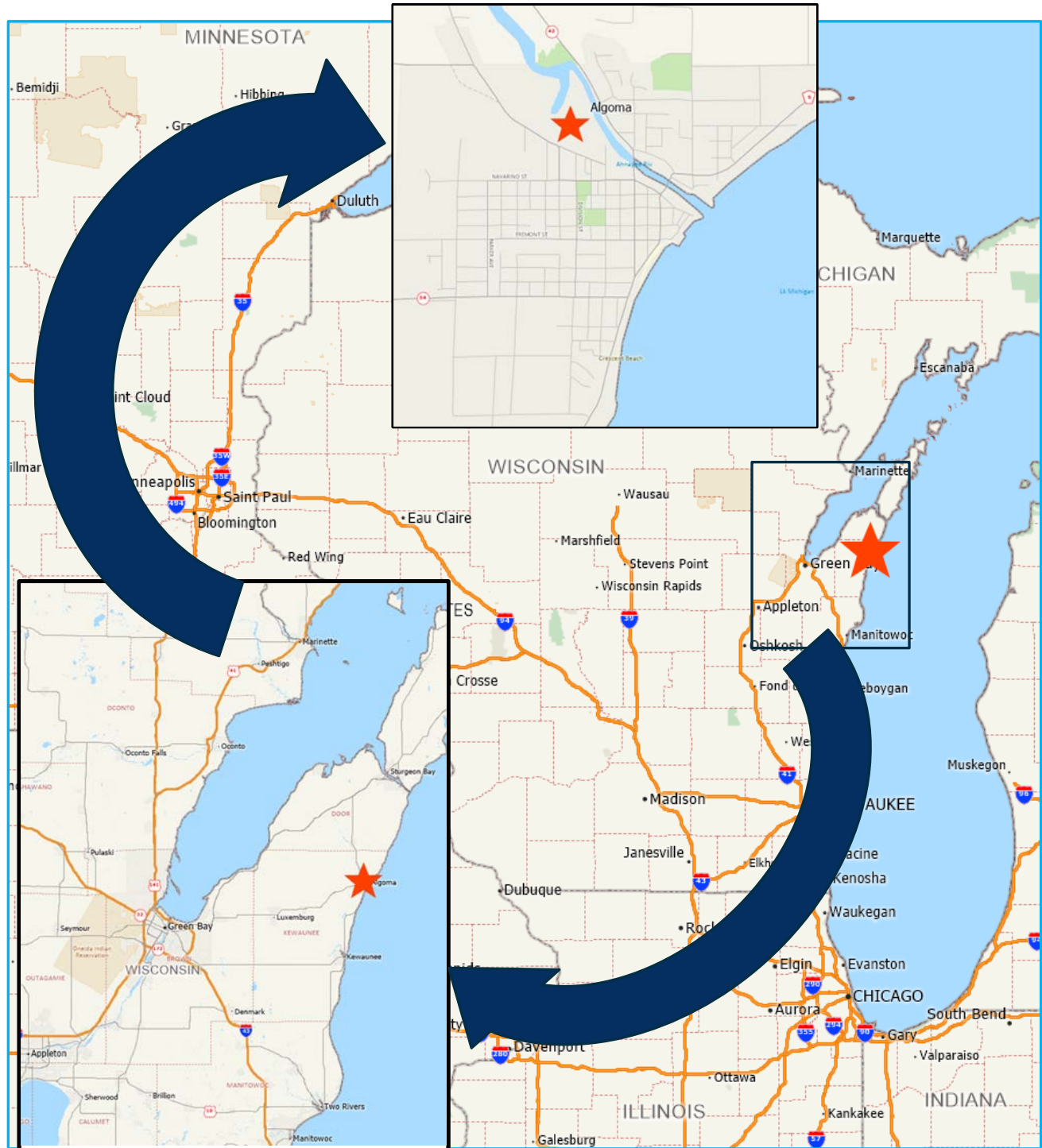


FIGURE 1: LOCATION OF ALGOMA HARDWOODS

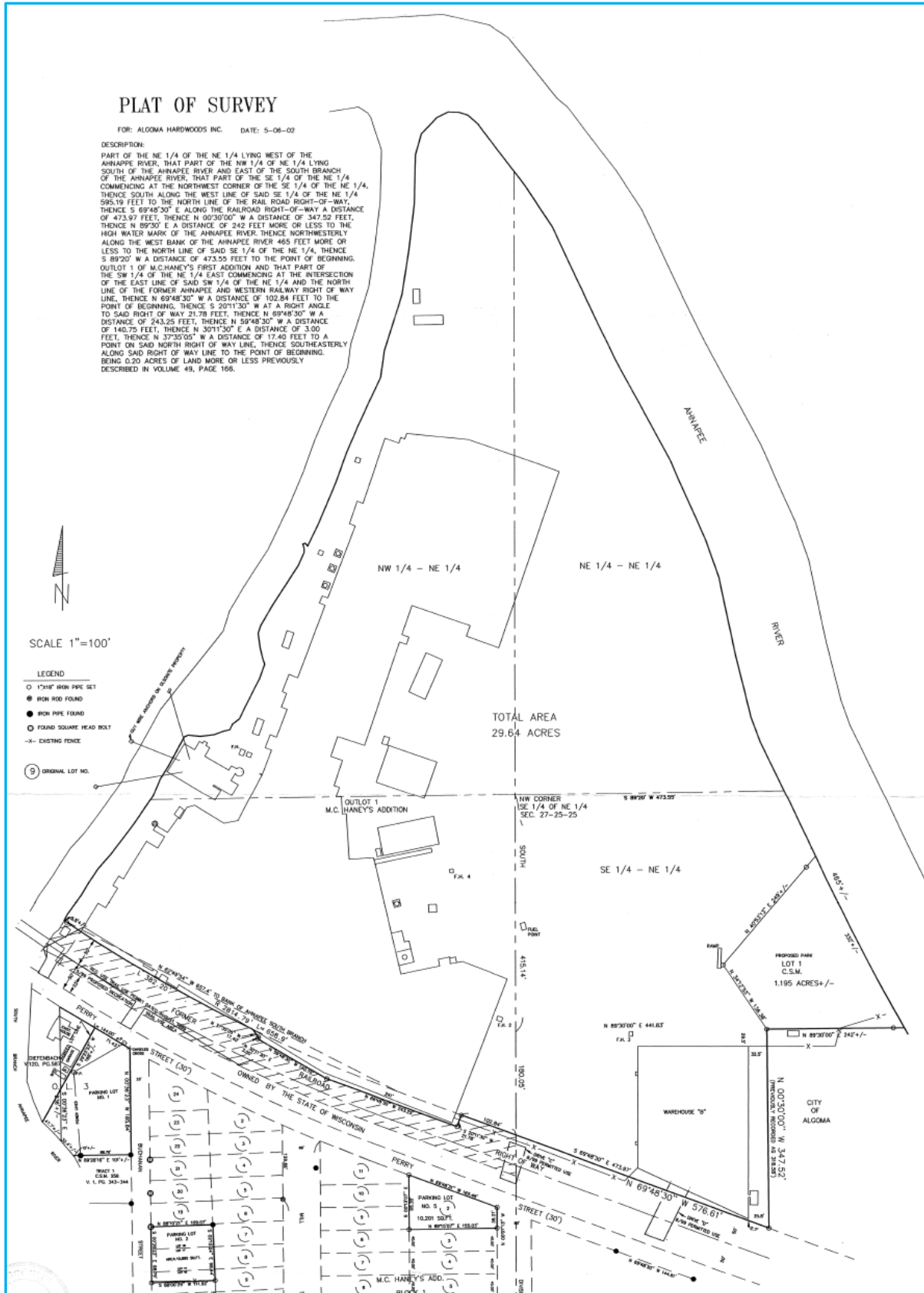


FIGURE 2: PLAT OF SURVEY PREPARED BY McNULTY SURVEYING & MAPPING, FORESTVILLE, WI, UNDATED, APPROXIMATELY 2005. SOURCE: WISCONSIN DNR GIS REGISTRY, 02-31-525950

The property is triangular shaped, bordered on the east side by 1,500 feet of the Ahnapee River and on the west side by 1,600 feet of the South Branch of the Ahnapee River. Lake Michigan is just ½ mile further down the river to the east. The site is generally flat with a grade of less than 1%, however the slope that exists makes the site about two feet higher on the north end at the riverbank than at the south end along Perry St. (see profile, Figure 4). This slope is less than it was before the site was developed due to about 6 feet of fill that raised the site along Perry St.

Soils



Due to its proximity to the two rivers, the site has built up a thick layer of soil, predominantly a poorly drained silty clay loam known as Cathro-Muck. The Niagara dolomite that comprises bedrock in this region is approximately 50 feet beneath the surface. Given the site's location, it is not surprising that groundwater lies just 4 to 5 feet below the ground.

The south end of the site has been filled with about six feet of sand and gravel overlying a thick layer of peat. Soil profiles of the site are shown in Figure 4.

As shown in Figure 8, the soils on and around the site have severe to very severe limitations for development.

FIGURE 3: 2018 AERIAL IMAGE OF ALGOMA HARDWOODS SITE. SOURCE: GOOGLE MAPS, GWB PROFESSIONAL SERVICES

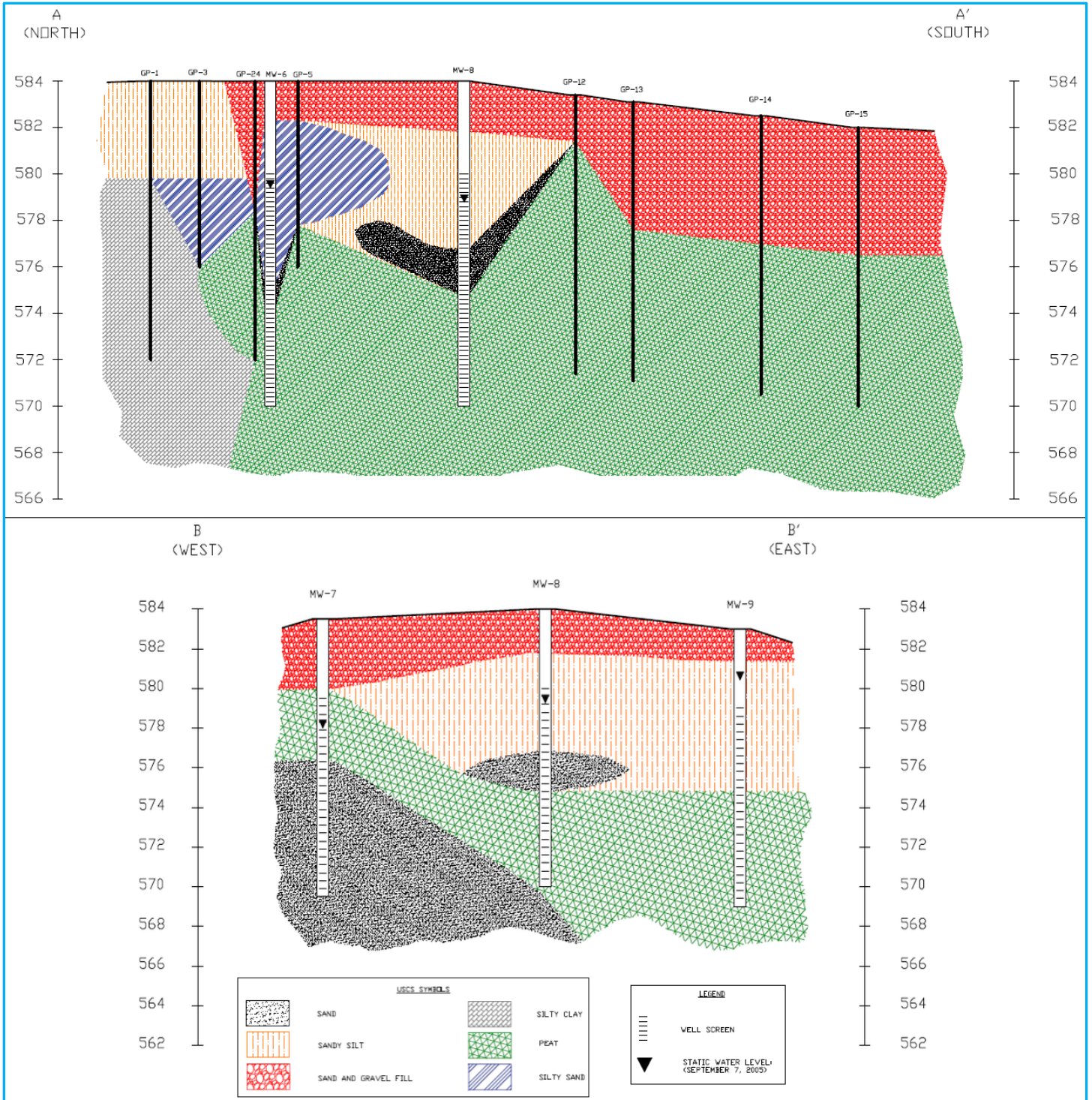


FIGURE 4: SOIL PROFILE OF ALGOMA HARDWOODS SITE. TOP IMAGE IS NORTH-TO-SOUTH, BOTTOM IMAGE IS EAST-TO-WEST, BOTH THROUGH THE CENTER OF THE SITE. SOURCE: WISCONSIN GIS REGISTRY 02-31-525950. MAP PREPARED BY SHAW ENVIRONMENTAL.



Improvements

The site contains a complex of buildings built between 1892 and the mid-1960's. In total, there are 497,947 square feet under roof. The complex comprises the main manufacturing complex, a boiler house, a kiln, and a warehouse. Changing standards for industrial space over time has rendered almost half the building space - 233,218 s.f. or 47%) unusable for modern industrial use due to insufficient clear heights and the sprawling nature of the complex (source: due diligence report provided by property owner).



FIGURE 5: STREET-FACING FACADE OF ALGOMA HARDWOODS. SOME OF THESE STRUCTURES MAY HAVE HISTORIC SIGNIFICANCE. ADDITIONAL PHOTOS OF SITE IMPROVEMENTS FOLLOW.



Flood Zone

According to FEMA flood maps, the site is entirely within flood zone “A” as shown in Figure 3. Flood zone “A” are areas determined to be flooded during a 100 year flood event. Although the chance of a 100 year flood in any given year is only 1%, the frequency of such events has increased significantly in recent years due to heavier rainfall events.

Flood zone “A” is also known as the floodway – that area encompassing the river channel and areas adjacent to the channel which convey the waters from a 100 year flood event. When there is a flood, the floodway experiences the deepest waters and highest flow velocities.



FIGURE 6: FEMA FLOOD ZONE MAP SHOWING ALGOMA HARDWOODS SITE WITHIN THE 100 YEAR FLOOD ZONE.

All human activities are regulated in the floodplain, including activities such as structures, roads, bridges, fill and storage. For property located within an incorporated city or village, local zoning regulations determine the specific activity that may occur within a floodplain.

Algoma’s floodplain zoning ordinance is Chapter 25 of the Code of Ordinances. Only a limited number of land uses not requiring primary structures are permitted within a floodway:

- Agricultural uses such as farming, outdoor plant nurseries, horticulture;
- Non-structural industrial & commercial uses such as loading areas and parking;
- Non-structural recreational uses such as parks, trails, boat ramps and swimming areas;
- Uses or structures accessory to open space uses, or classified as historical structures;
- Extraction of sand, gravel or other materials;

- Functionally water-dependent uses such as docks, piers, or culverts;
- Public utilities, streets and bridges.

The current use of the site for manufacturing, with primary structures is prohibited under Algoma’s floodplain zoning ordinance, making the site a non-conforming use. The ordinance allows the continued use of non-conforming property located in a floodway subject to the following conditions:

- Modifications or additions, not related to ordinary maintenance, to non-conforming structures are not allowed if the cost of modification over the life of the structure exceeds 50% of its present equalized value, unless the structure is brought into conformance;
- The modification or alteration will not increase the obstruction to flood flows or regional flood height;
- Any addition to the existing structure shall be flood-proofed by means other than the use of fill;
- If any part of the foundation below the flood protection elevation is enclosed, then:
 - The enclosed area shall allow for the efficient entry and exit of flood waters without human intervention;

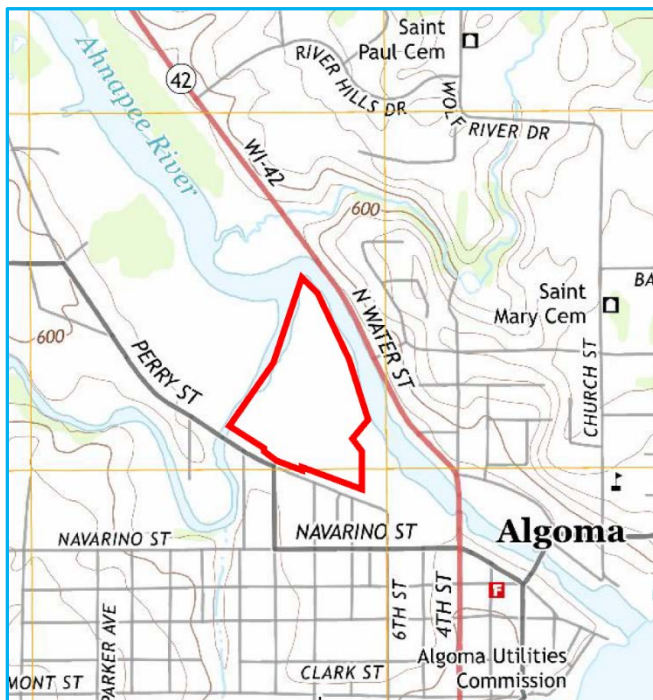


FIGURE 7: TOPOGRAPHIC MAP SHOWING ALGOMA HARDWOODS SITE. BASE FLOOD ELEVATION IS 587 FEET.

- The parts of the foundation below the flood protection elevation must be constructed of flood-resistant materials;
- Mechanical and utility equipment must be elevated or flood-proofed to or above the flood protection elevation; and
- The use must be limited to parking or limited storage.
- No new on-site sewage disposal system or new well or modification to an existing well used to obtain potable water shall be allowed;
- If the use of a non-conforming structure is discontinued for 12 consecutive months, it is no longer permitted, and any future use of the property or structures must

conform to the floodplain zoning ordinance;

- If a non-conforming structure is destroyed or substantially damaged, it cannot be replaced, reconstructed or rebuilt unless the use and structure meet the current

ordinance requirements, except that if the damage was caused by a non-flood disaster, repair or reconstruction may be permitted, provided that the non-conforming building will meet all the minimum requirements of FEMA regulations described in 44 CFR Part 60.

- A non-conforming historic structure may be altered if the alteration will not preclude the structures continued designation as a historic structure and steps are taken to flood-proof the structure.

Table 1: Modification Value Threshold for Non-Conforming Structures, Algoma Hardwoods		
Parcel #	Equalized Value of Improvement	Value of New Investment Must be Less Than
31-201-MCH-34M	\$836,600	\$419,300

FEMA and Algoma’s floodplain zoning ordinance have a process for removing structures and property from a flood zone. The basic process, briefly summarized, involves:

- Securing a permit from the City that has been reviewed and approved by both FEMA and the Wisconsin DNR;
- If an existing structure is to be removed from the flood zone, the structure will need to be lifted to allow the placement of fill material beneath the structure;
- Filling the site with approved fill material above the base flood elevation. The soil profile in Figure 4 indicates that at least 5 feet of fill would be required to bring the main part of the site above the base flood level;
- Modify the site and structures in such a way to ensure they are reasonably safe from flooding;
- Demonstrate through an approved hydrologic model, that the proposed new site configuration does not obstruct flow or increase regional flood heights by 0.01 foot (one one-hundredths of a foot or 0.12 inches);
- Secure a Letter of Map Revision based on Fill (LOMR-F) from FEMA.

The process becomes very involved from a regulatory perspective and can be quite expensive from a development perspective and even with doing all the work, there is no guarantee that a LOMR-F will be issued.

Other constraints on the use of property located within a special flood hazard area exist, even beyond those described in the local zoning ordinance. For example, any mortgage loan backed by a federally regulated lender or servicer is required to have flood insurance.



FIGURE 8: ALGOMA HARDWOODS SITE FROM ACROSS THE AHNAPÉE RIVER.

Environmental

The Algoma Hardwoods site has been used continuously as a wood manufacturing site for 125 years. As a result, some environmental damage has occurred. In recent years, property owners are required to report spills and other events that result in contamination of the air, water or soil. The Wisconsin Department of Natural Resources (DNR) tracks such events through a database developed by the DNR's Bureau for Remediation and Redevelopment. Six events are listed in the BRRTS database as shown in Table 2.

The biggest event was a release of petroleum and volatile organic compounds in April 2004 (BRRTS case number 02-31-525950). The remediation of the contamination caused by this release requires the land use remain industrial and that a cap on the contaminated soil be maintained in perpetuity. A change in land use or disturbance of the cap will trigger additional environmental investigation and would likely require additional remediation.

Table 2: Entries for Algoma Hardwoods in the Wisconsin DNR BRRTS Database

BRRTS Record	Start Date	End Date	Impact	Source	Resolution Restrictions
02-31-000448	June 28, 1993	February 14, 1994	Soil		Soil excavated, no restrictions, closure
02-31-507477	June 24, 2003	August 1, 2005	Groundwater Soil	Petroleum Lead	Monitoring well abandoned, closure
02-31-525950	April 28, 2004	April 6, 2006	Soil	Petroleum Volatile Organic Compounds	Cap (pavement or soil) Deed Restriction for industrial use, On-going Maintenance Plan,
03-31-000257	November 17, 1989	May 14, 1993	Soil	Leaking Underground Storage Tank	Removal, remediation & closure
04-31-231446	August 16, 1999	August 17, 1999	Soil	10 gal. Engine Waste Oil	Removed by absorbent, closed
06-31-528894 Associated with 02-31- 525950	July 6, 2004	May 16, 2006	Soil	Petroleum Volatile Organic Compounds	Cap (pavement or soil) Deed Restriction for industrial use, On-going Maintenance Plan,
Source: Wisconsin Department of Natural Resources, Bureau for Remediation and Redevelopment Tracking System (BRRTS), https://dnr.wi.gov/botw .					



Figure 9 shows the results of environmental testing on the site. Areas shown with the red circles are places where soil contains lead. The areas shown with blue circles indicate places where soil is contaminated with benzene, a volatile organic compound used as an industrial solvent.

FIGURE 9: SOIL LIMITATIONS AROUND THE ALGOMA HARDWOODS SITE. GREY IS VERY SEVERE, ORANGE IS SEVERE. SOURCE: ALGOMA COMPREHENSIVE PLAN



FIGURE 10: SITES IN ALGOMA LISTED ON THE WISCONSIN DNR BRRTS REMEDIATION AND REDEVELOPMENT SITES MAP.

History of Site

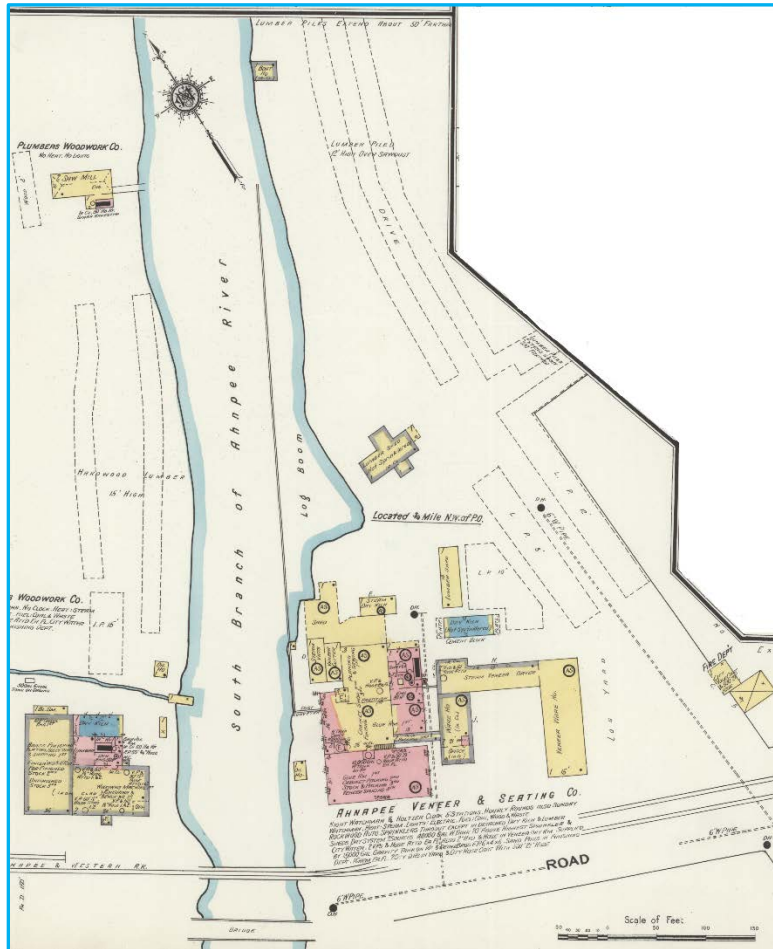


FIGURE 12: 1909 SANBORN MAP, AHNAPEE VENEER & SEATING

Hardwoods was acquired first by U.S. Plywood Corp. (later part of Champion Papers International) in 1940. In 1977 a group of employees and private investors bought the plant and renamed it Algoma Hardwoods. This group sold the business to Masonite International Corp. in 2012. In 2016, Masonite decided to consolidate the Algoma Hardwoods facility with another facility Masonite owns in Marshfield, terminating manufacturing operations in Algoma. Masonite still maintains about 50 sales and administrative staff in Algoma, leasing space from the City of Algoma.

FIGURE 13: AREA OF 1909 SANBORN MAP SUPERIMPOSED ON A CURRENT AERIAL IMAGE OF THE SITE.



Algoma Hardwoods was founded in 1892 as the Ahnapee Seating and Veneer Company, changing its name to Algoma Hardwoods, Inc. in 1977. The company produced plywood, chair seats and backs, and settee-like benches used in railroad stations, stores, and churches. They later specialized in doors and custom wood products.

Ahnapee Seating and Veneer Company likely located on this site due to the presence of a saw mill just south of the site and the recent construction of the Ahnapee & Western Railroad which bordered the site along Perry Street. The river location was convenient for transporting logs and disposing of sawdust. The business has been on this site since its founding. Algoma

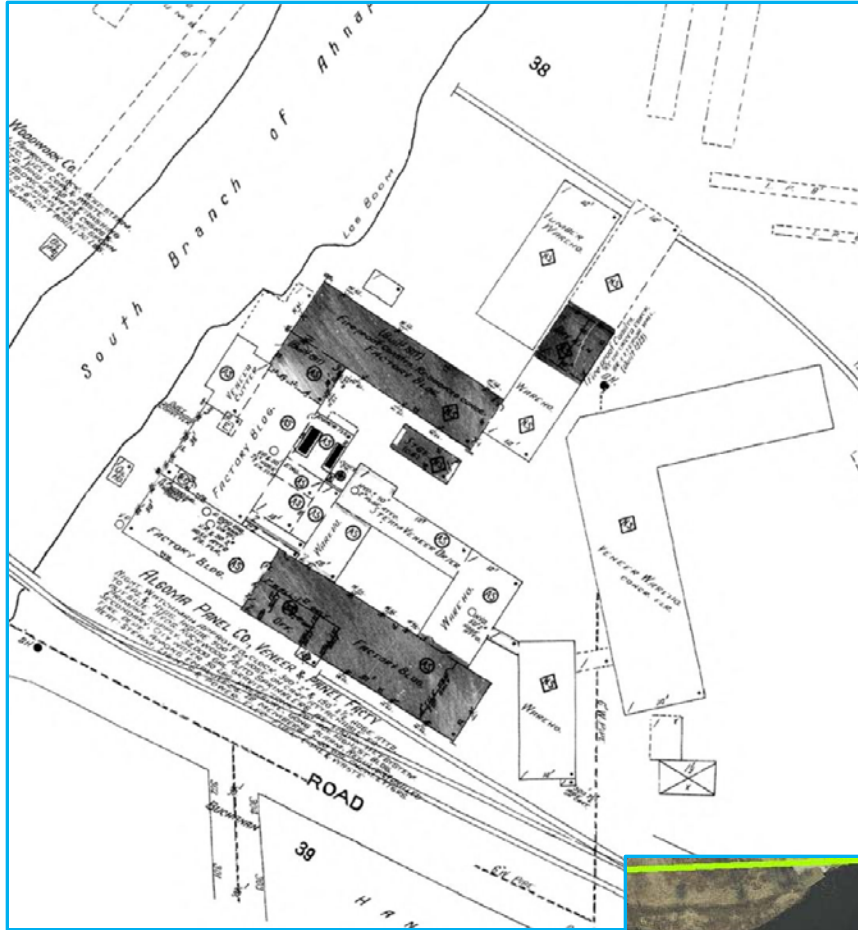


FIGURE 15: 1923 SANBORN MAP

tank on the composite roof was tied into a fire protection system that consisted of an automatic sprinkler system with a 50', 2 1/2" attached water hose on each floor. There were windows on each floor on the east and west ends of the building. Attached to this building to the rear was a 3-story 100'x100' (30,000 s.f.) building of mixed brick/wood construction with a 5-story elevator between the two buildings to move material from floor to floor. This building had a planing and sawing operation on the 1st floor with shavings collection and storage, an engine room with an 80 horsepower engine to power the equipment, a glue room, steam vats and a veneer cutter. The 2nd floor was the

The earliest Sanborn map of the site was produced in 1909. It shows a fairly well-developed wood manufacturing complex with a 4-story 50'x100' (20,000 s.f.) brick structure fronting Perry Street on the west edge of the site along the South Branch of the Ahnapee River. This building had a glue room on the 1st floor, a cabinet packing operation on the 2nd floor, a stock and packing operation on the 3rd floor and veneer splicing on the top floor. A 10,000 gallon water



FIGURE 14: OVERLAY OF 1923 SANBORN MAP ON CURRENT SITE.

cabinet shop and the 3rd floor a finishing operation. This building also had a complete fire protection system with a 40,000 gallon water tank, automatic sprinklers, and a fire hose on each floor. A storage shed was attached off the rear of this building, which was also sprinklered.

Other buildings on the site included a 2-story 30'x70' (4,200 s.f.) wood-framed office/warehouse/vault, a single-story 25'x100' wood-framed steam veneer dryer, a single-story 40'x 115' veneer warehouse, a 20'x50' single-story cement block dry kiln (not sprinklered), a single-story 20'x 60' wood-framed lumber shed, and another 20'x 60' wood-framed, iron-clad lumber shed. On the north end of the site, along the South Branch of the Ahnapee River was a 22'x 20' boathouse. The City fire department had a fire hose cart with 500' of hose in a small building on the eastern edge of the property.

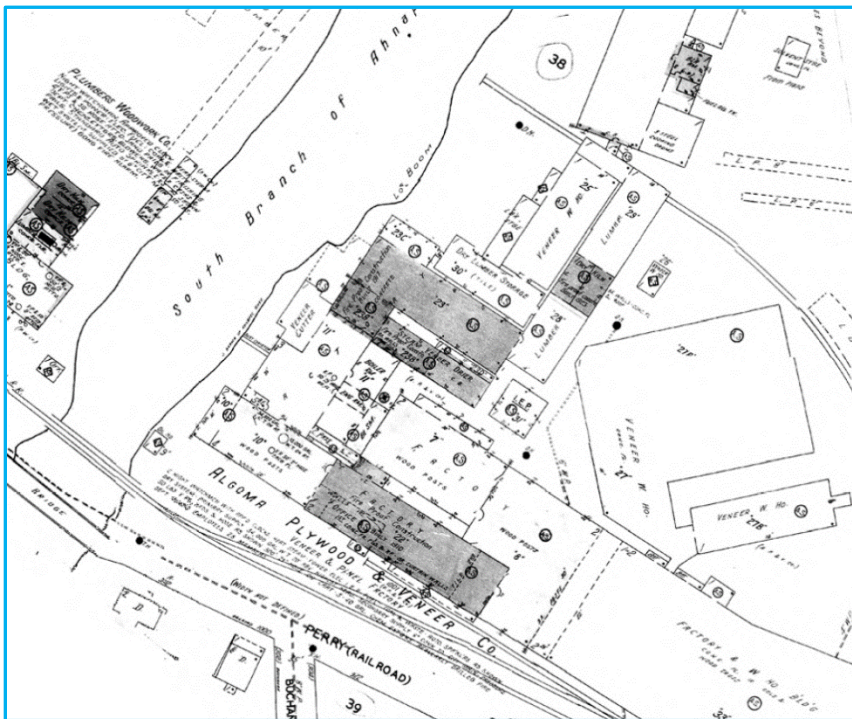


FIGURE 16: 1942 SANBORN MAP

The rest of the site was taken up by large piles of lumber, twelve feet high with driveways between the piles. There were two 6" water mains extending into the site from the street each culminating in a hydrant. A dust conveyor came out of the west side of the rear building, conveying sawdust 500' into the South Branch of the Ahnapee River – a widespread practice in the wood industry at the time. A log boom was also in the South Branch of the

Ahnapee, presumably to hold logs for processing at the sawmill on the opposite side of the river. We can also presume the logs were floated on the river to the site, either from Lake Michigan, or down the Ahnapee River from Door County.

By 1923, when the next Sanborn Map was produced, several new buildings were added, including a two-story 225' x 55' (25,000 s.f.) brick extension of the first building along Perry Street. This was built in 1910 and was used for office and manufacturing. Other buildings added include a single-story 450' x 50' (22,500 s.f.) L-shaped veneer warehouse, another warehouse between the new veneer warehouse and the previous veneer warehouse, a single-story 180' x 125' + 75' x 110' (30,000 s.f.) building replacing the shed off the rear of the second building from 1909, and expansion of the lumber sheds into larger lumber warehouses.

Site infrastructure also changed. The sawdust conveyor appears to have been removed and a rail spur was added with a siding alongside the lumber warehouses.



FIGURE 17: OVERLAY OF 1942 SANBORN MAP ON CURRENT SITE.

A large expansion of facilities occurred between 1923 and 1942 when the next Sanborn Map was produced. The large factory building was added behind the 1910 brick building and extending to the east. This two-story building, measuring approximately 525' x 150' (157,000 s.f.), made wood posts and trusses.

Around this time aerial imagery replaced the Sanborn maps. Figure 14 compares a series of aerial images of the site from 1938 to 1998. Sometime between 1954 and 1967 the last significant addition to the complex of buildings was completed and the site remains with that configuration.

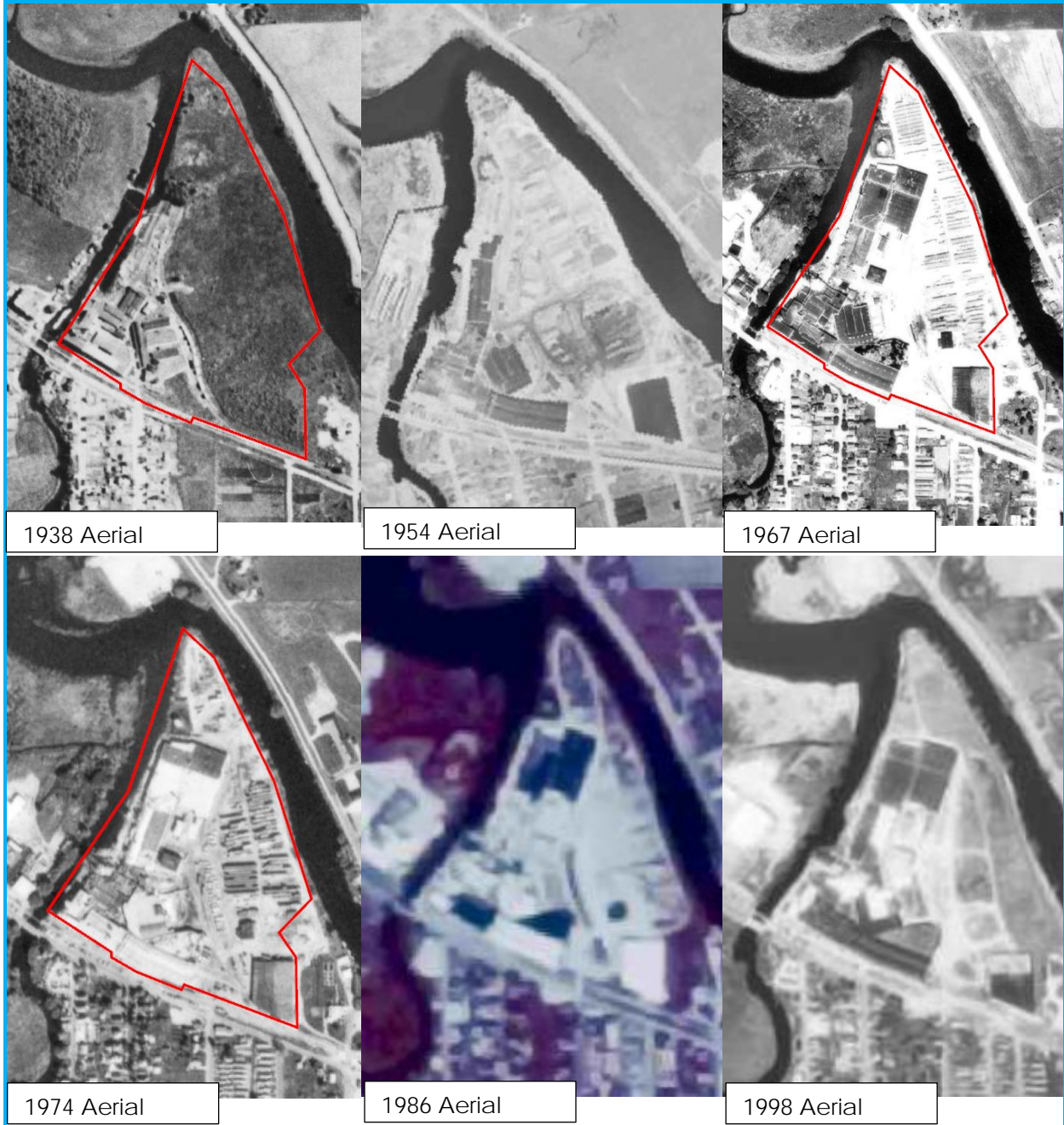


FIGURE 19: ALGOMA HARDWOODS SITE IN AERIAL PHOTOS OVER TIME. SOURCE: EDR

Residential

The heart of the City’s residential area extends from the south to Perry St. across from the Algoma Hardwoods site. A mobile home park with approximately 36 units is located along Perry St. and within the 100 year flood zone.

Commercial

There is limited commercial development immediately adjacent to the Algoma Hardwoods site, although the heart of the City’s downtown area is located just four blocks from the site, shown in red on the map to the right.

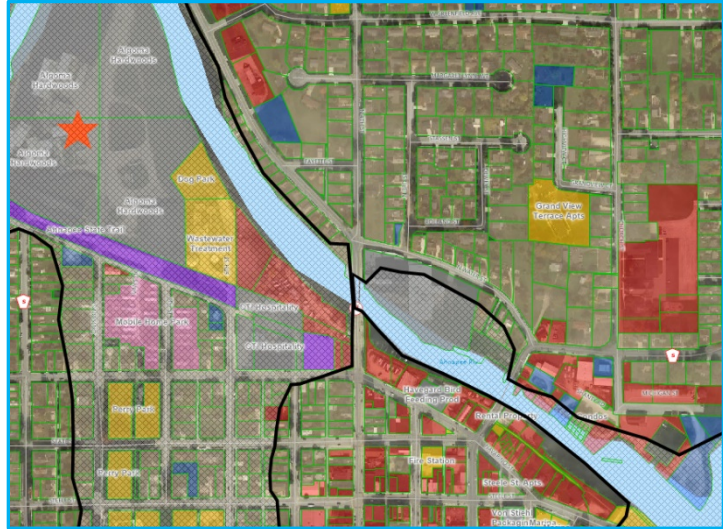


FIGURE 21: THE CITY'S RESIDENTIAL AND COMMERCIAL AREAS ARE TO THE SOUTH AND EAST OF THE SITE RESPECTIVELY.

Ahnapee River

The Ahnapee River begins in southwestern Door County and runs for 14.7 miles to Lake Michigan at Algoma. It flows through predominantly agricultural land and wetlands in its 117-square-mile watershed. The Ahnapee is dammed at Forestville, about 6.5 miles northwest of Algoma. The stretch from Forestville to Algoma is popular for canoeing and kayaking. At Algoma the Ahnapee forms a freshwater estuary at Lake Michigan. Lake Michigan shoreline areas provide important spawning habitat for many fish species, including whitefish. Fish runs occur as far upstream as the dam at Forestville.

The Ahnapee River is an impaired river. Section 303(d) of the Clean Water Act requires states to publish a list of all waters that do not meet water quality standards. The Ahnapee River was first listed on the Impaired Waters List in 1998. In the lower stretch between Forestville and Lake

FIGURE 22: THE AHNAPEE RIVER BEGINS NORTHWEST OF FORESTVILLE IN SOUTHERN DOOR COUNTY AND FLOWS THROUGH ALGOMA TO LAKE MICHIGAN. SOURCE: WISCONSIN DEPARTMENT OF NATURAL RESOURCES.



Michigan the River is contaminated with PCB's, a human carcinogen. As a result, people are advised not to eat more than one meal per month of fish (primarily Carp) caught in this stretch of water.

In March 2017 representatives from the Wisconsin Department of Natural Resources made a presentation to the Algoma City Council to garner support for a study of the Ahnapee and Kewaunee Rivers to identify the total maximum daily load of phosphorus the rivers may carry. Understanding the maximum carrying capacity of the river for phosphorus is the first step in a long process to improve water quality and the fishery.

The Ahnapee River Wetland is a five-mile, 1/4 to 1/2-mile wide corridor along the Ahnapee River between the Forestville dam and the City of Algoma. The lower stretch of the Ahnapee River corridor is a small freshwater estuarine system greatly influenced by Lake Michigan water levels. Situated on mucky wetland soils, the site supports isolated, small patches of white cedar, black ash swamp and tamarack swamp set in a matrix of wetlands including open wet meadows, emergent marshes and shrub swamp. The cedar swamps support a number of species at their southern range limits. The shrub and herb layer in these swamps vary with the stand's disturbance history. Relatively undisturbed sites have an intact herb layer and a fairly open native shrub layer, while disturbed sites have a less diverse herb layer and locally brushy shrub layer with tag alder or invasive species including Japanese barberry and autumn olive. Willows, dogwoods and bog birch are dominant in the patches of shrub swamp. Vegetation is dominated by native sedges and forbs in the intact, open meadows, while the invasive reed canary grass dominates disturbed or formerly tilled areas. Many areas within this site have been logged or grazed in the past, resulting in invasion by reed canary grass. The wetlands provide an excellent buffer for the river as adjoining lands have been cleared for agriculture.

Most of the area is privately owned, although a state trail passes through the site along an old railroad bed. Although they suffer from various high-impact uses, the Ahnapee River wetlands may be an important migratory corridor for various wetland species.

Individual wetland patches are small and many have been degraded, but in aggregate they constitute an extensive corridor providing habitat for many native species and afford some protection to water quality in the river.

Algoma Utilities



FIGURE 24: AERIAL IMAGE OF ALGOMA'S WASTEWATER TREATMENT PLANT. SOURCE: GOOGLE MAPS.

The Algoma Boat Club is a private club established in 1951 and dedicated to the enjoyment of boating in Algoma and the provision of facilities to allow members to enjoy their sport. The Club is proximate to the eastern edge of the Algoma Hardwoods site along the Ahnapee River. The Club has boat slips and docks for rent by the day or for the season and they have a clubhouse that may also be rented.

Algoma's wastewater treatment plant is located along the eastern edge of the Algoma Hardwoods site, just south of the Demeuse Dog Park and adjacent to the trailhead and parking for the Ahnapee State Trail.

Algoma Utilities has a substation located on the south side of Perry St. across from Olson Fabrication.

Algoma Boat Club



FIGURE 25: ALGOMA BOAT CLUB.

The Algoma Boat Club is a private club established in 1951 and dedicated to the enjoyment of boating in Algoma and the provision of facilities to allow members to enjoy their sport. The Club is proximate to the eastern edge of the Algoma Hardwoods site along the Ahnapee

Findings

1. With almost half of the building space not suitable for modern industrial use and the site located in a floodway preventing significant new investment in the building without first filling the site and producing engineering reports demonstrating little-to-no impact on the flood flow, this site is not likely to continue in manufacturing or any other use except agriculture or recreational over the long term.
2. The buildings will likely see further manufacturing uses in sections of the complex suitable for manufacturing and related non-manufacturing uses such as storage or workshops, as long as any required modifications to the structures does not exceed \$420,000. The inability to make a significant investment in improvements means the buildings will see a downward spiral of lower value uses over time to the point where they will eventually need to be demolished. This process may take anywhere from years to decades depending upon markets and any damage caused by future flooding of the site.
3. Given the age of some elements of the Algoma Hardwoods building complex and the favorable treatment of historic structures regarding tax credits and zoning regulations, an evaluation of the historic significance of some of the older buildings should be completed.
4. A petroleum spill in 2004 near the boiler building resulted in a required site maintenance plan and deed restriction on the property that prohibits disturbing the location of the spill and restricts use of the property to industrial. This restriction was placed on the property due to the lower clean-up standards for sites in industrial use. Changing the site to a non-industrial use will require additional environmental investigation and possible remediation to ensure the appropriate environmental standards are met for the new land use.
5. The site is surrounded by significant recreational resources, including the Ahnapee River, the Ahnapee State Trail, two City parks – the Demeuse Dog Park and Olson Park with a new kayak launch, and the Algoma Boat Club. There appears to be potential to establish a significant regional recreational hub that can attract visitors to Algoma. The site's proximity to the downtown and harbor amenities such as fishing charters, marina and condos reinforces the potential of the site to serve a regional market. The connection by trail and river to the dam in Forestville is already attracting people who enjoy kayaking down the river to Algoma and biking back to Forestville
6. The Algoma Hardwoods site meets the statutory definition of blight. Wisconsin statutes 66.1333(2m)(bm) define blighted property as "any property within a city which by reason of ... deterioration, age or obsolescence or the existence of conditions which endanger life or property... or any property which by reason of deterioration of site or other improvements, ...defective or unusual conditions of title, ... substantially impairs or arrests the sound growth of a city or constitutes an economic or social liability." The Algoma Hardwoods site, since many of the industrial buildings are now obsolete for modern industry, that the location of the facility in a flood zone and the title restrictions regarding

maintenance of the environmental remediation measures is an unusual condition of title and that other uses of the property and improvements may not be possible due to the limits on new investment in the current facility and land use restrictions should the facility change to any other use, meets the criteria for being considered a blighted property.

7. There are other areas of the City that likely meet the conditions to be considered blighted or under performing properties. Other properties in the flood zone, properties with environmental contamination, properties that are not being maintained and are deteriorating, and former landfills may be considered blighted. In addition, there are a number of vacant and under-utilized property that are provided with city services but do not have significant improvements to provide tax revenue to the City to help support the provision of those services. Some parts of state statutes, e.g. 66.1105(4)(gm)¹ considers any parcel where the value of improvements is less than the value of the land as vacant property.
8. The state legislature provides cities with a means of addressing blighted and under-utilized properties through the establishment of a Redevelopment Authority (RDA). RDA's are quasi-public bodies, created by the city council and comprised of citizens with expertise in development, construction, law, finance, engineering and other professions trained in addressing the redevelopment of blighted and under-utilized properties.



Community Information

The City of Algoma has tools and resources available to help it address some of the issues raised by the evaluation of the Algoma Hardwoods site. In addition, community residents are a tremendous resource to the City in helping to understand priorities and preferred policies.

This section reports on the status of some of these tools and resources and the priorities and preferences of Algoma residents regarding the Algoma Hardwoods site.

Redevelopment Authority

The City of Algoma has not created a redevelopment authority. Redevelopment Authorities (RDA) are quasi-public organizations authorized by Wisconsin statutes 66.1333 and created by the City Council. RDAs are provided with a set of legal and financial powers intended to help a municipality address blighting conditions within its borders. They are governed by a 7-person commission comprised of city residents appointed by the Mayor who have experience in fields that relate to redevelopment of blighted property, such as law, construction, engineering, finance, real estate, development, and administration. RDA have broad powers to govern their own affairs, however there are a few important restrictions:

- RDAs can only operate in areas of the City that have a predominance of blight;
- RDAs must have their budgets approved each year by the City Council;
- RDAs must prepare a plan of redevelopment before they can exercise their powers within a blighted area and they must have the redevelopment plan approved by the City Council.

The general powers of an RDA include:

- Prepare redevelopment plans;
- Enter into contracts;
- Acquire property within the City by any means, including eminent domain;
- Prepare property for redevelopment and sell, lease or retain said property;
- Enter into any building or property within a project area for the purpose of inspection;
- Borrow money and issue bonds – debt of the RDA may not count toward the statutory debt limit of the municipality, depending upon how it is structured;
- Exercise any power of a housing authority if done in concert with a housing authority;
- Accept grants.

An RDA may be created by the City Council simply by passing a resolution or ordinance establishing the RDA and by the Mayor appointing the seven members of the RDA. Once those steps are taken, the RDA is operational. A public hearing is not required to establish an RDA, however public hearings are required for any plans prepared by the RDA.

Tax Incremental Financing

Tax incremental finance (TIF) is a financial tool authorized by Wisconsin statutes 66.1105. It allows a municipality to capture new tax revenue created by development within a tax increment district. The City can capture all the property tax revenue for a set period of time (usually 20 or 27 years), including those allocations that normally flow to the overlying taxing jurisdictions such as the school district, technical college and county. This flow of future tax revenue is used to finance improvements needed to set the stage for development and to provide an incentive to property owners and developers to invest in blighted and underutilized property. TIF is one of the few locally-controlled municipal sources for financing public investment in an area or attract new private-sector investment in that area or site.

TIDs are created through a prescribed process that includes the preparation of a boundary map and a project plan that describes the investment expected to occur within the district, when it is expected to occur and how the district will be economically feasible. Representatives from the overlying taxing jurisdictions form a Joint Review Board to review and approve the City's proposed use of TIF. A public hearing is held on the proposed project plan and boundaries. Finally the material is submitted to the Department of Revenue so that the tax allocations between the involved jurisdictions may be modified.

Summary of Algoma TIDs		
	TID #1	TID #2
Date Created	March 7, 2005	May 8, 2006
Purpose	Mixed-Use	Mixed-Use
Life of District w/o extension (years)	20	20
Max Termination Date	2035	2035
Last Date for Expenditures	March 7, 2020	May 8, 2021
Base Value	\$7,899,200	\$1,910,700
January 1, 2017 Value	\$6,902,800	\$4,949,600
City Mill Rate	\$0.02616	\$0.02616
Incremental Value	-\$996,400	\$3,038,900
Annual TID Revenue	\$0	\$79,497
% of City Equalized Value	0%	1.83%
Size (acres)	39.5	22.1
Parcels	65	7

FIGURE 27: TID #2 APPEARS TO BE DOING WELL, WHILE TID #1 IN THE DOWNTOWN AREA IS STRUGGLING FROM LACK OF NEW TAX BASE.

Algoma has two active TIF districts – TID #1, created on March 7, 2005, covering much of the waterfront (lake & river) in downtown, and TID #2, created on May 8, 2006 to promote development along Lake Street on the south side of the City, south of Feld St. (see map, below).

TID #1 was designated a distressed district and TID #2 was authorized to share revenue with TID #1. These actions resulted in an extension of the life of these TIDs to 2035. However, the original expenditure periods still stand. TID #1 may not expend funds beyond early 2020 and TID #2 until 2021.

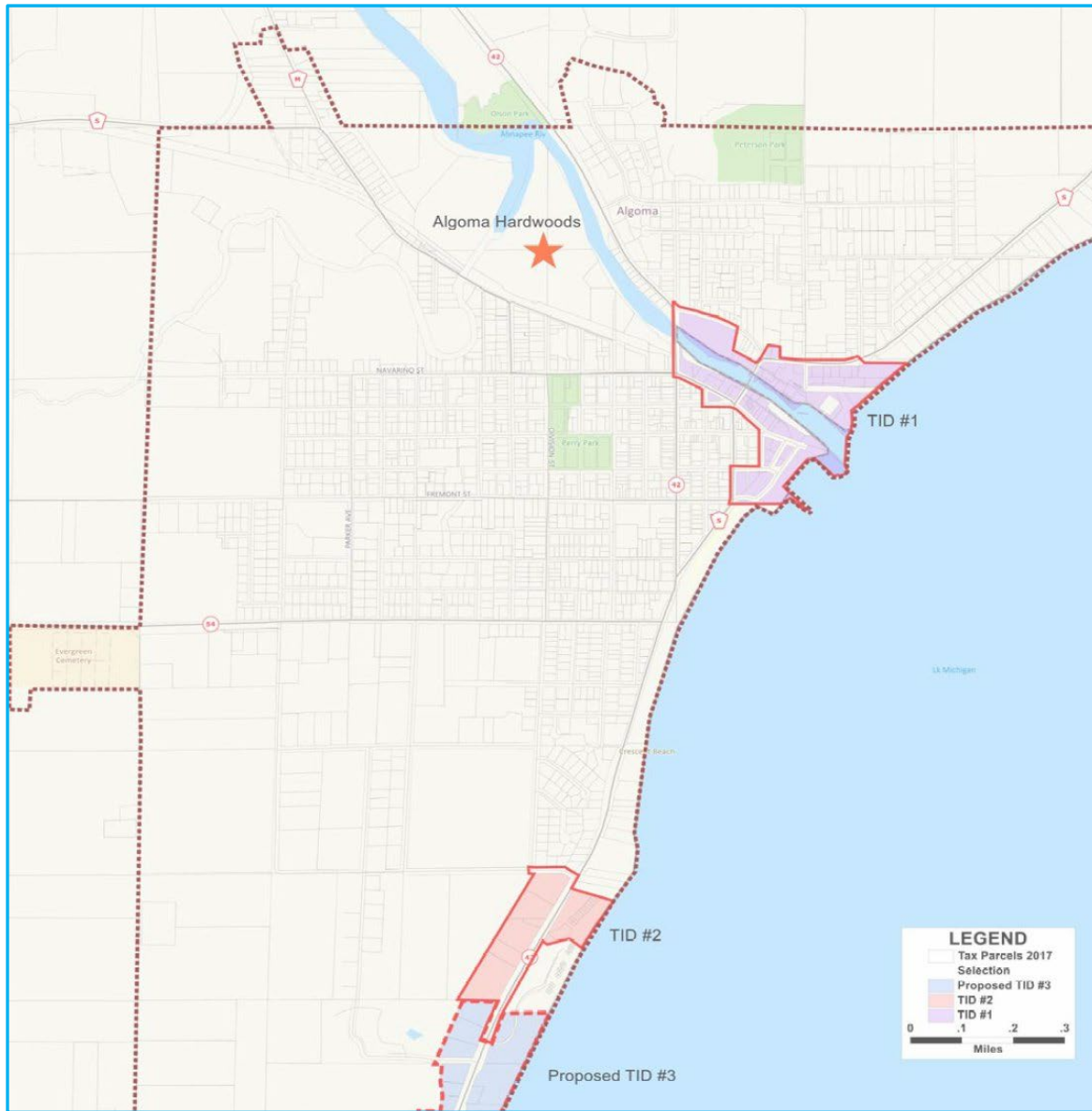


FIGURE 28: MAP OF LOCATIONS OF TAX INCREMENT DISTRICTS, ALGOMA, WI

Other restrictions apply to TID #1 due to its distressed designation including:

- A new TID may not overlap the boundary – parcels would need to be subtracted;

- The project plan may not be amended to add new costs, to add new territory or to donate to another TID;
- Spend any funds outside its boundary.

The City has been considering the creation of another downtown TID in conjunction with a possible hotel project in the downtown. A possible boundary for such a TID is shown below. This boundary picks up a number of blighted and under-utilized parcels in the downtown area to help intensify improvement values in the downtown.

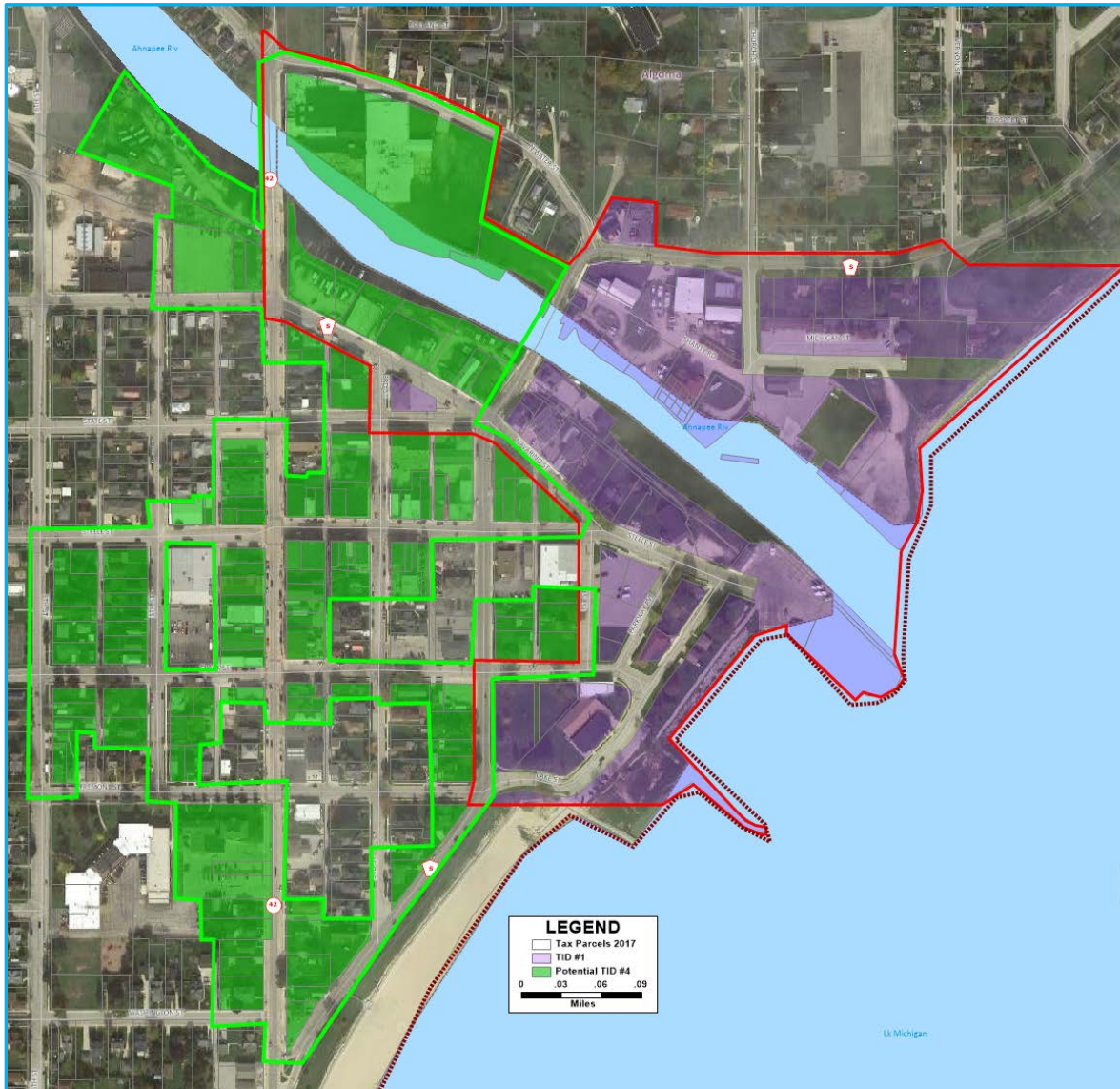


FIGURE 29: PARCELS TO CONSIDER INCLUDING IN A POTENTIAL TID #4. SOME PARCELS OVERLAP TID #1. IF THESE PARCELS WERE TO BE INCLUDED IN A NEW TID, THEY WOULD FIRST HAVE TO BE SUBTRACTED FROM TID #1.

Business Park

The establishment of a business park is a common way for municipalities to designate land specifically for heavier commercial and manufacturing land uses. This is done not only to segregate land uses that could have negative traffic, odor or noise impacts to neighbors, but also to help promote the growth and location of job-producing businesses in the community. Many communities use the business park as the focus of their economic development program and it is how they market their community to attract employers and grow the tax base.

Algoma's business park is in the southeastern quarter of the City. It is 142 acres almost fully served by City sewer and water. It is home to WPS Packaging Group, a manufacturer of product labels and one of the City's largest employers, as well as Precision Machine, a cutting-edge CNC machining business. These are the types of businesses typical of a successful business park.

There is a 40-acre parcel remaining as undeveloped, owned by the City of Algoma. A map of the business park is shown on the following page. Note the area of wetlands that cuts across a significant portion of the undeveloped land. These wetlands essentially cut the city-owned 40-acre parcel in half.



FIGURE 30: GREY AND ORANGE COLORS SHOW SEVERE-TO-VERY SEVERE SOIL LIMITATIONS FOR DEVELOPMENT. SOURCE: ALGOMA COMPREHENSIVE PLAN.

In addition to the areas with development limitations, the business park contains many tax-exempt and low-value parcels. In fact, despite the presence of two significant manufacturers creating significant taxable property value, 96% of the area contained within the Algoma business park is valued below the county average value of improvements for manufacturing-assessed property.

Further, the mix of land uses in the park takes some of the value away from the very idea of having a business park. For example, residential land uses have been permitted within the park – an area intended specifically to be away from residential land uses due to

the potential for noise, traffic and odors. The presence of adjacent residential land uses will make it much more difficult to market the park and will limit the number of businesses willing to risk complaints from neighbors by locating here.

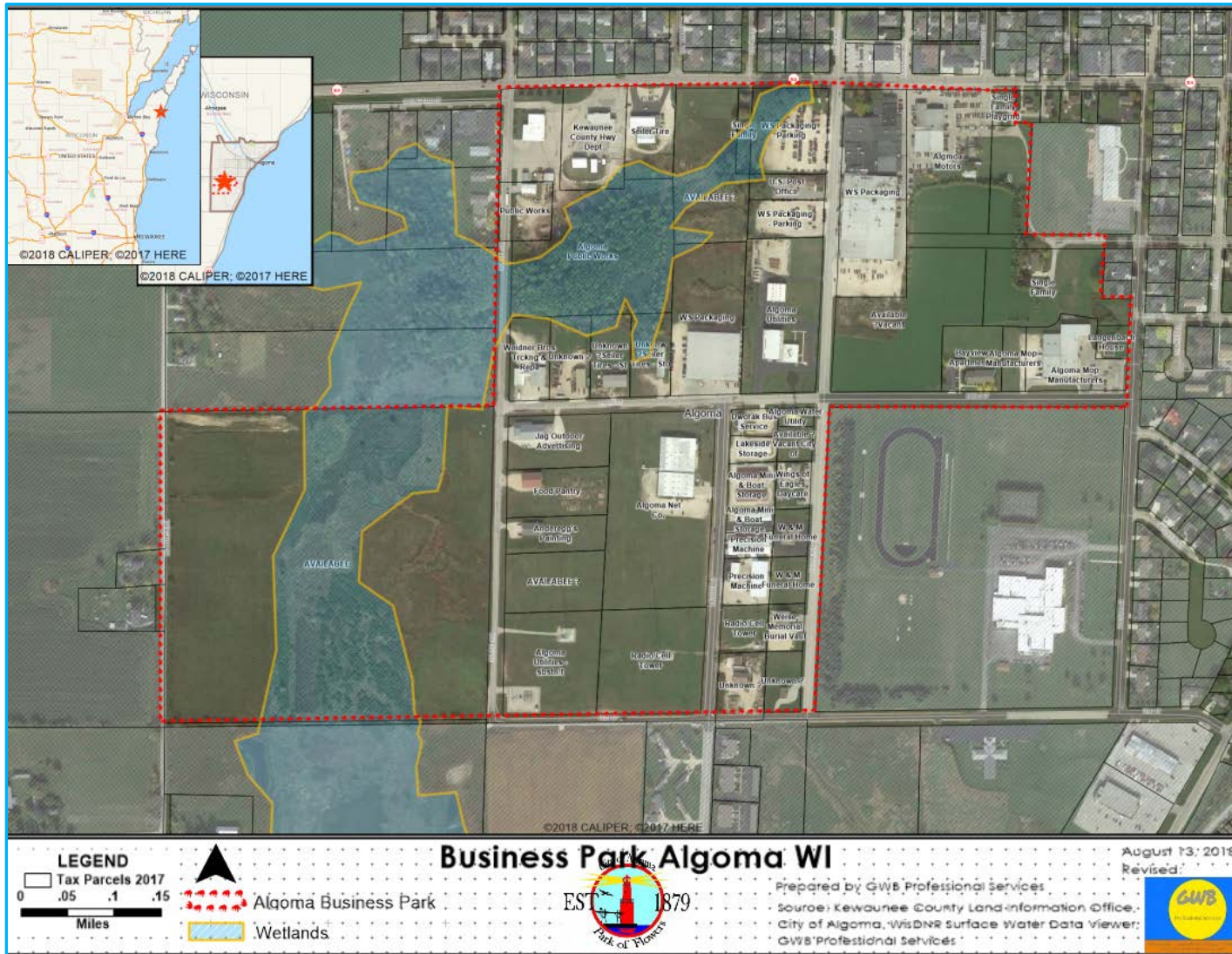


FIGURE 31: MAP OF ALGOMA'S BUSINESS PARK AREA SHOWING DESIGNATED WETLANDS.

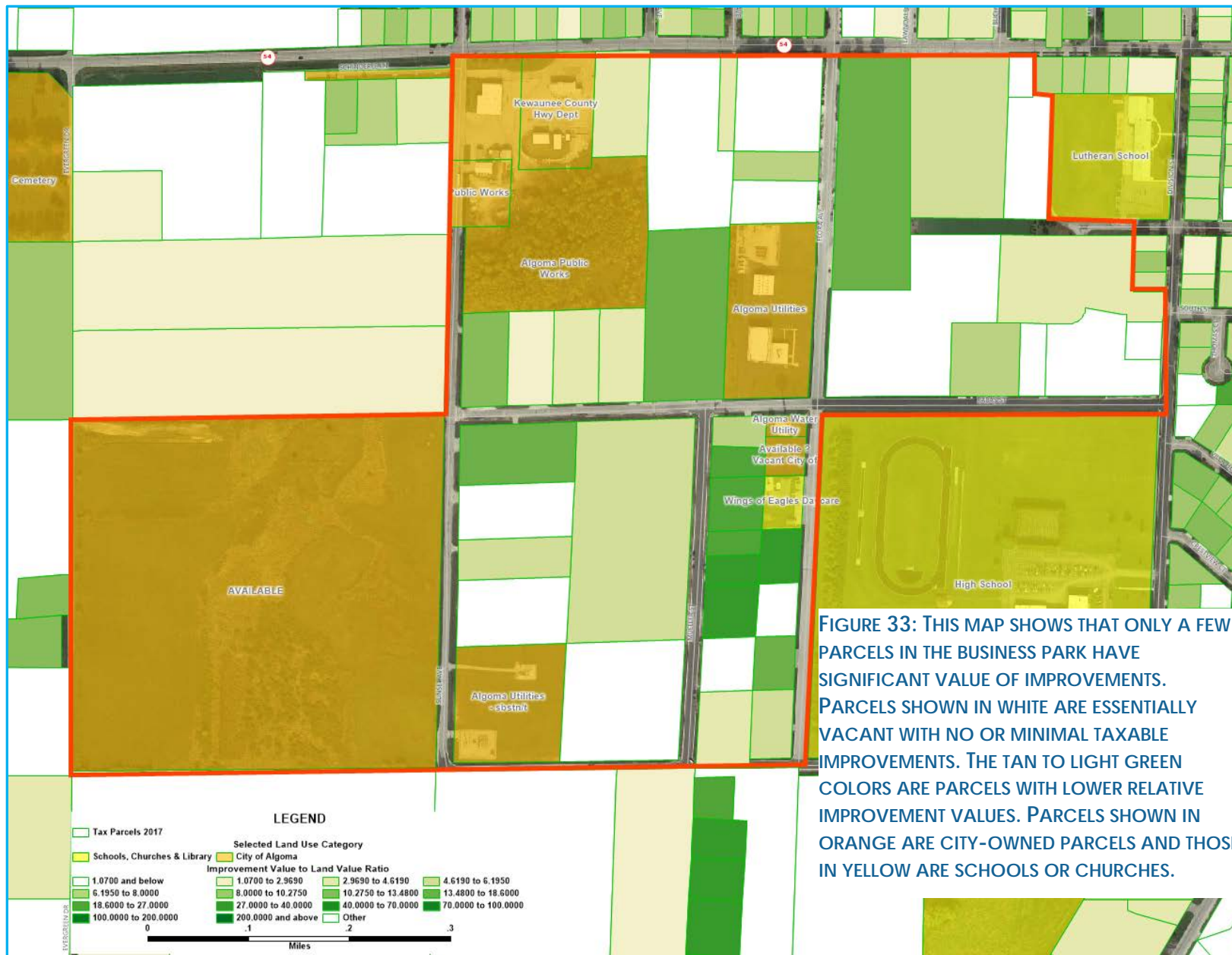


FIGURE 33: THIS MAP SHOWS THAT ONLY A FEW PARCELS IN THE BUSINESS PARK HAVE SIGNIFICANT VALUE OF IMPROVEMENTS. PARCELS SHOWN IN WHITE ARE ESSENTIALLY VACANT WITH NO OR MINIMAL TAXABLE IMPROVEMENTS. THE TAN TO LIGHT GREEN COLORS ARE PARCELS WITH LOWER RELATIVE IMPROVEMENT VALUES. PARCELS SHOWN IN ORANGE ARE CITY-OWNED PARCELS AND THOSE IN YELLOW ARE SCHOOLS OR CHURCHES.



Algoma Business Park - Analysis of Parcels

PIN	BUSINESS NAME	LAST NAME	PROPERTY ADDRESS	ACRES	LAND VALUE	IMPROVEMENT VALUE	TOTAL ASSESSED VALUE	IMPROVEMENT VALUE PER ACRE
31 201 34.054	Algoma Public Works	ALGOMA CITY	Sunset Ave.	9.4	\$0	\$0	\$0	\$0
31 201 34.058	Kewaunee County Highway De	KEWAUNEE COUNTY	Jefferson St.	2.472	\$0	\$0	\$0	\$0
31 201 34.051.1	Public - Algoma Utilities	ALGOMA CITY	FLORA AVE	4.73	\$0	\$0	\$0	\$0
31 201 34.0816.1	Food Pantry: non-profit	KEWAUNEE COUNTY FOOD PANTRY INC.	1528 SUNSET AVE	2	\$0	\$0	\$0	\$0
31 201 34.0814	Algoma Utilities - substat	ALGOMA CITY	SUNSET AVE.	4	\$0	\$0	\$0	\$0
31 201 34.0811	Radio/Cell Tower	U.S. CELLULAR OPERATING	MUELLER ST.	4.49	\$0	\$0	\$0	\$0
31 201 34.089	Radio/Cell Tower	NSIGHTTEL WIRELESS LLC	1716 MUELLER ST	0.92	\$0	\$0	\$0	\$0
31 201 34.0812	Wings of Eagles Daycare	WINGS OF EAGLES MINISTRIES INC.	1505 FLORA AVE	0.69	\$0	\$0	\$0	\$0
31 201 34.083	Available ? Vacant City of	ALGOMA CITY	FLORA AVE	0.5	\$0	\$0	\$0	\$0
31 201 34.085	Algoma Water Utility	ALGOMA CITY	FLORA AVE	0.29	\$0	\$0	\$0	\$0
31 201 34.0210	Algoma Mop Manufacturers	EAST SHORE INDUSTRIES INC.	RABAS ST	2.38	\$0	\$0	\$0	\$0
31 201 34.0215	Algoma Mop Manufacturers	EAST SHORE INDUSTRIES INC.	RABAS ST	0.62	\$0	\$0	\$0	\$0
31 201 34.0211	Langenbach House	VIOLENCE INTERVENTION PROJECT INC.	1405 DIVISION ST	0.42	\$0	\$0	\$0	\$0
31 201 34.07	AVAILABLE	ALGOMA CITY	SUNSET AVE.	39.5	\$0	\$0	\$0	\$0
31 201 34.0510	Algoma Public Works	ALGOMA CITY	SUNSET AVE.	2.65	\$0	\$0	\$0	\$0
31 201 34.028	Available ?Vacant	RABAS TRUST	RABAS ST	7.508	\$1,400	\$0	\$1,400	\$0
31 201 34.0815	Radio/Cell Tower	MERTENS	SUNSET AVE.	2.456	\$8,800	\$0	\$8,800	\$0
31 201 34.0817	Wiesner & Massart Funeral	WIESNER MASSART KINNARD LLC	1613 FLORA AVE	0.69	\$5,500	\$0	\$5,500	\$0
31 201 34.025	Single Family Home Playgro	RABAS	OHIO ST	1.75	\$16,700	\$0	\$16,700	\$0
31 201 34.054.2	AVAILABLE ?	HAEGELE & ASSOCIATES LLC	JEFFERSON ST	4.3	\$73,500	\$0	\$73,500	\$0
31 201 34.051.2	Parking - WS Packaging	STORE MASTER FUNDING VII LLC	FLORA AVE	1.16	\$34,300	\$0	\$34,300	\$0
31 201 34.051	Parking - WS Packaging	RABAS TRUST	1101 FLORA AVE	2.65	\$150,700	\$0	\$150,700	\$0
31 201 34.025.3	Single Family Playground	RABAS	JEFFERSON ST	0.32	\$31,900	\$0	\$31,900	\$0
31 201 34.055	Unknown ?	BOUCHE	1425 RABAS ST	1.364	\$10,900	\$13,400	\$24,300	\$9,824
31 201 34.054.1	WS Packaging	STORE MASTER FUNDING VII LLC	RABAS ST	4.41	\$58,700	\$101,400	\$160,100	\$22,993
31 201 34.0810	Unknown ?	LIFE WITH HD LLC	1808 MUELLER ST	1.31	\$10,500	\$34,800	\$45,300	\$26,565
31 201 34.057	Seiler Tires - Storage?	MSA PROPERTIES LLC	1309 RABAS ST	1.364	\$10,900	\$41,600	\$52,500	\$30,499
31 201 34.056	Seiler Tires - Storage?	ANDEREGG	1321 RABAS ST	1.364	\$10,900	\$45,900	\$56,800	\$33,651
31 201 34.029	Single Family Home	RABAS TRUST	880 OHIO ST	2.58	\$27,900	\$105,600	\$133,500	\$40,930
31 201 34.0819	Unknown ?	LAUTENBACH TRUST	1817 FLORA AVE	0.87	\$7,000	\$38,900	\$45,900	\$44,713
31 201 34.0815.1	Anderegg's Painting	ANDEREGG	1604 SUNSET AVE	1.38	\$11,000	\$67,000	\$78,000	\$48,551
31 201 34.082	Dworak Bus Service	KASSNER	1500 MUELLER ST	0.527	\$4,200	\$32,200	\$36,400	\$61,101
31 201 34.084	Algoma Net Co.	GLEASON CORP.	1525 MUELLER ST	8.34	\$100,000	\$542,300	\$642,300	\$65,024
31 201 34.027	WS Packaging	STORE MASTER FUNDING VII LLC	1102 JEFFERSON ST	5.6	\$138,700	\$402,500	\$541,200	\$71,875
31 201 34.053	Single Family Home	ANDERSON	1314 JEFFERSON ST	0.5	\$11,200	\$39,500	\$50,700	\$79,000
31 201 34.026	Almoa Motors	RABAS BROTHERS L.L.C.	1020 JEFFERSON ST	4.96	\$75,400	\$419,400	\$494,800	\$84,556
31 201 34.059	Seiler Tire of Algoma	MSA PROPERTIES LLC	1404 JEFFERSON ST	1.446	\$35,200	\$134,500	\$169,700	\$93,015
31 201 34.0511	Weidner Bros Trucking & Re	WEIDNER BROTHERS LLC	1509 RABAS ST	1.364	\$10,900	\$142,600	\$153,500	\$104,545

31 201 34.0216	Bayview Apartments	ALGOMA ENTERPRISES	929 RABAS ST	1.6	\$22,100	\$171,000	\$193,100	\$106,875
31 201 34.0816	Jag Outdoor Advertising	HAEGELE & ASSOCIATES LLC	1508 SUNSET AVE	2.24	\$17,900	\$263,000	\$280,900	\$117,411
31 201 34.0818	Weise Memorial & Burial Va	WIESE	1801 FLORA AVE	0.69	\$5,500	\$99,900	\$105,400	\$144,783
31 201 34.087	Algoma Mini & Boat Storage	NIMMER	1600 MUELLER ST	0.413	\$3,300	\$61,700	\$65,000	\$149,395
31 201 34.082.1	Lakeside Storage	HEDRINGTON	1508 MUELLER ST	0.507	\$4,100	\$79,400	\$83,500	\$156,607
31 201 34.086	Algoma Mini & Boat Storage	NIMMER	1516 MUELLER ST	0.918	\$7,300	\$172,000	\$179,300	\$187,364
31 201 34.0813	Wiesner & Massart Funeral	WIESNER MASSART KINNARD LLC	1617 FLORA AVE	0.69	\$5,500	\$193,600	\$199,100	\$280,580
31 201 34.052	U.S. Post Office	INSKO TRUST	1121 FLORA AVE	0.81	\$36,100	\$253,400	\$289,500	\$312,840
31 201 34.088	Precision Machine	SPITZER HOLDINGS LLC	1624 MUELLER ST	0.89	\$13,800	\$419,300	\$433,100	\$471,124
31 201 34.087.1	Precision Machine	SPITZER HOLDINGS LLC	1620 MUELLER ST	0.5	\$9,100	\$346,300	\$355,400	\$692,600

indicates parcels with no assessed value
 parcels with no improvements

FIGURE 34: THIS ANALYSIS OF ALGOMA BUSINESS PARK PARCELS SHOWS THE HIGH NUMBER OF TAX-EXEMPT AND LOW-VALUE PARCELS.

An analysis of manufacturing assessments in the Algoma region reveals the types of values other communities are obtaining from their manufacturing assessed property – most of which are in business or industrial parks.

\$140,769 is the average assessed value per acre of manufacturing property in Kewaunee County. 96% of the Algoma business park is below this value.

Analysis of Manufacturing Assessed Property - Algoma Region

Area	Average Improvement Value per Acre	Average Total Assessed Value per Acre
Algoma Business Park	\$40,969	\$36,427
Brown	\$286,163	\$260,992
Door	\$275,475	\$190,625
Kewaunee	\$266,394	\$140,769
Manitowoc	\$199,843	\$90,378

FIGURE 35: ANALYSIS OF MANUFACTURING ASSESSED VALUES COMPARES ALGOMA'S BUSINESS PARK TO THE COUNTY AND ITS NEIGHBORS. SOURCE: WISCONSIN DEPARTMENT OF REVENUE.

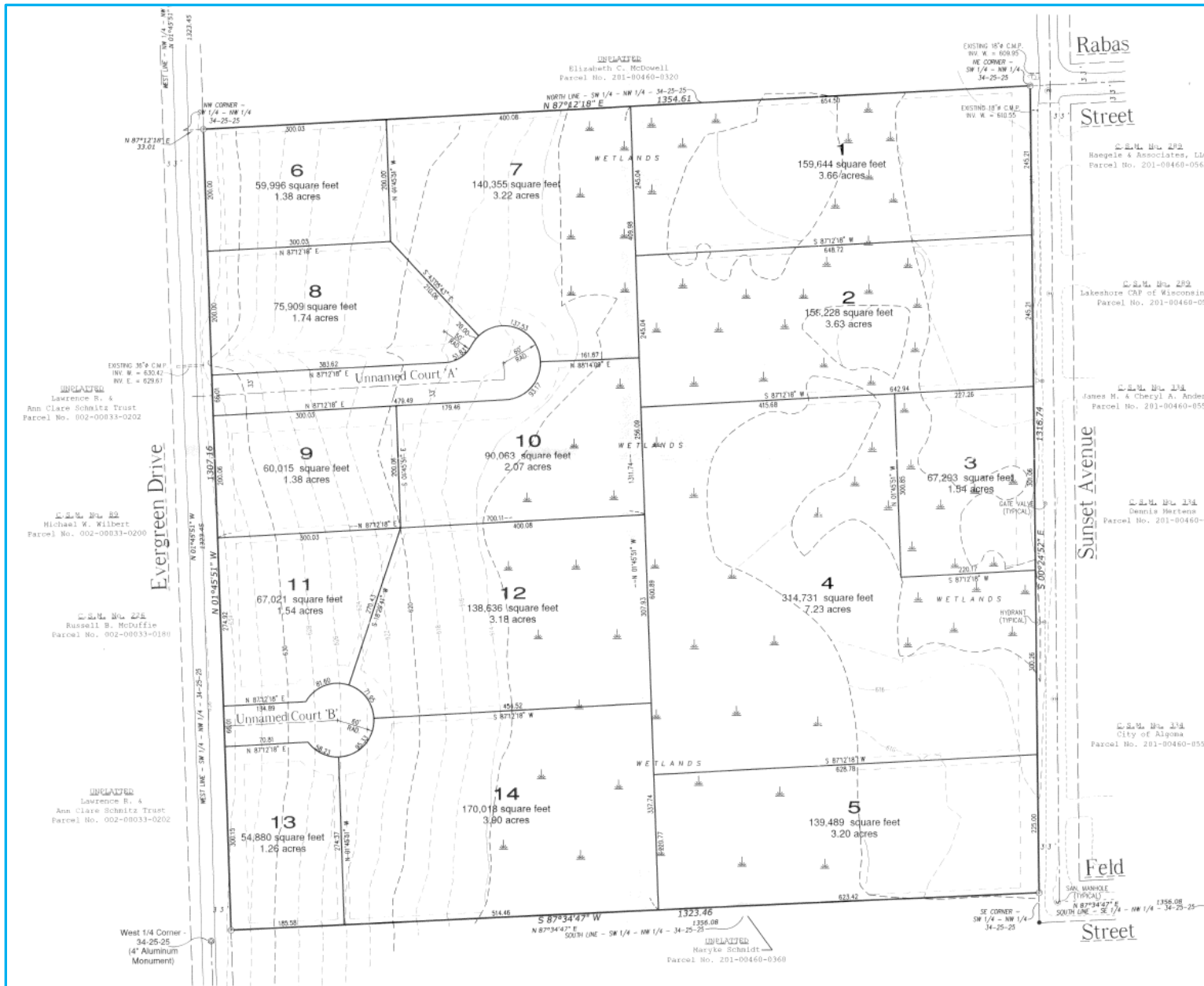


FIGURE 36:
PRELIMINARY
PLAT OF 40-
ACRE
UNDEVELOPED
PARCEL OWNED
BY CITY OF
ALGOMA. DUE
TO THE
PRESENCE OF
WETLANDS, THE
PLAT
ANTICIPATES
THE WEST SIDE
OF THE SITE TO
BE
DISCONNECTED
FROM THE REST
OF THE
BUSINESS PARK.
SOURCE: CITY OF
ALGOMA.



Tax Revenue Impacts Algoma Business Park

Factor	Algoma Business Park	Property Tax Revenue
Total Acres	142.533	
Total Assessed Value	\$5,192,100	\$109,034
Potential Assessed Value @ Kewaunee County Average	\$20,064,189	\$421,348
Acres with No Value (53%)	75.062	(\$221,894)
Acres with No Taxable Improvements (67%)	95.896	(\$182,006)

FIGURE 37: ANALYSIS OF TAX IMPACTS SHOWS IF ALGOMA WERE ABLE TO FULLY DEVELOP ITS BUSINESS PARK TO KEWAUNEE COUNTY AVERAGE VALUES, THE PARK WOULD GENERATE 4X THE TAX REVENUE CURRENTLY COLLECTED BY THE CITY. TAX-EXEMPT PARCELS ARE 53% OF THE PARK, REPRESENTING \$221,894 IN ANNUAL TAXES NOT COLLECTED.



Community Survey

The City of Algoma surveyed its residents regarding their opinions on some key questions related to the Algoma Hardwoods site. The survey ran from May 25 – June 15, 2018. 305 responses were received which are summarized below.

Last year the Masonite Corp. terminated its lease of the Algoma Hardwoods buildings. The buildings are located on a 30-acre site located in the flood zone of the Ahnapee River. This location precludes making significant improvements to the buildings or construction of new buildings. It is unlikely the site will return to a modern manufacturing use that requires a contiguous, high-ceiling clear-span space. The buildings may be suitable to another use that does not require significant changes to the structure. Another option for reuse is demolition of the structures and using the land for another use such as boat/RV storage, a marina or other recreational use. We would like to hear what citizens of Algoma think about this site and its role in the community. Please respond to the questions below.

Question 1: Community Benefit

When Masonite was leasing the site, approximately 120 people were employed and approximately \$23,000 in property taxes were paid every year, helping to support the cost of City services. It is unlikely this level of employment and property taxes will be seen again on this site due to its location in the flood zone and the characteristics of the buildings. Given this situation, which type of use do you believe will result in the greatest benefit to the community?

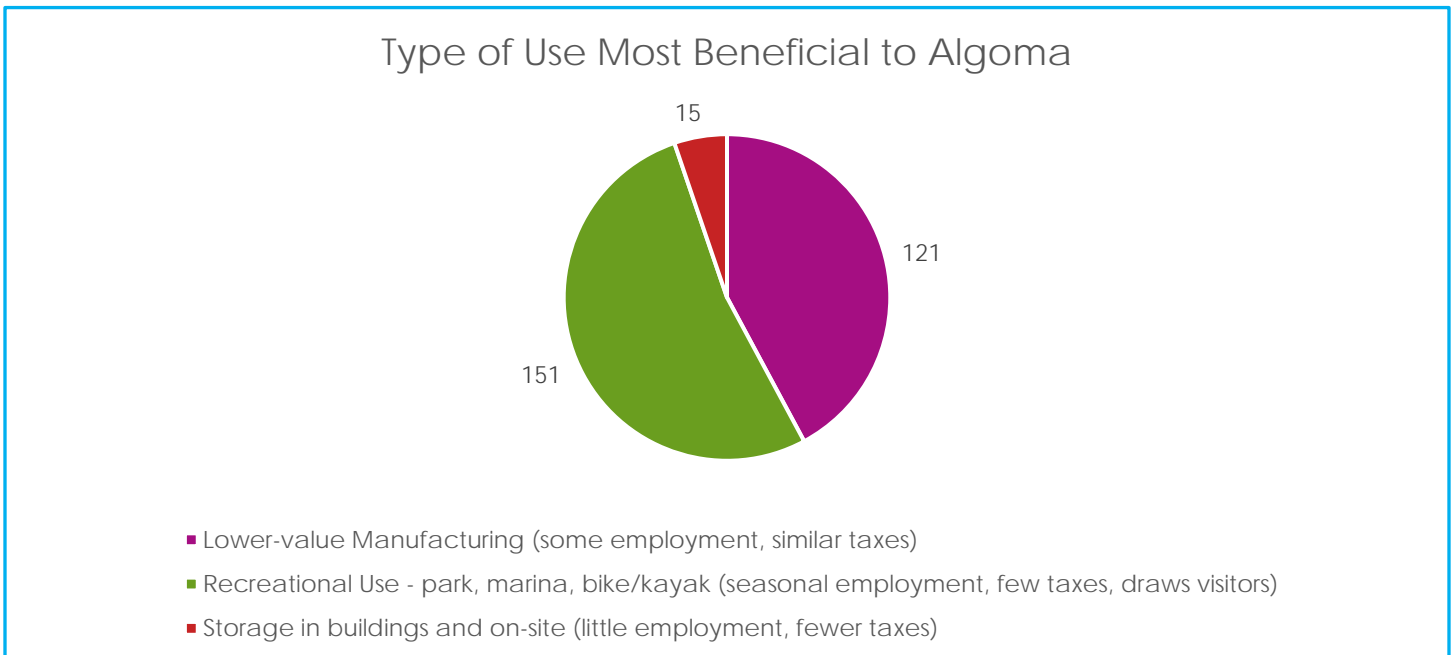


FIGURE 38: RESPONDENTS FELT RECREATIONAL USE WAS THE MOST BENEFICIAL OVERALL TO THE CITY.

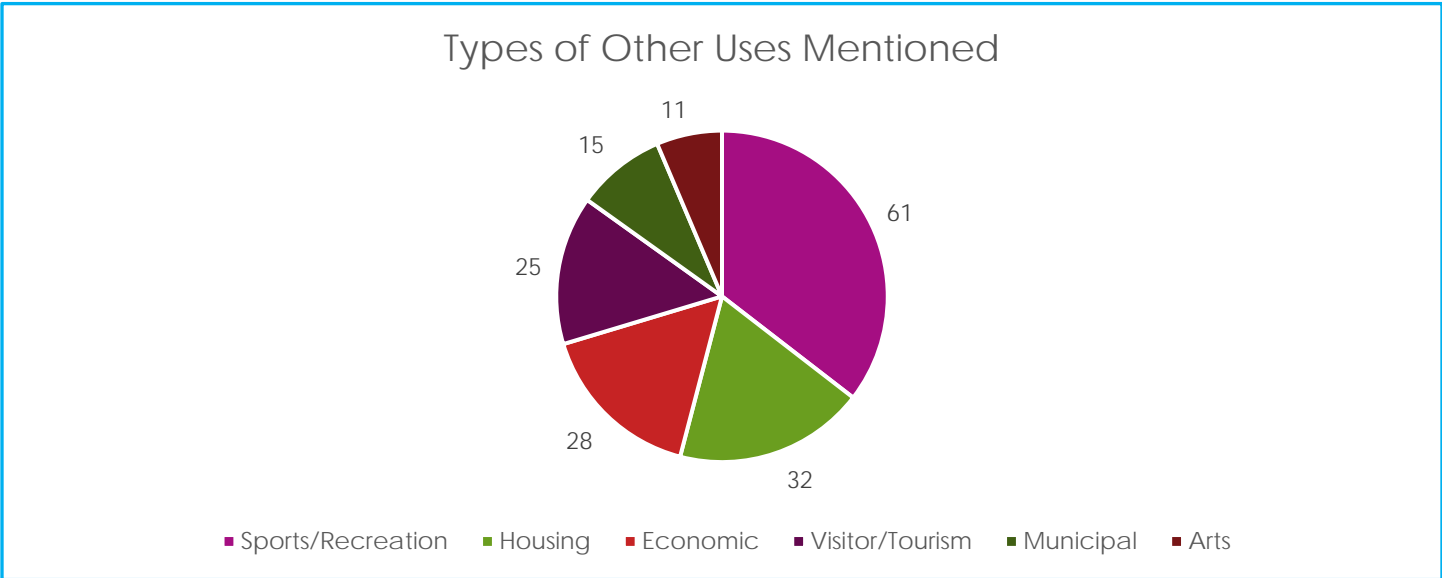


FIGURE 39: OTHER USES MENTIONED INCLUDED SPORTS AND HOUSING.

Question 2: Ownership

The site is currently privately-owned and on-going private ownership is anticipated. However, clean-up activities such as demolition and remediation of soil contamination and certain uses such as recreation, may be better facilitated and funded through public ownership. Please indicate your preference for future ownership of the site.

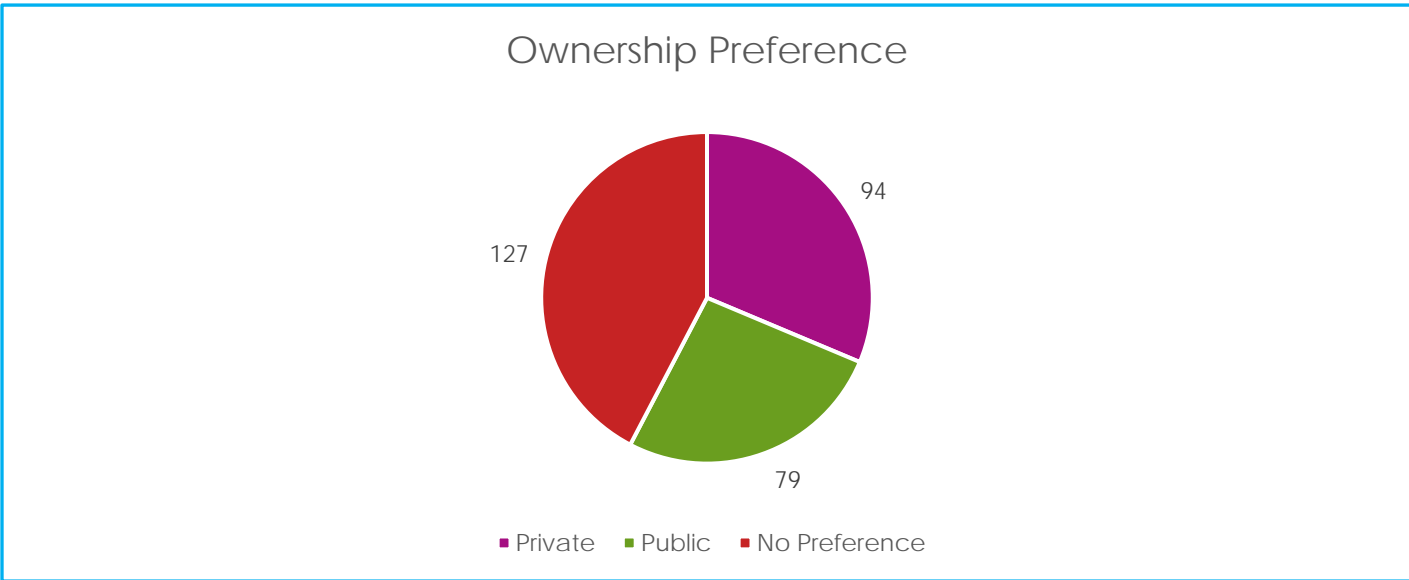


FIGURE 40: RESPONDENTS EXPRESSED NO PREFERENCE FOR WHETHER THE SITE IS IN PUBLIC OR PRIVATE OWNERSHIP.

Question 3: Timing

It is normal for a site to sit idle for a period of time between uses. However, sometimes a site sits idle for an extended period of time, continuing to deteriorate and eventually causing blighting conditions for the community. Please indicate an appropriate period of idleness before the City considers taking action to address unproductive use of the site.

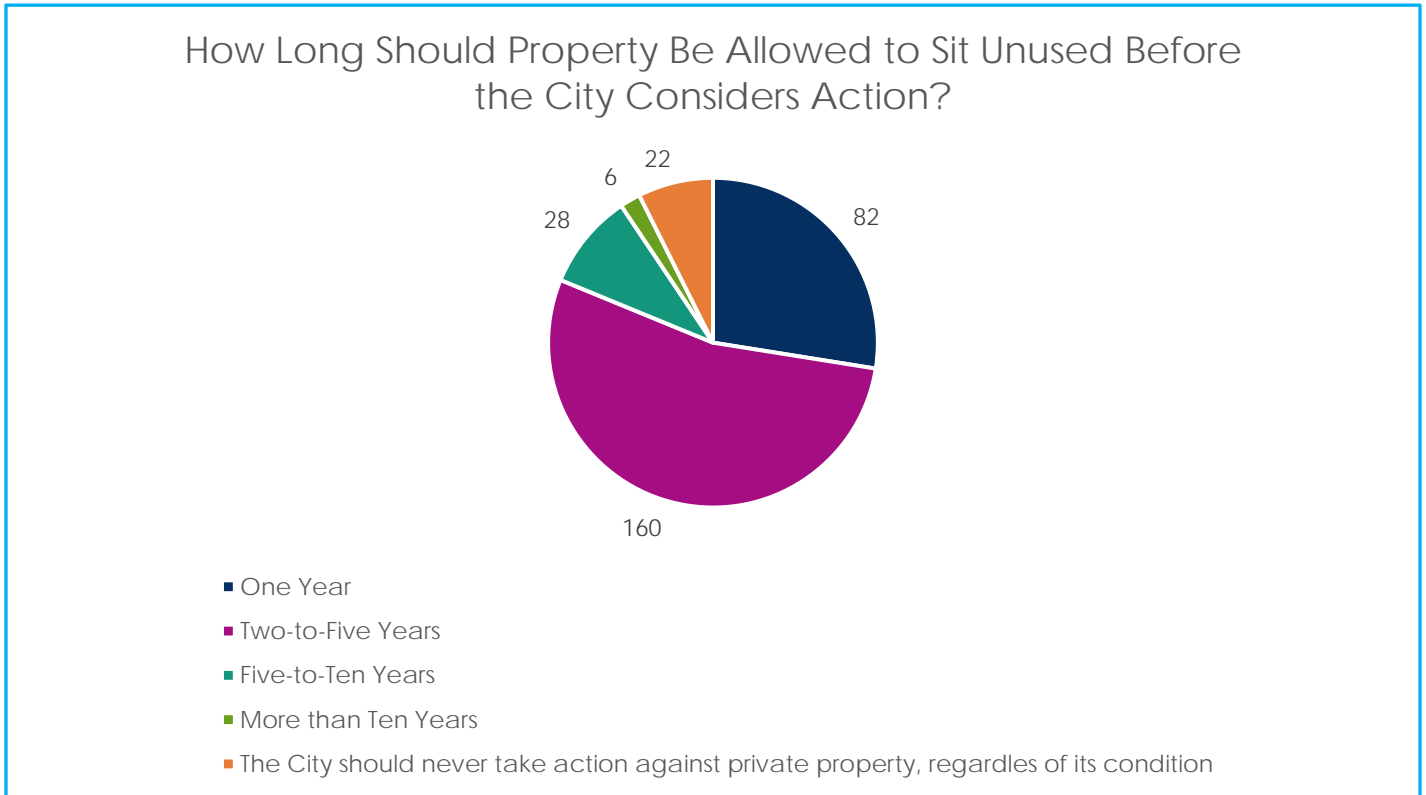


FIGURE 41: 82% OF RESPONDENTS FELT THE SITE SHOULD SIT IDLE LESS THAN 5 YEARS BEFORE THE CITY CONSIDERS TAKING ACTION.

Question 4: Algoma’s Development Focus

Algoma has the ability to focus its public policy on certain development objectives. Historically the focus has been creating employment opportunities by making business park space available to growing businesses. However, the area is now at full employment and existing employers are having a difficult time finding employees to fill open positions. Please indicate which of the choices are the most appropriate for the City of Algoma to focus its efforts.

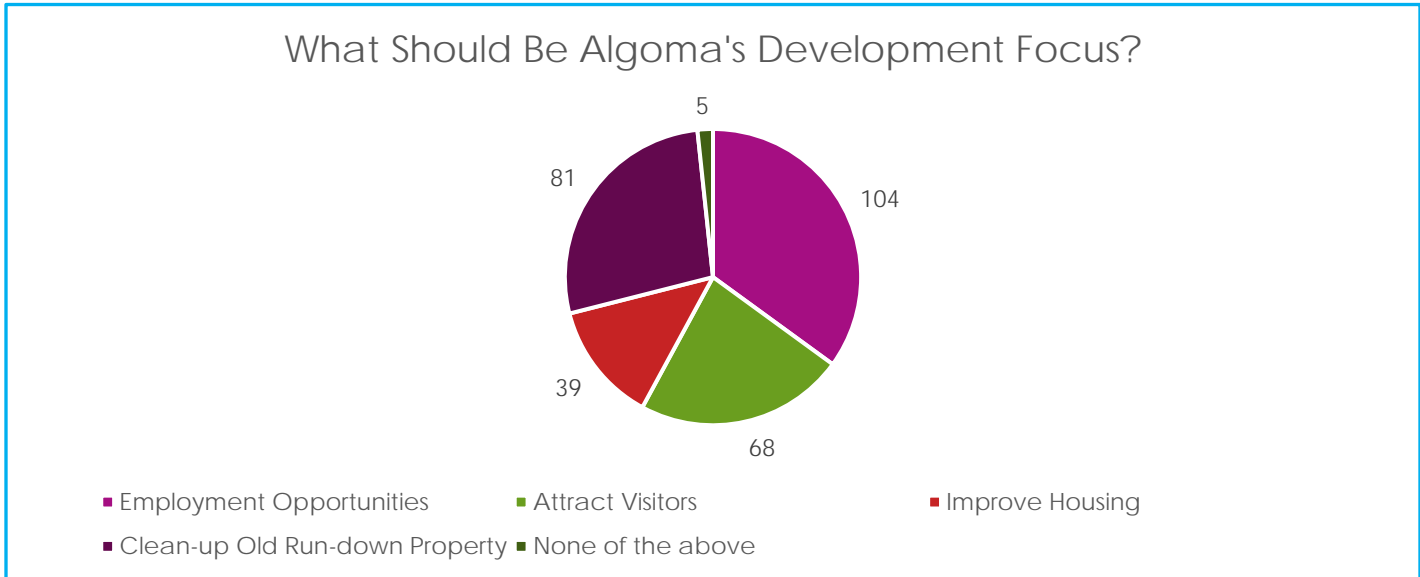


FIGURE 42: RESIDENTS BELIEVE THE CITY'S DEVELOPMENT FOCUS SHOULD BE EMPLOYMENT OPPORTUNITIES, CLEANING UP OLD RUN-DOWN PROPERTY AND ATTRACTING VISITORS.

Additional Comments/Suggestions

Respondents were provided the opportunity to offer comments: Below is a summary of responses.

Algoma should have a clear development plan that incorporates its comprehensive plan so that decisions on housing, utilities and development have already been agreed upon by the city council and the administration can move forward

Business facades and/or houses that are eye sores need to be addressed and fixed. Especially in downtown Algoma. One house in particular is across from city hall. It is not attractive and it makes it seem like we don't care about how we look.

Can city force current owners to demolish the worst / least likely to be used buildings sooner rather than later? Can city force current owner to perform contaminant remediation sooner rather than later? Remediation costs should be borne only by those who have profited from the property - the private owner and never by the public.

clean up abandoned houses !! roads are terrible !!! kids run around all night.

Current City buildings are outdated and costing more and more money to maintain. By spending that funding to improve the hardwoods it could be turned into an entire municipal building housing City Hall, Police, Fire, rescue, and a new youth club along with developing the land for new parks.

Don't let it get run down. Either demolish or remodel ASAP. One option would be a warehouse themed event space to host events like weddings.

Focus on the families here . There is nothing for kids, or families to do. We have to travel to other cities just to do something fun. The parks here are either get boring or not kept up and have broken equipment. We don't need more breweries or restaurants or weird shops that I'm surprised are still in business. We need things to do in this town

I am NOT in favor of having the public pay a private concern to improve their property. If the private corporation abandons the property, they should give up all claims to that property, allowing for public ownership of the property as a park or permanent wetland.

I have been out of the ALGOMA area for 39 years now but have strong ties with family members all around....We need to keep some type of industry in ALGOMA so that people can spend their money in

our town and not the towns down the road...There are artists that have set up residence and in order for them to thrive all year round and not just in a summer situation- work must continue. Good Luck moving forward and I keep those that lost their livelihood in my thoughts and prayers

I think we need housing for seniors, with a single garage stall. If my husband passed I would not care to stay in my home as I don't care for yard work or snow shoveling. So a 1-2 bedroom apt. Would be perfect for me. Not for low income families, but over age 55, Kewaunee has a housing development such as this.

I realize the floodplain issues and the soil contamination issue. I think it would be worth looking at selective demolition and possibly recreational use for the waterfront ie. campers and dockage.

I would like to see housing/apartments that are geared toward the middle class population of our community. We have an overabundance of low-income housing in our community which are not always well-kept, and in turn attracts individuals with questionable motives/history. Based on observation and personal experience living in other Kewaunee County communities, Algoma is the proverbial toilet of Kewaunee County.

I've noticed that some of the Walldog signs are deteriorating. I think there should be a plan to address this before they get worse. I would also like to see store fronts on 4th St and Steele St. that have fallen onto poor shape (plywood in windows, blighted building, garbage cans kept on the street) improved. The first impression is not always stellar in some cases.

If the city decides to take over owning this property I don't believe public should have to pay for it considering they will be taking on the expense of activities such as demolition and remediation of soil contamination and rebuilding (if applicable).

If the City would take ownership, greenspace could be developed.

It would be nice to have the Hardwoods site turned into something that would attract new families to Algoma (options for things to do without traveling to Green Bay/Door County) as well as visitors (keep tourist money in town).

Leave the hardwoods in private ownership rent out the buildings to local businesses

Marina, with an extensive number of slips would be my first choice given the options above. Additional land use could also include Condos, Apartments, and recreation facilities that complement the marina concept. I am uncertain why you say you can't build in a flood zone. It's done all the time, save for the fact you have to procure rather pricy flood insurance to accommodate that fact. Constructed correctly, garage space at ground level, condos or apartments on upper levels mitigate the damage caused by potential flooding. Parks, and other similar non-revenue producing options in this category are a non-starter. Next option would be continued as manufacturing of something like boats etc that can utilize the rive/lake access.

re employment with better pay is needed.

Other than Olson and DeMeuse park there aren't any places to access the river for fishing. It's a shame that the Ahnapee isn't utilized more.

Please consider doing something with the old foundry, Badger, Monarch site as well.

Please fix my streets and sidewalks and finish the project you started instead of worrying about private owned building that is for sale

Private entities aren't going to come in and save us. A public organization should be formed so the city can take advantage of our resources and hire community members. We increase the tax base, lower unemployment with good paying jobs and provide services that the community needs.

Re Public vs Private ownership of Hardwoods site: I think a combination of the two would be ideal. The downtown area needs a coordinated revitalization effort. Many of the improvements that were made years ago have been allowed to deteriorate.

Said with a smile - move forward with the storm water runoff ordinance and make sure that current storm water issues (Maritime Pointe and Summit Beach) are addressed.

The property would be great as loft apartments on the river, if this is feasible. I am unsure if that property could be converted to lofts, but certainly there would be a market for such units. The city could check marketability with some of the local realtors. The river is a valuable water asset to the community. It has not been utilized to its fullest in the past, but we could do that ! The Green Bay area is developing its Fox River recreational assets. We can do the same if we have the financial capability. If the property was used as park, marina, bike kayak facility, daily use fees could be put in place. This property is close to the downtown and could be utilized by tourists staying in town on their visits. It is certainly walking distance. Another use might be putting a small concession stand on the property, to be used during tourist months. That could be another source of revenue. Perhaps the property could be used both as loft apartments AND public river facility. If there is the space there, Loft apartments could be in the building itself, with marina kayak rentals or launch space and possible concession stand next to it. The Monarch Building site with multiple "additions" is an eyesore, and has been for years. It is not maintained well, the buildings are in disrepair, and the owners have kept a BARBED WIRE fence around the property for years ! Why is this allowed? What zoning is there and is that facility used in sync with the zoning? This also is prime river real estate, but sits as an eyesore with some sort of storage in the unit, people and trucks going in and out, in a residential area. How wonderful it would be if we could develop that property into something like a "River Walk" with shops, restaurants, and river access. Again, other cities have done this, albeit they must have more financial access than we have, but this is one of our wonderful resources and we certainly are not using it to its financial capacity. It sits as a construction storage facility (in part) with most of the buildings not even being used. Could we work with the owners and try to use at least part of the property for city use, if the owners insist on keeping their barbed wire enclosed storage facility. It does not look like the Monarch building on the corner has even been accessed for years. I love what the city officials and our citizens have done with Steele Street and the development for the Arts! I love what the city officials and our citizens have done with the lake front ! It is beautiful...And then we come to our other valuable water resource...the river...it needs attention. Lets tackle that problem too !

Site cleanup on the Hardwoods site will take years. The stories of contaminated materials being buried should be carefully investigated and soon so that remediation can begin.

So good to see new business in Algoma. Our waterfront is such a great draw, continued new usage available....kayak rentals, etc. Beautify our city with more flowers, to reflect our "Park of Flowers" name. Promote Out side Art in Algoma, such as Sturgeon Bay does. Beautiful, and a draw with Auction!

Some nicer modern apartments would be a good draw for newly hired teachers since there isn't much available for them.

The Algoma/masonite building is too old and would need many improvements. Better to remove it

The city needs to attract new businesses so we have more jobs available. Tourism is wonderful but in Algoma that covers about a 3 month timeline. New homes are being built everywhere but only one or two in Algoma. We don't have much to make moving to Algoma very attractive. We need new industry to make more jobs!!

The city of Algoma needs a conference center. We are limited to having large gathering's . This would help us become more of a destination for group meetings, weddings, etc.

The city should invest in re opening algoma hardwoods

the fifth street project I think is great and long over due the main street steele new refurb would be nice

The property has a history of "contributing" to the health issues of employees. The buildings are filthy and in poor condition. I think the best thing is for the current private owner to remove all the

buildings and clean up the entire property due to on-going health concerns. Over many years, the owner has made plenty of money from the site!!

The property is privately owned and as such, the private owner IS RESPONSIBLE for contaminated soil remediation. That should never be tax payer responsibility! If the owner makes the required improvements, then and only then, should the City offer assistance. The City bought and is sitting with a "wetlands industrial park" that will probably never have any occupancy. The taxpayers have more to worry about with a crumbling infrastructure and wastewater treatment plant.

There are likely zoning considerations here. I can only imagine what sort of scorched earth lies beneath the area. A recreation area would be all well and good but we better make damn sure there isn't anything that is going to cause long term detrimental health issues for those who patronize it. This should not be city issue. Taxes should not be used to figure this process out. If we can use this place to generate income for the city, I can see investing, but I fear that there are too many factors that will make it a sinkhole.

There are many residential properties that need to be condemned and demolished. It is having a negative effect on property values.

There has been an influx of people wanting to move to Algoma or upgrade their home over the last few years. Biggest complaint is housing. There is not enough rental properties or houses for sale. I feel the city needs to focus more attention on middle class housing. Also maybe look closer at the areas of housing that need attention. We all love our beautiful lakeshore but some homes are just atrocious how they are kept. Is there any incentive that could be done to help clean up these areas.?

There is not enough boat storage in Algoma, new storage facility would be nice. Olson park has little to no use from private anglers right now, that could potentially be modernized to launch more boats.

Try investing some money in something for the people that actually live here! All you do is remove and eliminate services for everyone and then can't figure out why there is a vandalism problem, and why everyone wants to move away from here. Tourists don't pay property taxes, oh, that's right neither does the city administrator!

We have the opportunity to create employment and preserve riverfront for public access.

What ever happened to the building of the hotel?

What is the responsibility of the present owner of the Hardwoods building? It should be up to the present owner to either offer for sale the building or tear it down and offer the land. Can the city condemn any building that does not conform to health and safety codes? We need to work on that if we do not have codes similar to other cities.

Who was the uniformed entity that developed this survey!! worked at this location for the last 30 years. There was approx. 150 to 160 employees at time of closure. You realize if you own it YOU HAVE THE CLEANUP AND GROUND CONTAMINATION LIABILITY. The superfund site program is gone now. cleanup or demolition will cost MILLIONS! It will likely become city property after Whitey Elsworth is passed away or too old to manage it as his children do not want it. Why are we even taking a survey for property the city does not own and can not foolishly afford to purchase. Purchasing this property will cost the taxpayers \$ millions that we do not have. We are already burdened with aiding the payment for the former Nuclear power plant that we never reaped any of the benefits for. Leave this property alone we will likely get it soon enough the way it is. I believe Whitey is 78 now.

Why the big concern about the Hardwoods building? Monarch has been sitting empty for over a decade & there's no survey for that.

Would be great to clean up river and it's banks. Too bad we couldn't have a different style bridge on s we could get bigger boats up the river. I feel the hardwoods property has many opportunities and having everyone engaged in the future of it is a great idea.



Community Strategies

As described earlier in this evaluation, the Algoma Hardwoods site is on a path of lower-value and deterioration due to restrictions on new investment and alternative uses. While this is privately-owned property, the loss of tax revenue to the City has an impact on all taxpayers and the presence of deteriorating buildings affects property values for all property within the vicinity. Additionally, the public sector has tools and financing available to assist the private-sector in transitioning land uses. The following strategies describe how the City can best assist with the transition to other uses and to lessen the impact of the loss of tax value and employment to the City.

Revitalize Algoma Hardwoods Site

1. Encourage any new investment in the facility to be focused on the areas that would provide the biggest benefit for the least investment. The total allowable investment in the buildings is \$420,000.
2. Ensure those interested in using the property understand the limitations placed on its use due to its location in the flood zone and other environmental conditions.
3. The City should anticipate a change in use for the property over the medium term. An immediate change in use is not warranted as continued use of the property for industry is still permitted so long as the threshold for new investment is not surpassed and use restrictions are followed.
4. An assessment of the historic significance of the structures should be undertaken by either the owner or the City. Such an assessment should be targeted to whether any of the structures would qualify for historic preservation tax credits. Such an evaluation will help determine viable alternative uses for the structures, such as housing. Such assessments can usually be accomplished for less than \$5,000.
5. Planning for the demolition of any non-historically significant structures should begin, even though the site may not be ready for demolition in the near term (less than 5 years). Grants may be available from either the Wisconsin Department of Natural Resources or the Wisconsin Economic Development Corporation to assist with demolition, depending upon the parties involved and their relationship to any environmental contamination present on the property. TIF assistance from the City may also be available if new tax base would be created. Securing grant funds, establishing financing mechanisms and finding private-sector partners for redevelopment activities takes years of preparation – it is not too early to start.
6. Investigate the concept of a regional recreational hub centered on the Algoma Hardwoods site. There may be enough existing assets and potential value in this concept to create private-sector market opportunities. The City may be interested in partnering with the private sector as part of an economic development initiative to attract visitors and residents to the City by establishing such a regional destination.

Blight Elimination and Redevelopment

1. Establish a Redevelopment Authority to evaluate blighted and under-utilized property in the City, prepare plans for redevelopment and use the tools granted by the State of Wisconsin to participate with the private sector to encourage new investment on such property.
2. In addition to the Algoma Hardwoods site, several other sites need to be addressed with the City's involvement because of their location, prominence and potential for increased tax base. Those areas include the property between the 4th St. bridge and the harbor on both sides of the Ahnapee River. The site of the former Monarch plant is in this area. The business park is another area, discussed separately below.

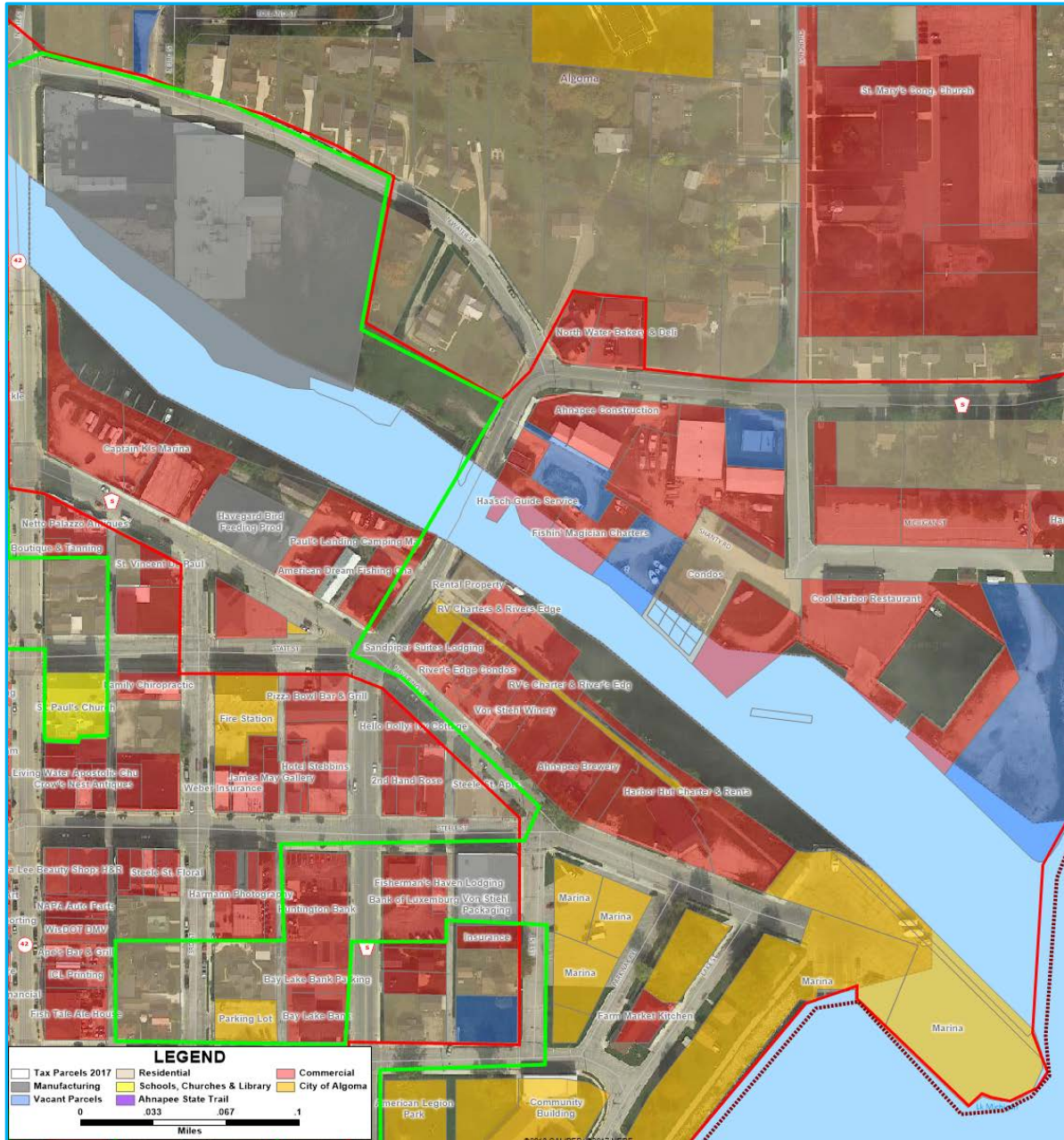


FIGURE 43: MAP SHOWING LAND USES IN AREA EAST OF 4TH ST. BRIDGE.

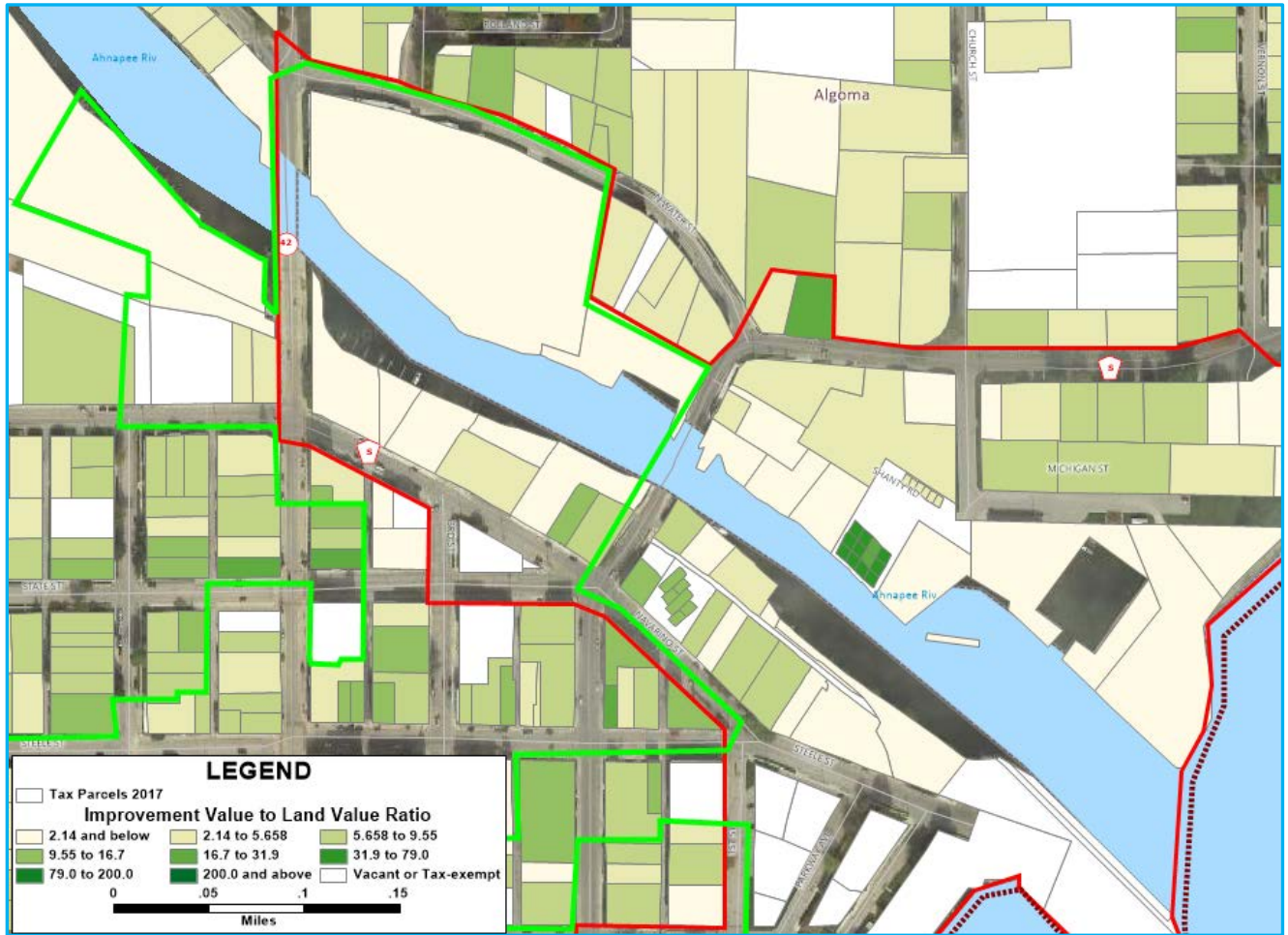


FIGURE 44: THE AREA EAST OF THE 4TH ST. BRIDGE ON BOTH SIDES OF THE RIVER HAVE POTENTIAL FOR HIGHER AND BETTER USES. THE RED LINE SHOWS THE BOUNDARY FOR TAX INCREMENT DISTRICT #1. THE GREEN LINE IS THE BOUNDARY FOR A POSSIBLE NEW DOWNTOWN TID. THE PARCEL COLOR REPRESENTS THE CURRENT RATIO OF ASSESSED IMPROVEMENT VALUE TO THE ASSESSED LAND VALUE. DARKER GREEN REPRESENTS HIGHER IMPROVEMENT VALUES.

3. The City has an older housing stock, some of which is not being maintained and has deteriorated to the point of no longer being decent, safe or sanitary. Some of this housing stock should be demolished to make way for much needed newer housing. Some of this housing stock has potential for rehabilitation. Some of the financing for such an effort can come from the private sector, but the market is such that public tools and resources may be needed to help overcome market barriers to redevelopment and rehabilitation. Such tools and resources include state and federal income tax credits, state and federal grants to eliminate blighting conditions and support the construction of new housing or the rehabilitation of old housing, tax incremental financing and the powers of a redevelopment authority working in concert with the City's Housing Authority. A provision of the tax increment financing law allows a city to keep a closing TIF district open for an extra year and use the revenue to fund an affordable housing stock improvement program. It will be several years before Algoma has a closing TIF district, but the City should be ready to take advantage of the opportunity when the time comes.

Business Park Improvements

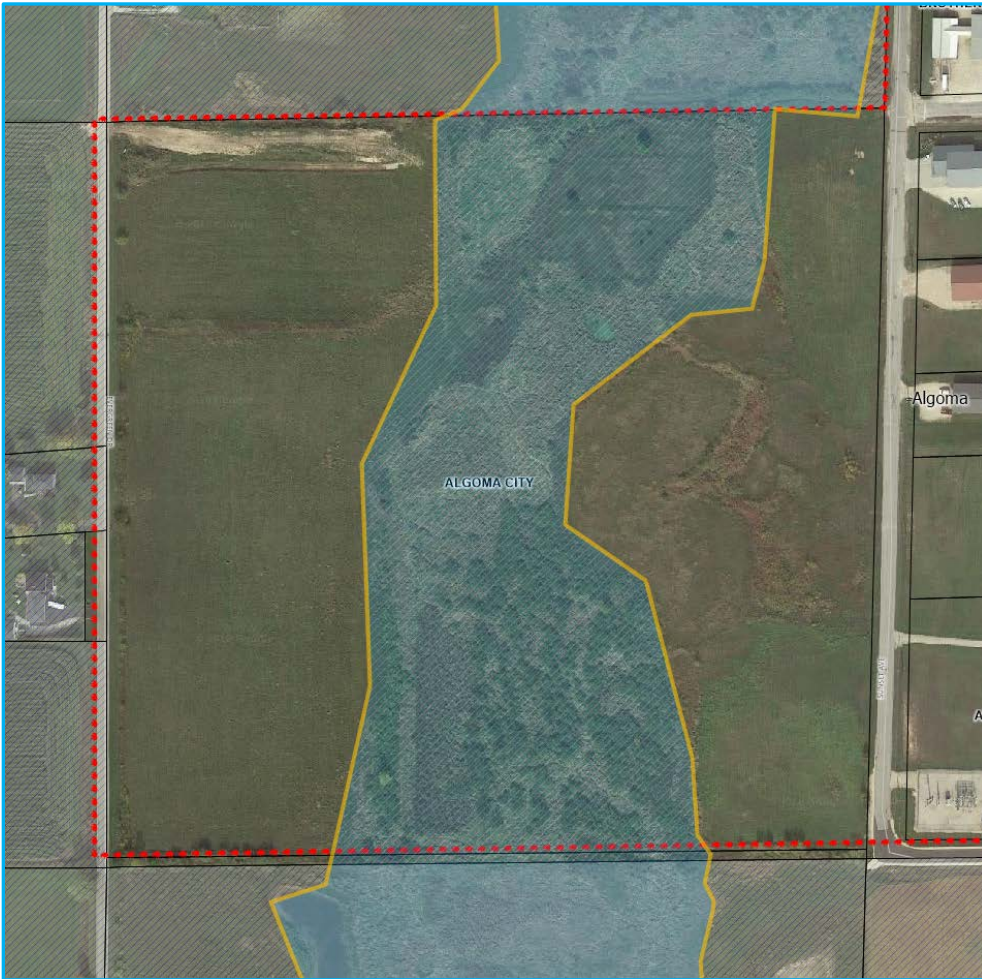
1. The business park has several very low-density users – users that have a large lot, but only use a very small portion of it. Additionally, wetlands split some parcels creating orphan areas. The City should approach these users to see if there are opportunities to re-configure lot lines to create additional developable parcels and help boost the taxable value per acre of business park property.



FIGURE 45: EXAMPLES OF LOW-DENSITY USES IN THE BUSINESS PARK.

FIGURE 46: EXAMPLE WHERE WETLANDS CREATE ORPHAN AREAS THAT COULD BENEFIT FROM LOT RE-CONFIGURATION.

2. The major undeveloped area of the business park is a 40-acre parcel owned by the City of Algoma. This parcel, however, is bisected by wetlands creating an orphan area not accessible from the business park as shown in Figure 43. The City has platted this area, see Figure 33, but the plat shows the western half of the site disconnected from the rest of the business park. The City should ask the City Engineer to prepare options for connecting the orphan area to the rest of the business park. There may be options for creating a campus-like development on this parcel, with the wetlands serving as a focus of the site and a potential amenity for office users, particularly if a trail is constructed to allow employees to enjoy nature and get some exercise during their breaks. Such a campus development could result in higher property values than is experienced in the rest of the park.
3. The City should prepare development standards to ensure the remaining 40-acre undeveloped parcel in the business park is focused on heavy commercial, manufacturing or office campus uses. Tax-exempt and residential uses should not be allowed. To maintain property values, property maintenance standards should also be established.



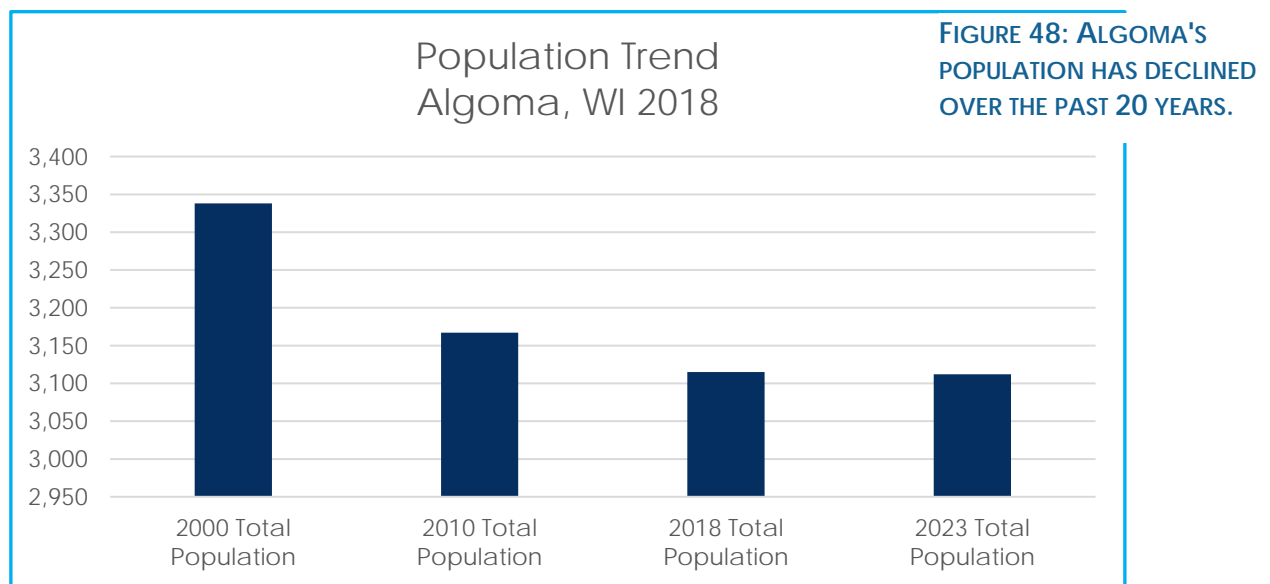
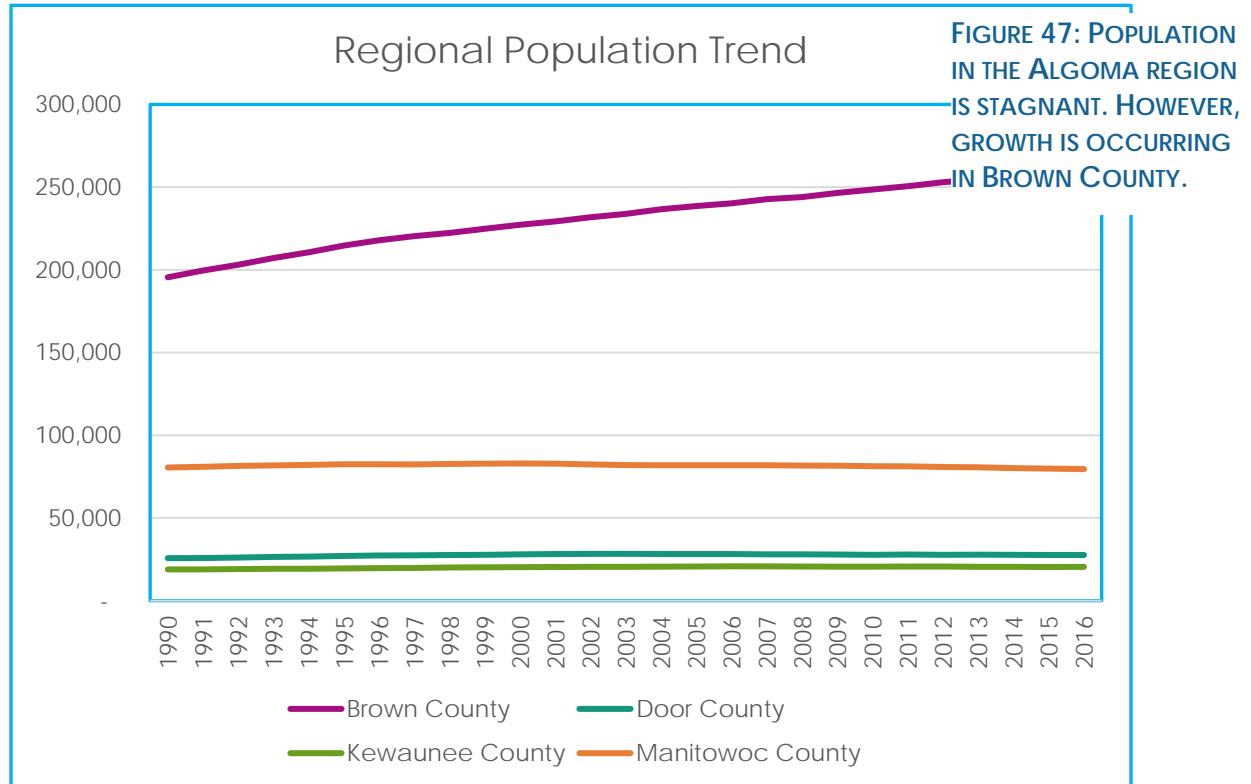
4. As the park develops and new tax base is created, the City should invest in improving the condition of roads and the appearance of the park.

Tax Incremental Financing

1. Tax incremental financing (TIF) is one of the few ways the City can secure financing to pay for public improvements that will result in increased property values in an area. This is a tremendous City asset that should be used to its fullest but managed wisely to ensure maximum benefit. The City Council should annually review the status of its tax increment districts in conjunction with the required annual review by the Joint Review Board – the representatives of the overlying tax jurisdictions in connection with the use of tax increment financing.
2. TIF should be used as an integral part of any blight elimination and redevelopment strategies the City decides to implement. It should also be used to incentivize significant new investment in areas of the City where property values are less than they should be, particularly in the downtown and riverfront areas.



Economy & Housing Data



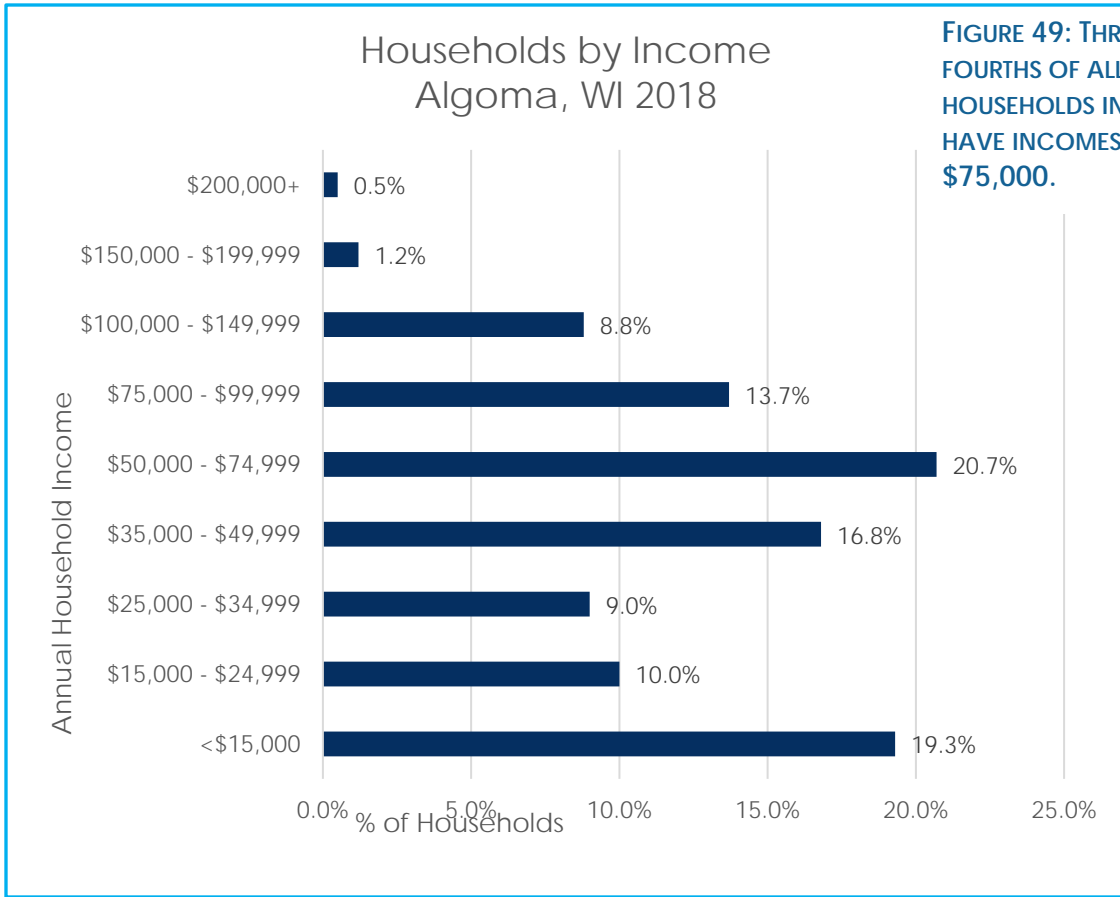


FIGURE 49: THREE-FOURTHS OF ALL HOUSEHOLDS IN ALGOMA HAVE INCOMES UNDER \$75,000.

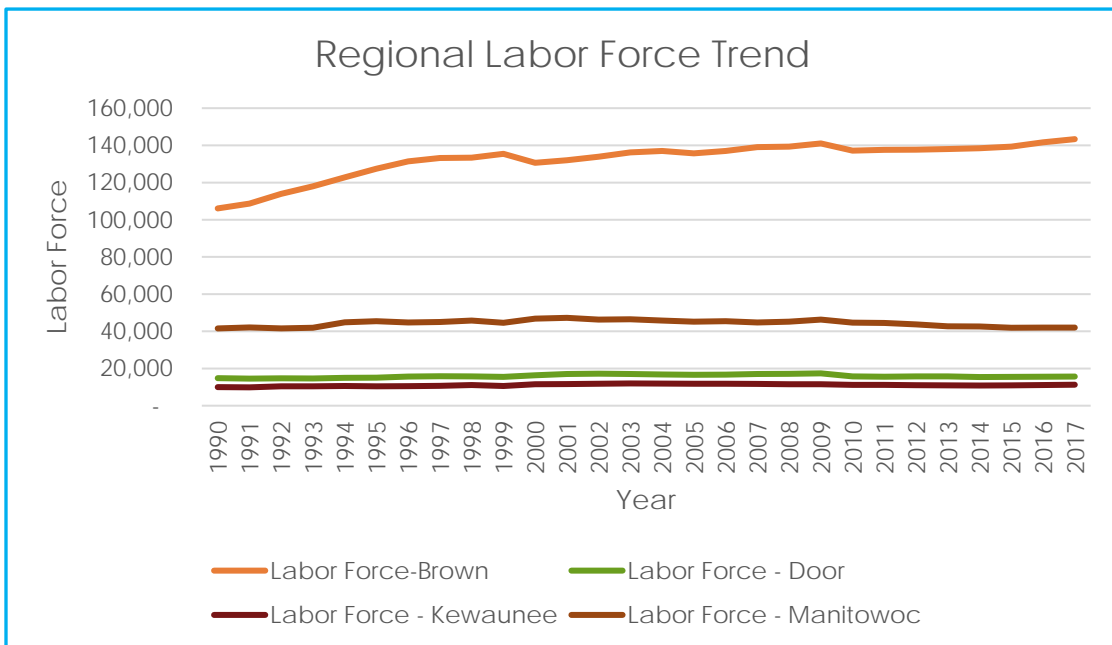


FIGURE 50: THE LABOR FORCE IN THE ALGOMA REGION IS STAGNANT TO DECLINING OVER THE PAST SEVERAL DECADES. GREEN BAY'S LABOR FORCE IS GROWING.

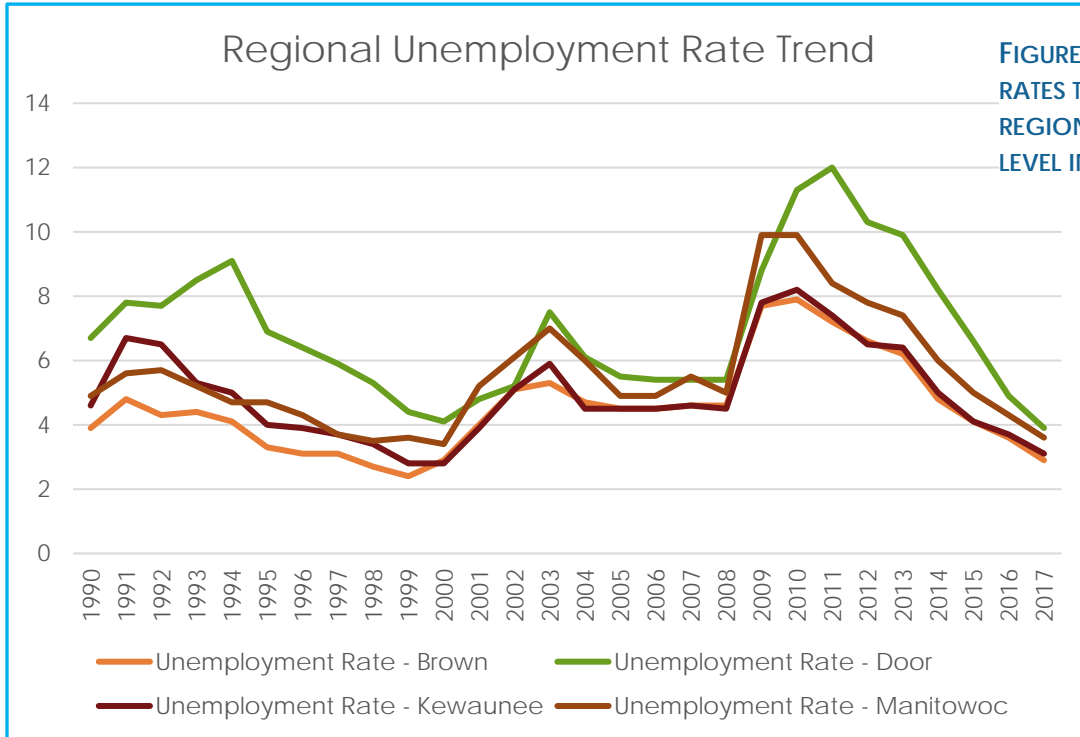


FIGURE 51: UNEMPLOYMENT RATES THROUGHOUT THE REGION ARE AT THEIR LOWEST LEVEL IN DECADES.

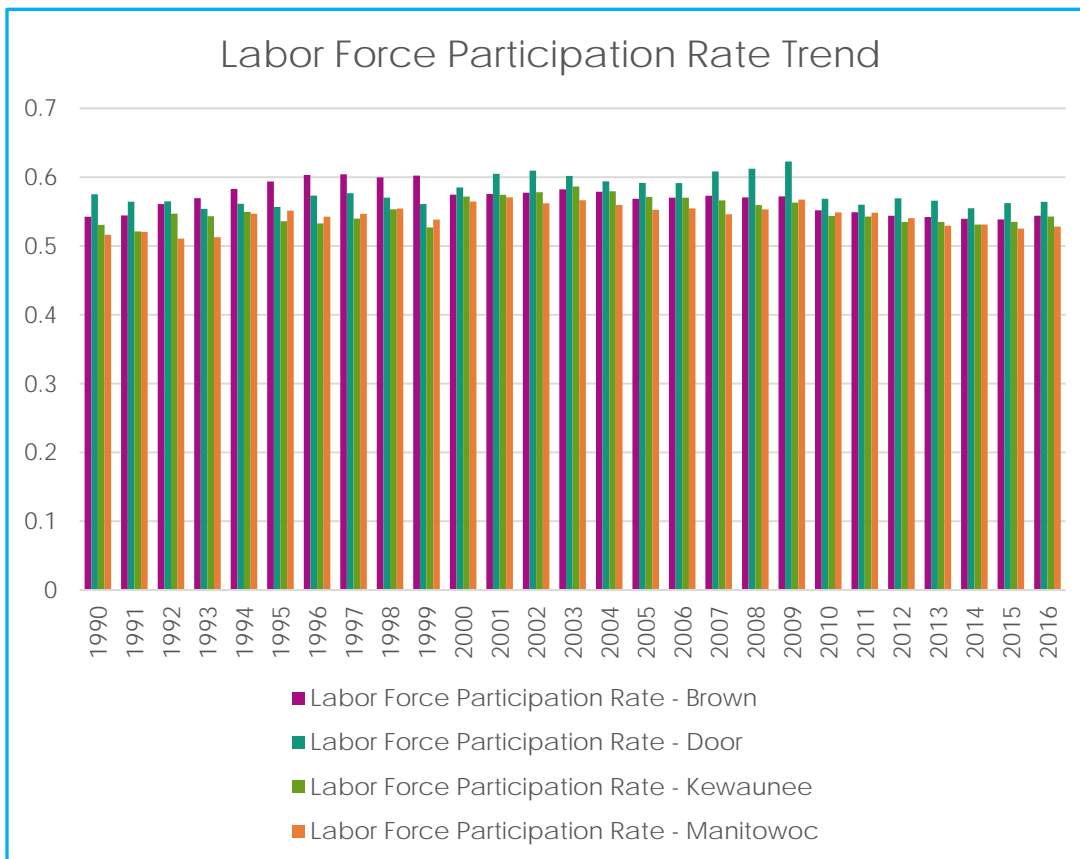


FIGURE 52: LABOR FORCE PARTICIPATION RATES ARE HIGHEST IN DOOR COUNTY AND LOWEST IN MANITOWOC COUNTY.

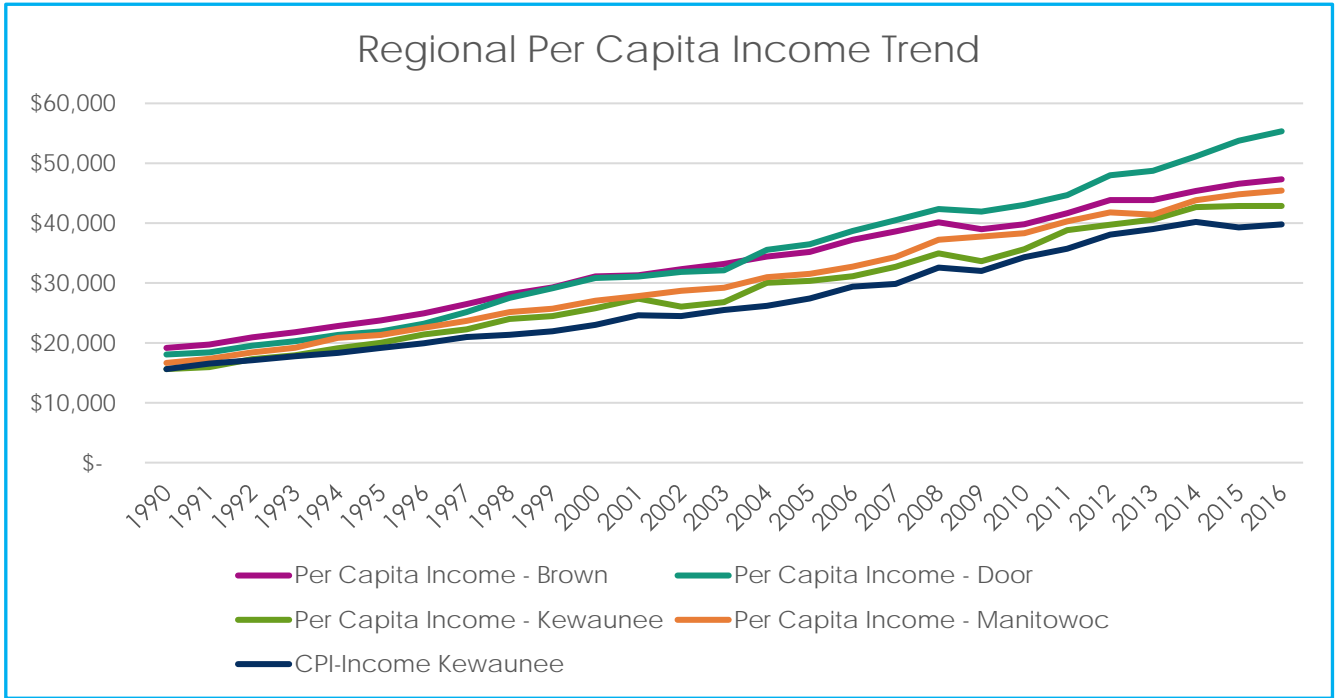


FIGURE 54: INCOMES IN KEWAUNEE COUNTY HAVE JUST KEPT PACE WITH INFLATION, COMPARED TO BROWN COUNTY WHERE INCOMES HAVE OUTPACED INFLATION. THERE IS A \$12,000 DIFFERENCE – 29% - IN PER CAPITA INCOME BETWEEN THE LOWEST INCOME COUNTY IN THE REGION (KEWAUNEE) AND THE HIGHEST (DOOR).

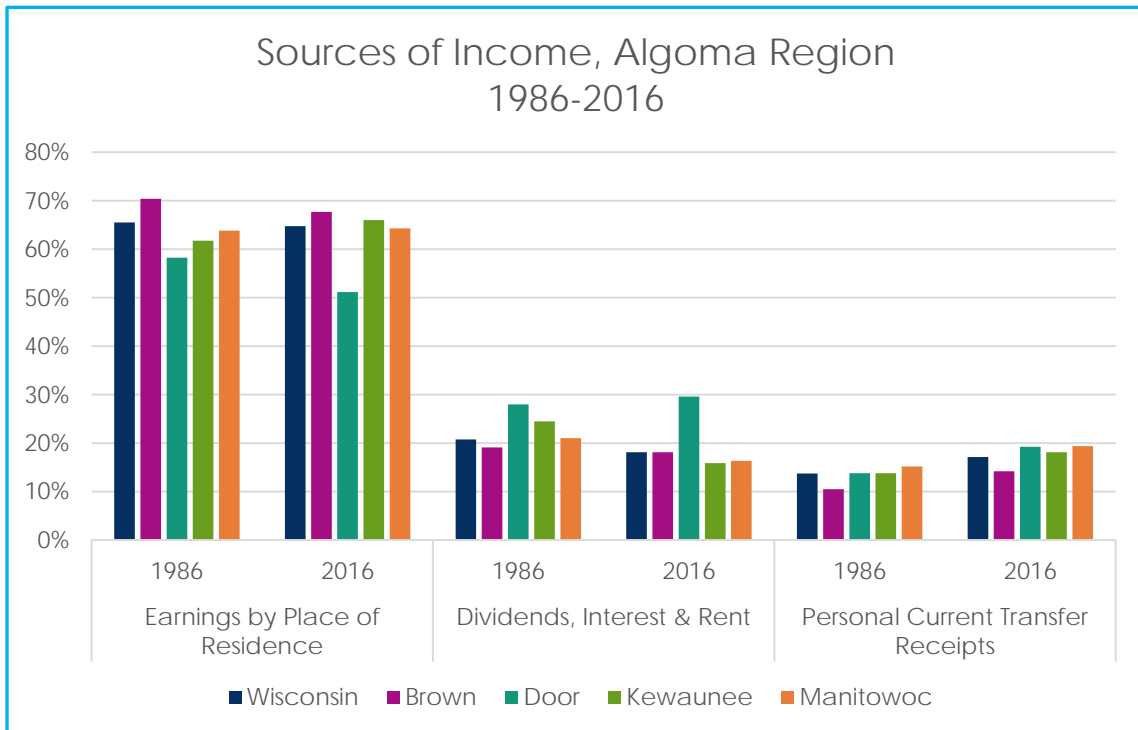


FIGURE 53: KEWAUNEE COUNTY RESIDENTS OBTAIN MOST OF THEIR INCOME FROM EARNINGS WHILE TRANSFER INCOME HAS GROWN AND DIVIDENDS, INTEREST & RENT INCOME HAS SHRUNK.

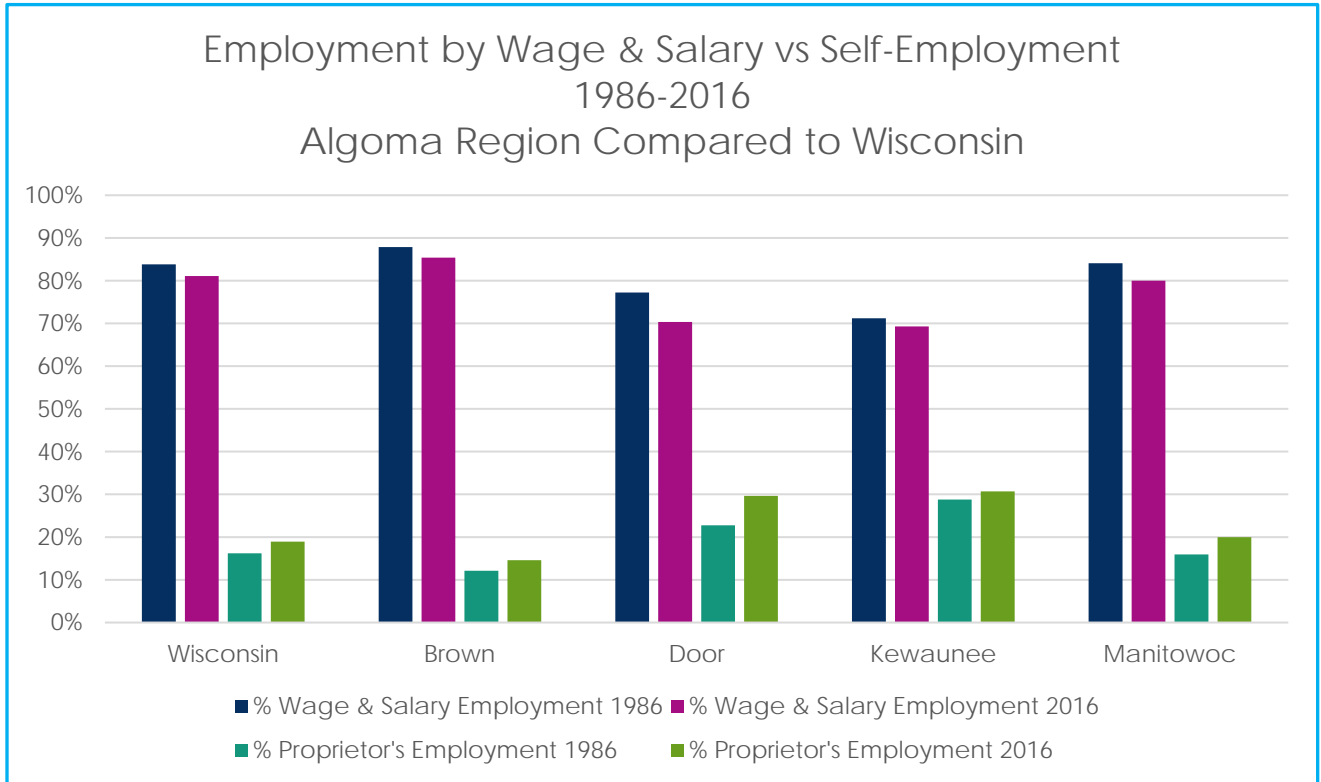


FIGURE 56: KEWAUNEE COUNTY HAS THE HIGHEST RATE OF SELF-EMPLOYMENT IN THE REGION.

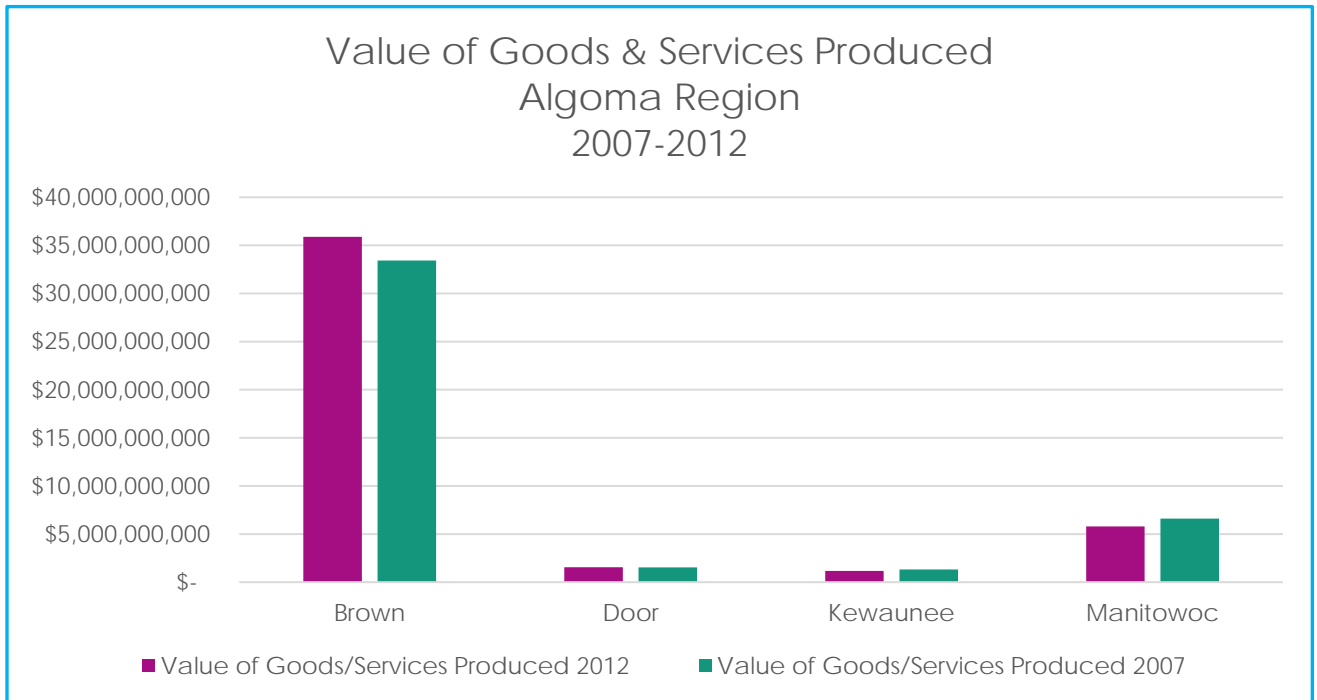


FIGURE 55: THE ECONOMIES OF DOOR AND KEWAUNEE COUNTIES DWARF IN COMPARISON TO BROWN COUNTY.

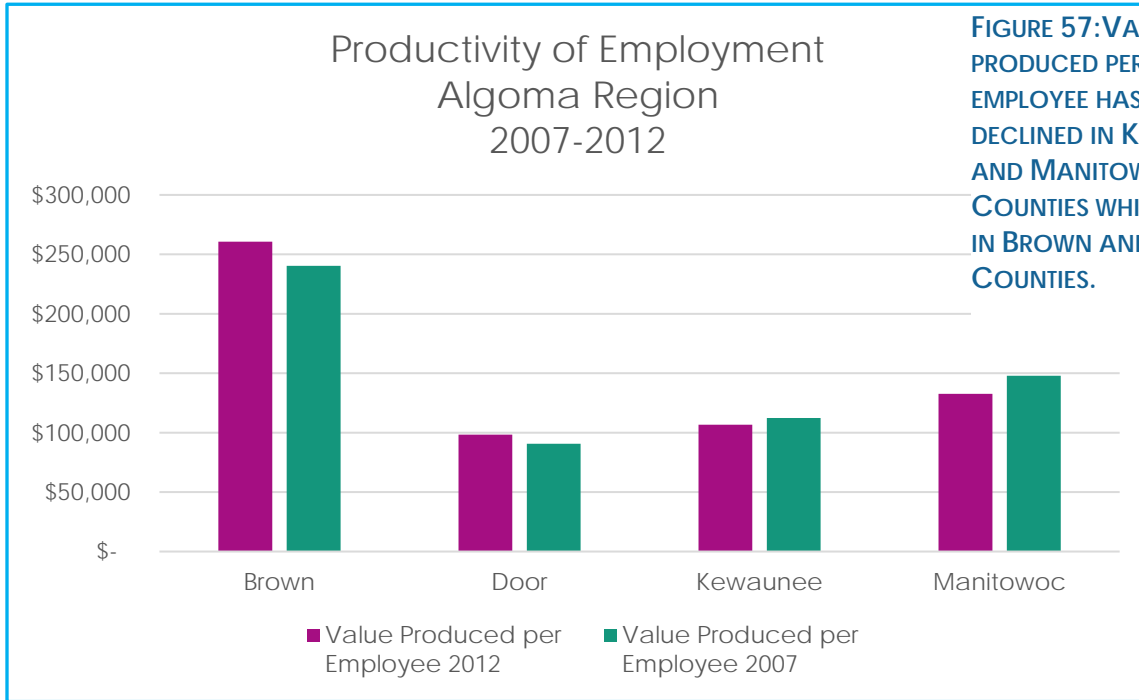


FIGURE 57: VALUE PRODUCED PER EMPLOYEE HAS DECLINED IN KEWAUNEE AND MANITOWOC COUNTIES WHILE RISING IN BROWN AND DOOR COUNTIES.

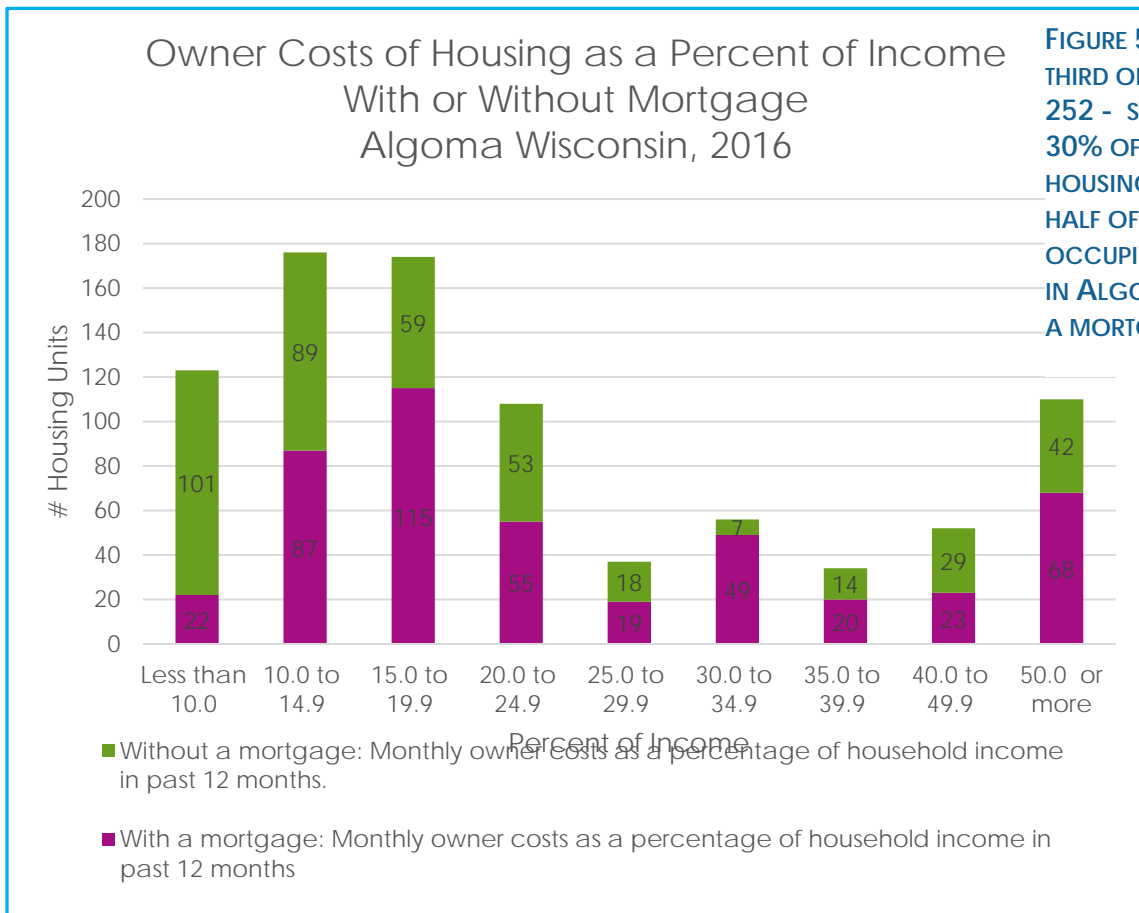


FIGURE 58: ALMOST ONE-THIRD OF HOMEOWNERS – 252 – SPEND MORE THAN 30% OF THEIR INCOME ON HOUSING COSTS. NEARLY HALF OF ALL OWNER-OCCUPIED HOUSING UNITS IN ALGOMA DO NOT HAVE A MORTGAGE.

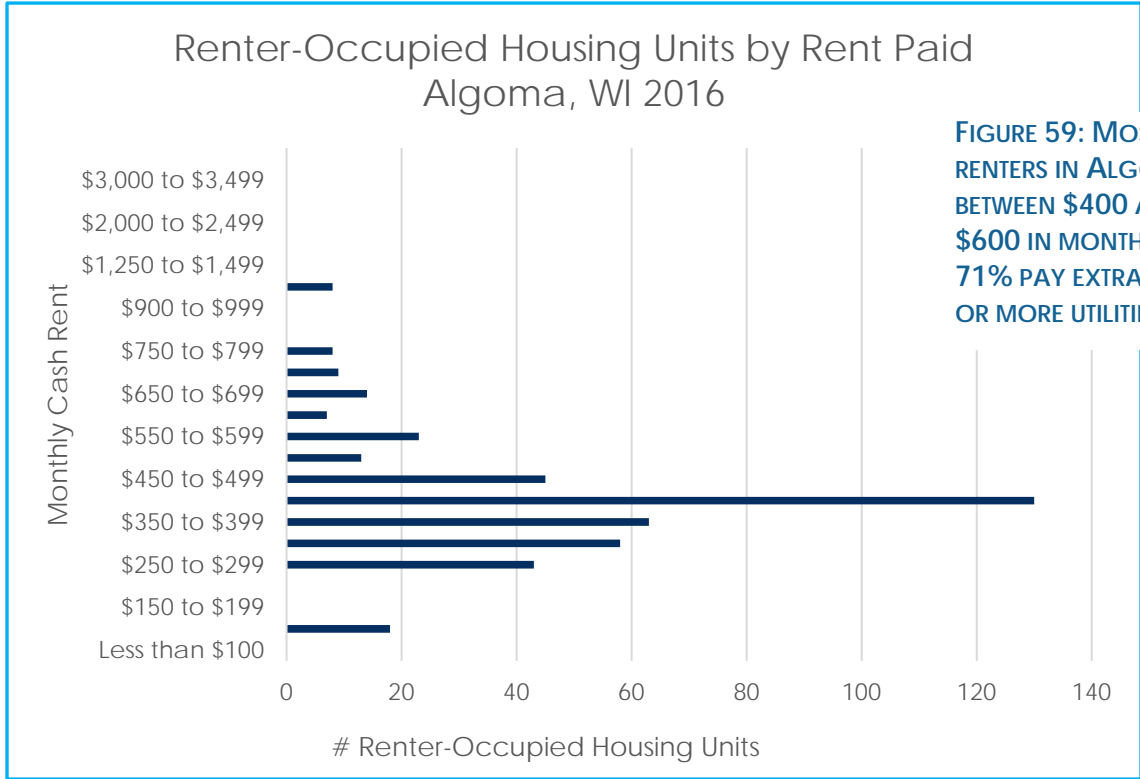


FIGURE 59: MOST RENTERS IN ALGOMA PAY BETWEEN \$400 AND \$600 IN MONTHLY RENT. 71% PAY EXTRA FOR ONE OR MORE UTILITIES.

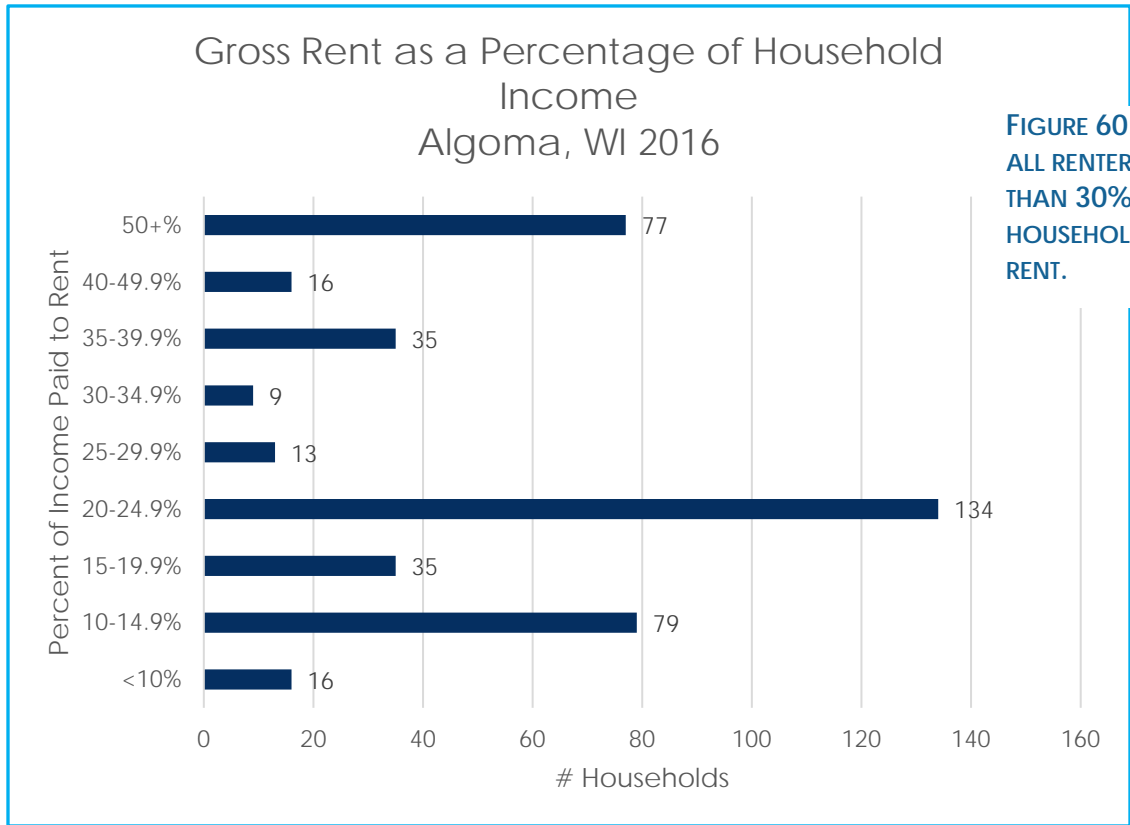


FIGURE 60: A THIRD OF ALL RENTERS SPEND MORE THAN 30% OF THEIR HOUSEHOLD INCOME ON RENT.

HOUSING UNITS BY UNITS IN STRUCTURE ALGOMA, WI 2016

- 1 detached ■ 1 attached ■ 2 ■ 3 or 4 ■ 5 to 9
- 10 to 19 ■ 20 to 49 ■ 50 or more ■ Mobile home

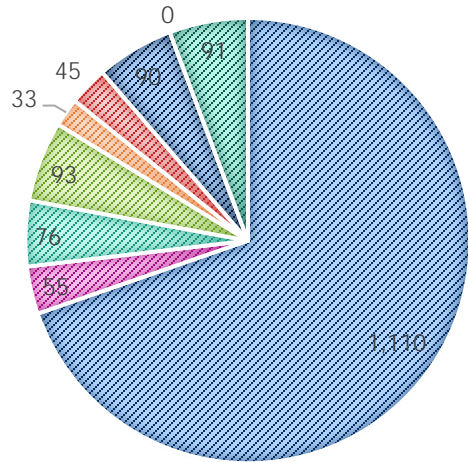


FIGURE 61: ALGOMA HAS A MOSTLY OLDER HOUSING STOCK WITH NEARLY 40% BUILT BEFORE 1940.

Housing Units by Year Structure Built Algoma, WI 2016

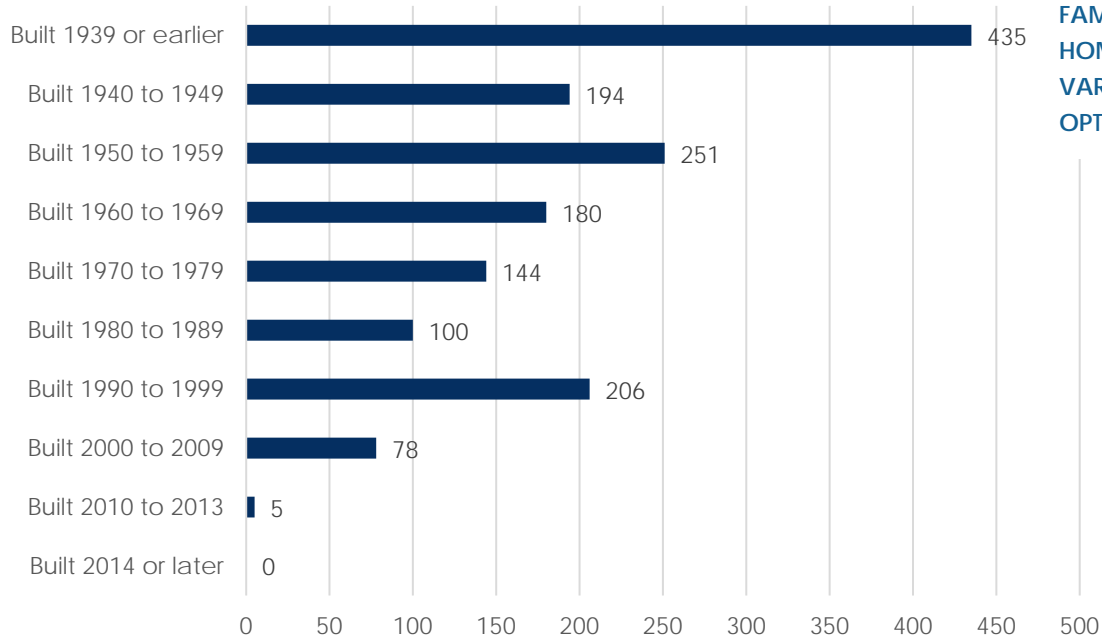


FIGURE 62: ALGOMA'S HOUSING STOCK IS DOMINATED BY SINGLE-FAMILY DETACHED HOMES, BUT THERE ARE A VARIETY OF OTHER OPTIONS.

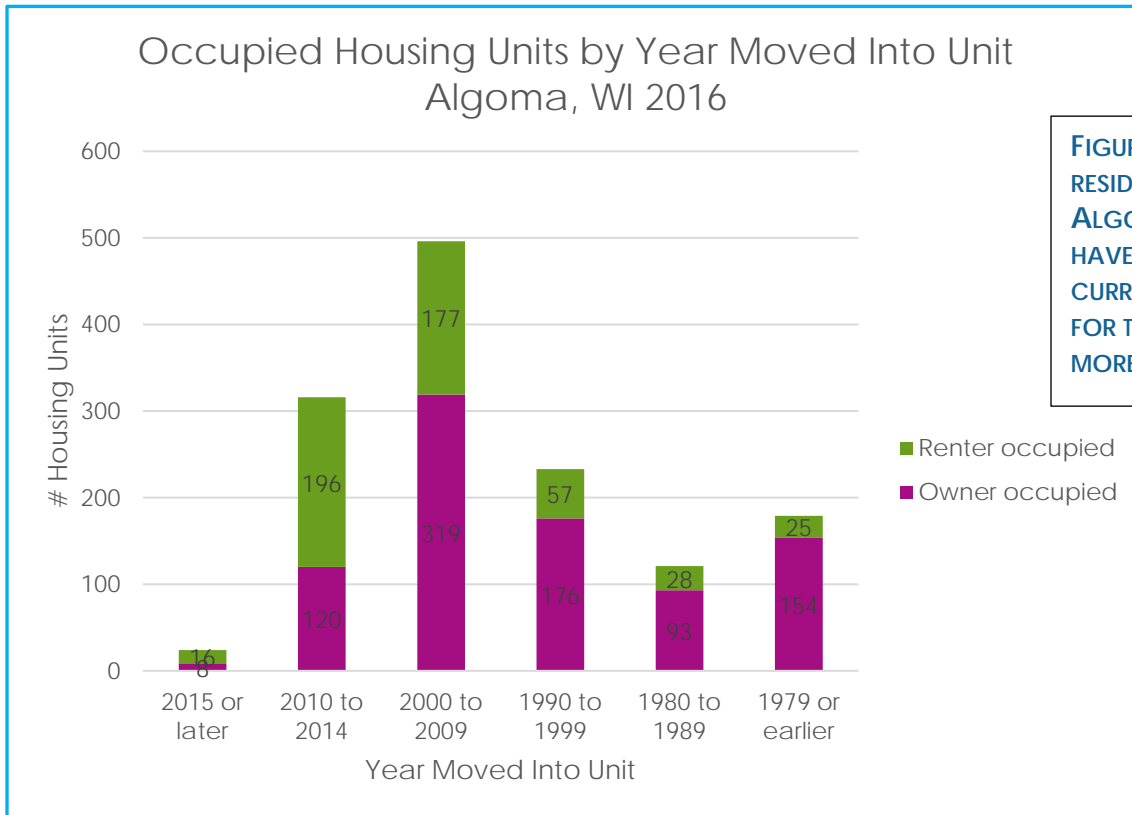


FIGURE 36: MOST RESIDENTS OF ALGOMA - 75% - HAVE BEEN IN THEIR CURRENT RESIDENCE FOR TEN YEARS OR MORE.

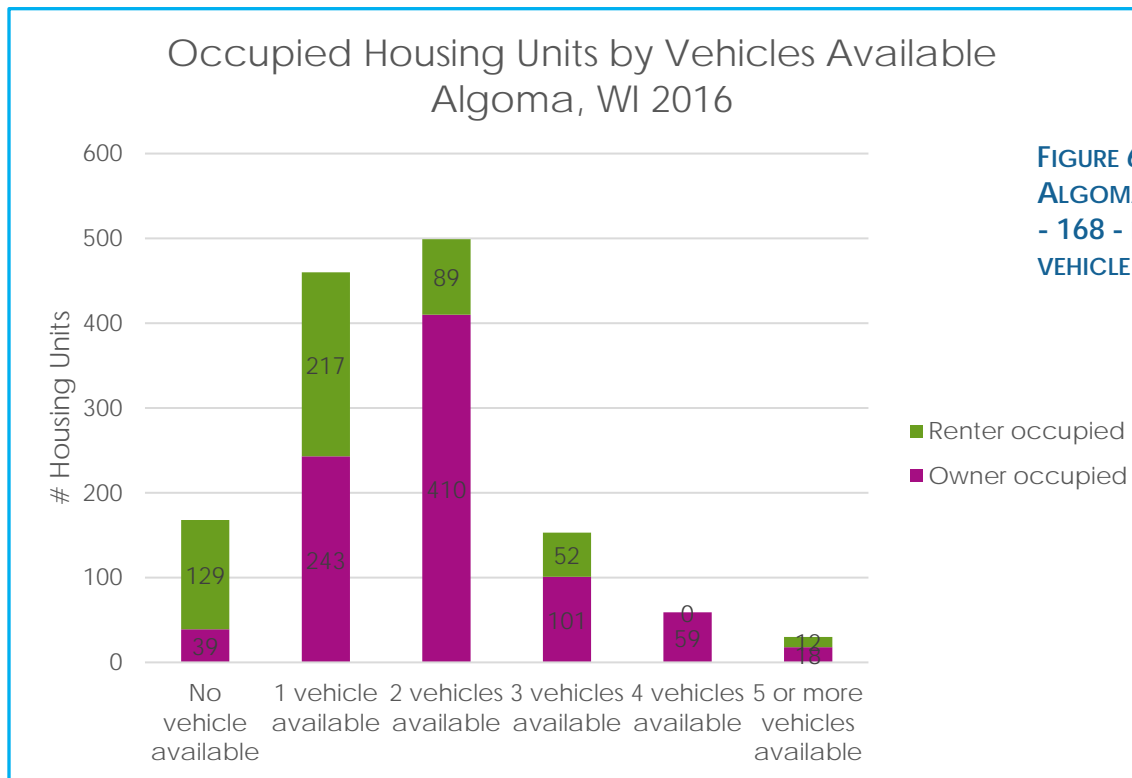
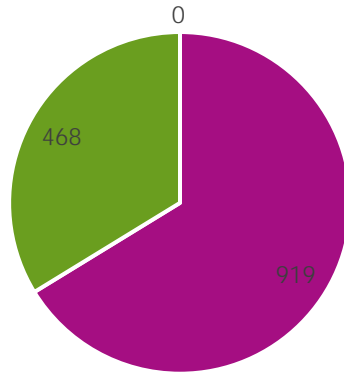


FIGURE 63: 12% OF ALGOMA HOUSEHOLDS - 168 - DO NOT HAVE A VEHICLE AVAILABLE.

Workers Age 16+ Years by Place of Work
Algoma, WI 2016



- Worked in state and in county of residence
- Worked in state and outside county of residence
- Worked outside state of residence

FIGURE 64: TWO-THIRDS OF ALL WORKERS LIVING IN ALGOMA ARE ABLE TO WORK WITHIN KEWAUNEE COUNTY.

Workers Age 16+ Years by Travel Time to Work
Algoma, WI 2016

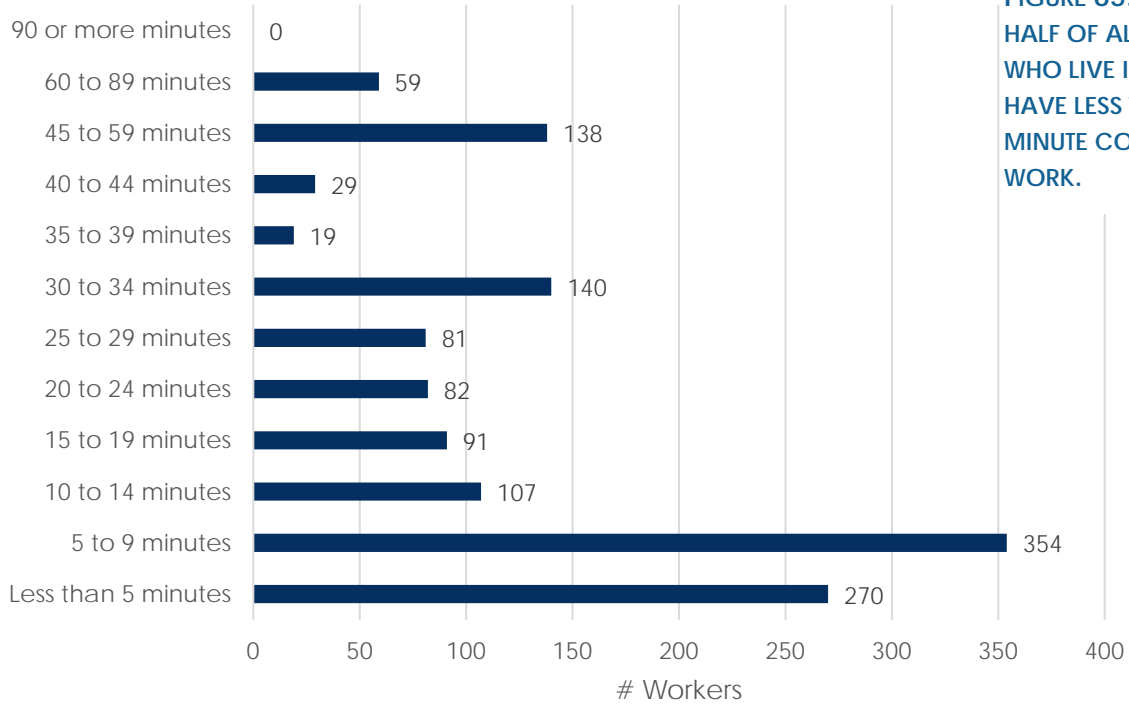


FIGURE 65: WELL OVER HALF OF ALL WORKERS WHO LIVE IN ALGOMA HAVE LESS THAN A 15 MINUTE COMMUTE TO WORK.

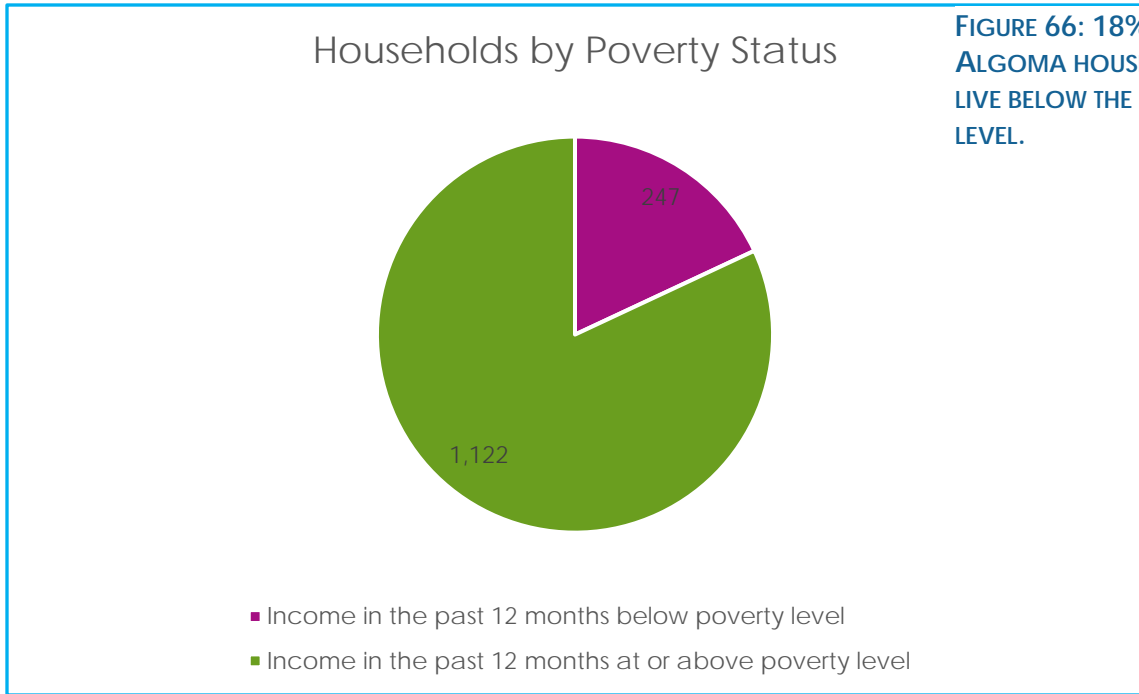


FIGURE 66: 18% OF ALGOMA HOUSEHOLDS LIVE BELOW THE POVERTY LEVEL.

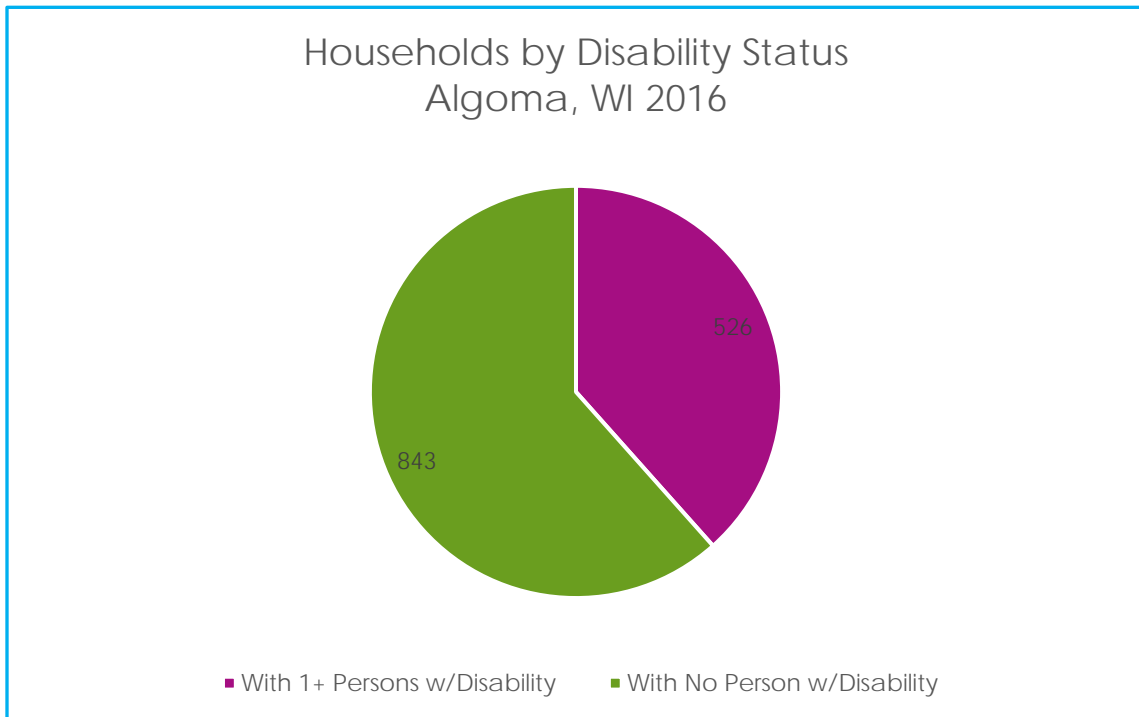


FIGURE 67: OVER A THIRD OF ALL HOUSEHOLDS HAVE AT LEAST ONE PERSON WITH A DISABILITY.

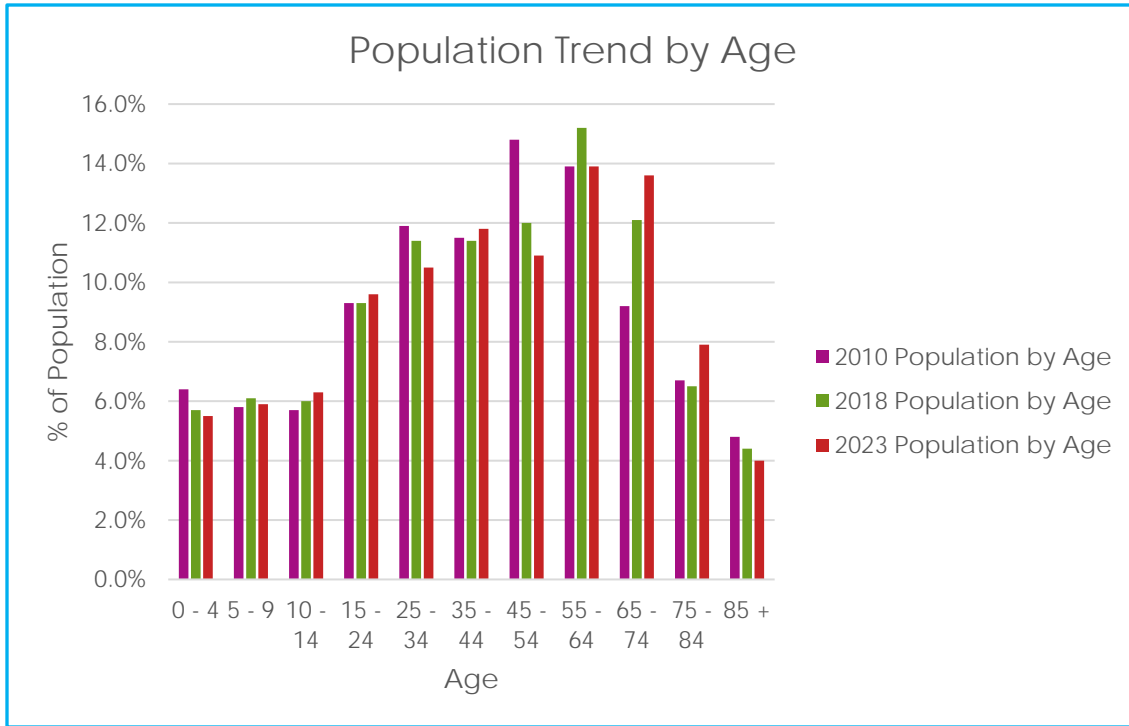


FIGURE 68: THERE WILL BE A SIGNIFICANT INCREASE IN THE 65 - 84 AGE GROUP OVER THE NEXT FEW YEARS.

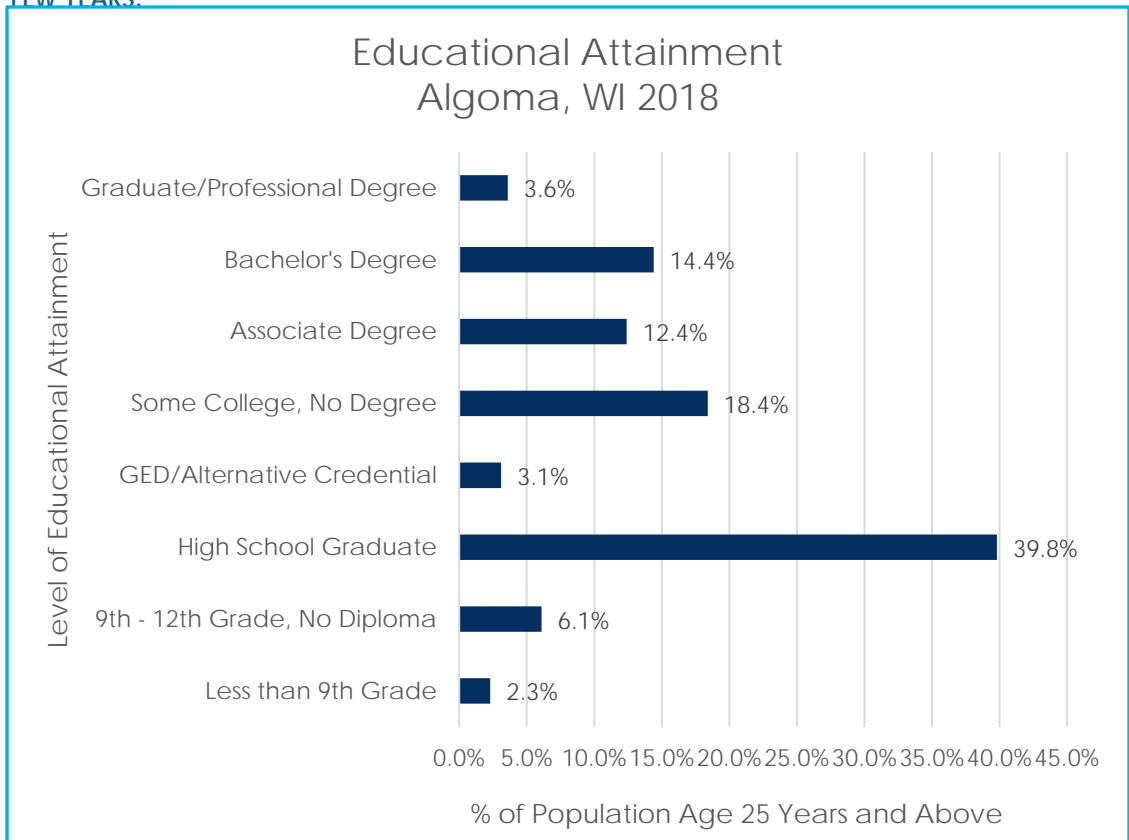


FIGURE 69: NEARLY HALF OF ALGOMA RESIDENTS AGE 25+ YEARS HAVE SOME POST-HIGH SCHOOL EDUCATION.

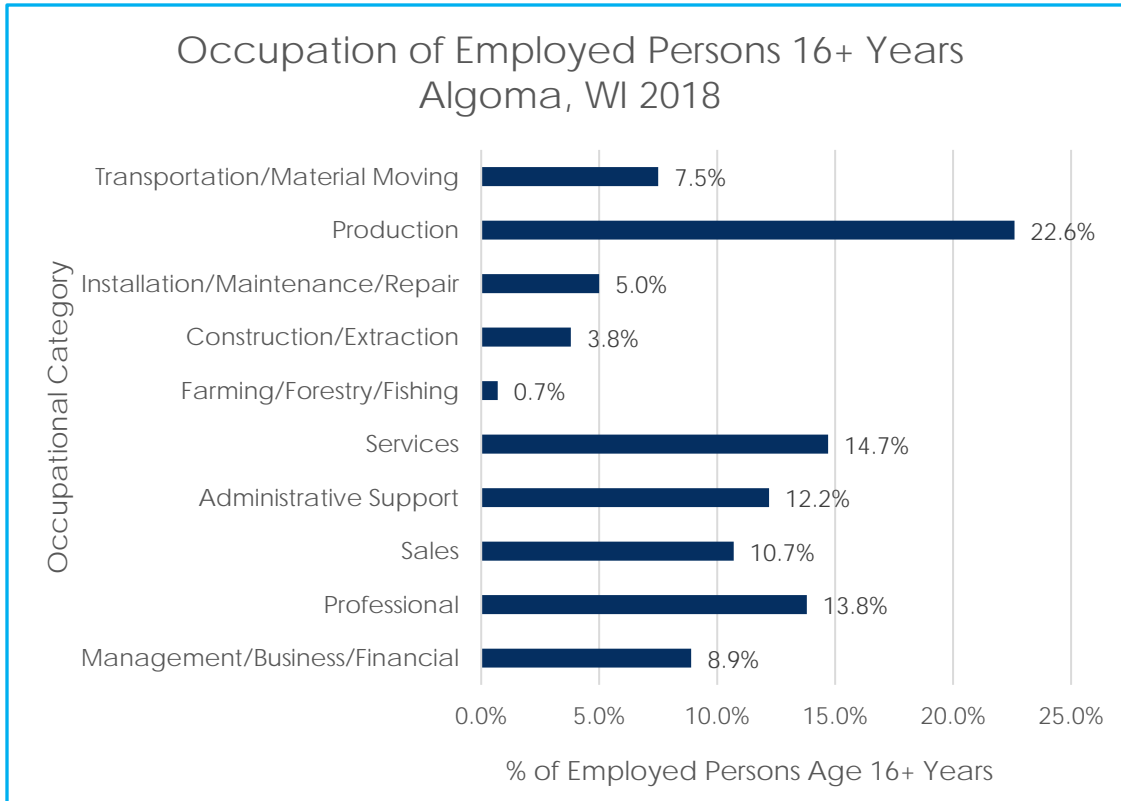


FIGURE 70: PRODUCTION WORKERS COMPRISE THE LARGEST OCCUPATIONAL GROUP OF ALGOMA WORKERS.

Disposable Income by Age Group, Algoma, WI 2018

2018 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	36	183	207	206	285	233	231
<\$15,000	7	28	26	23	57	77	85
\$15,000-\$24,999	4	18	15	12	29	32	57
\$25,000-\$34,999	6	23	27	26	37	31	34
\$35,000-\$49,999	8	52	46	32	55	49	30
\$50,000-\$74,999	9	46	68	62	72	23	16
\$75,000-\$99,999	2	11	19	32	22	14	6
\$100,000-\$149,999	0	4	6	16	11	7	3
\$150,000-\$199,999	0	1	0	2	1	0	0
\$200,000+	0	0	0	1	1	0	0
Median Disposable Income	\$36,257	\$39,809	\$45,471	\$52,418	\$39,081	\$26,892	\$19,104
Average Disposable Income	\$38,527	\$44,217	\$48,490	\$57,801	\$44,757	\$34,554	\$26,781



Restaurant Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Demographic Summary		2018	2023
Population		3,115	3,112
Population 18+		2,463	2,446
Households		1,382	1,379
Median Household Income		\$44,345	\$50,389
Product/Consumer Behavior		Expected Number	MPI
		Adults	Percent
Went to family restaurant/steak house in last 6 mo		1,852	75.2%
Went to family restaurant/steak house 4+ times/mo		561	22.8%
Spent at family restaurant/30 days: <\$31		330	13.4%
Spent at family restaurant/30 days: \$31-50		235	9.5%
Spent at family restaurant/30 days: \$51-100		328	13.3%
Spent at family restaurant/30 days: \$101-200		167	6.8%
Spent at family restaurant/30 days: \$201-300		48	1.9%
Family restaurant/steak house last 6 months: breakfast		251	10.2%
Family restaurant/steak house last 6 months: lunch		426	17.3%
Family restaurant/steak house last 6 months: dinner		1,131	45.9%
Family restaurant/steak house last 6 months: snack		29	1.2%
Family restaurant/steak house last 6 months: weekday		690	28.0%
Family restaurant/steak house last 6 months: weekend		988	40.1%
Fam rest/steak hse/6 months: Applebee`s		718	29.2%
Fam rest/steak hse/6 months: Bob Evans Farms		123	5.0%
Fam rest/steak hse/6 months: Buffalo Wild Wings		268	10.9%
Fam rest/steak hse/6 months: California Pizza Kitchen		12	0.5%
Fam rest/steak hse/6 months: Carrabba`s Italian Grill		30	1.2%
Fam rest/steak hse/6 months: The Cheesecake Factory		74	3.0%
Fam rest/steak hse/6 months: Chili`s Grill & Bar		160	6.5%
Fam rest/steak hse/6 months: CiCi`s Pizza		67	2.7%
Fam rest/steak hse/6 months: Cracker Barrel		302	12.3%
Fam rest/steak hse/6 months: Denny`s		181	7.3%
Fam rest/steak hse/6 months: Golden Corral		181	7.3%
Fam rest/steak hse/6 months: IHOP		132	5.4%
Fam rest/steak hse/6 months: Logan`s Roadhouse		57	2.3%
Fam rest/steak hse/6 months: LongHorn Steakhouse		84	3.4%
Fam rest/steak hse/6 months: Olive Garden		380	15.4%
Fam rest/steak hse/6 months: Outback Steakhouse		160	6.5%
Fam rest/steak hse/6 months: Red Lobster		276	11.2%
Fam rest/steak hse/6 months: Red Robin		90	3.7%
Fam rest/steak hse/6 months: Ruby Tuesday		123	5.0%
Fam rest/steak hse/6 months: Texas Roadhouse		225	9.1%
Fam rest/steak hse/6 months: T.G.I. Friday`s		105	4.3%
Fam rest/steak hse/6 months: Waffle House		113	4.6%
Went to fast food/drive-in restaurant in last 6 mo		2,282	92.7%
Went to fast food/drive-in restaurant 9+ times/mo		843	34.2%
Spent at fast food restaurant/30 days: <\$11		136	5.5%
Spent at fast food restaurant/30 days: \$11-\$20		295	12.0%
Spent at fast food restaurant/30 days: \$21-\$40		465	18.9%
Spent at fast food restaurant/30 days: \$41-\$50		198	8.0%
Spent at fast food restaurant/30 days: \$51-\$100		349	14.2%
Spent at fast food restaurant/30 days: \$101-\$200		192	7.8%
Spent at fast food restaurant/30 days: \$201+		56	2.3%

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

August 15, 2018



Restaurant Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	956	38.8%	106
Fast food/drive-in last 6 months: home delivery	196	8.0%	95
Fast food/drive-in last 6 months: take-out/drive-thru	1,179	47.9%	101
Fast food/drive-in last 6 months: take-out/walk-in	428	17.4%	82
Fast food/drive-in last 6 months: breakfast	810	32.9%	95
Fast food/drive-in last 6 months: lunch	1,358	55.1%	109
Fast food/drive-in last 6 months: dinner	1,140	46.3%	101
Fast food/drive-in last 6 months: snack	228	9.3%	74
Fast food/drive-in last 6 months: weekday	1,528	62.0%	104
Fast food/drive-in last 6 months: weekend	1,168	47.4%	99
Fast food/drive-in last 6 months: A & W	141	5.7%	221
Fast food/drive-in last 6 months: Arby's	720	29.2%	175
Fast food/drive-in last 6 months: Baskin-Robbins	45	1.8%	52
Fast food/drive-in last 6 months: Boston Market	22	0.9%	27
Fast food/drive-in last 6 months: Burger King	849	34.5%	116
Fast food/drive-in last 6 months: Captain D's	91	3.7%	88
Fast food/drive-in last 6 months: Carl's Jr.	48	1.9%	34
Fast food/drive-in last 6 months: Checkers	65	2.6%	79
Fast food/drive-in last 6 months: Chick-fil-A	309	12.5%	57
Fast food/drive-in last 6 months: Chipotle Mex. Grill	112	4.5%	34
Fast food/drive-in last 6 months: Chuck E. Cheese's	73	3.0%	96
Fast food/drive-in last 6 months: Church's Fr. Chicken	44	1.8%	50
Fast food/drive-in last 6 months: Cold Stone Creamery	91	3.7%	115
Fast food/drive-in last 6 months: Dairy Queen	536	21.8%	142
Fast food/drive-in last 6 months: Del Taco	29	1.2%	33
Fast food/drive-in last 6 months: Domino's Pizza	235	9.5%	78
Fast food/drive-in last 6 months: Dunkin' Donuts	186	7.6%	55
Went to Five Guys in last 6 months	134	5.4%	56
Fast food/drive-in last 6 months: Hardee's	290	11.8%	187
Fast food/drive-in last 6 months: Jack in the Box	75	3.0%	38
Went to Jimmy John's in last 6 months	105	4.3%	73
Fast food/drive-in last 6 months: KFC	596	24.2%	120
Fast food/drive-in last 6 months: Krispy Kreme	116	4.7%	82
Fast food/drive-in last 6 months: Little Caesars	341	13.8%	103
Fast food/drive-in last 6 months: Long John Silver's	164	6.7%	183
Fast food/drive-in last 6 months: McDonald's	1,534	62.3%	119
Went to Panda Express in last 6 months	75	3.0%	32
Fast food/drive-in last 6 months: Panera Bread	226	9.2%	72
Fast food/drive-in last 6 months: Papa John's	132	5.4%	61
Fast food/drive-in last 6 months: Papa Murphy's	138	5.6%	111
Fast food/drive-in last 6 months: Pizza Hut	577	23.4%	138
Fast food/drive-in last 6 months: Popeyes Chicken	117	4.8%	51
Fast food/drive-in last 6 months: Sonic Drive-In	368	14.9%	127
Fast food/drive-in last 6 months: Starbucks	174	7.1%	39
Fast food/drive-in last 6 months: Steak 'n Shake	148	6.0%	109
Fast food/drive-in last 6 months: Subway	764	31.0%	113
Fast food/drive-in last 6 months: Taco Bell	737	29.9%	104
Fast food/drive-in last 6 months: Wendy's	700	28.4%	113
Fast food/drive-in last 6 months: Whataburger	40	1.6%	34
Fast food/drive-in last 6 months: White Castle	72	2.9%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Restaurant Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Went to fine dining restaurant last month	133	5.4%	50
Went to fine dining restaurant 3+ times last month	41	1.7%	52
Spent at fine dining restaurant/30 days: <\$51	35	1.4%	87
Spent at fine dining restaurant/30 days: \$51-\$100	59	2.4%	72
Spent at fine dining restaurant/30 days: \$101-\$200	54	2.2%	83

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Retail Goods and Services Expenditures

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Top Tapestry Segments	Percen	Demographic Summary	2018	2023
Heartland Communities (6F)	98.2%	Population	3,115	3,112
Salt of the Earth (6B)	1.8%	Households	1,382	1,379
Top Tier (1A)	0.0%	Families	840	834
Professional Pride (1B)	0.0%	Median Age	45.2	45.3
Boomburbs (1C)	0.0%	Median Household	\$44,345	\$50,389
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,330.63	\$1,838,933
Men's		64	\$263.67	\$364,396
Women's		58	\$433.01	\$598,423
Children's		66	\$213.13	\$294,539
Footwear		64	\$299.53	\$413,948
Watches & Jewelry		57	\$82.20	\$113,605
Apparel Products and Services (1)		47	\$39.09	\$54,021
Computer				
Computers and Hardware for Home Use		55	\$94.42	\$130,490
Portable Memory		57	\$3.13	\$4,319
Computer Software		50	\$5.30	\$7,325
Computer Accessories		58	\$10.92	\$15,091
Entertainment & Recreation		69	\$2,227.43	\$3,078,302
Fees and Admissions		52	\$352.44	\$487,066
Membership Fees for Clubs (2)		51	\$114.80	\$158,650
Fees for Participant Sports, excl. Trips		55	\$62.31	\$86,119
Tickets to Theatre/Operas/Concerts		49	\$32.46	\$44,866
Tickets to Movies/Museums/Parks		52	\$41.49	\$57,345
Admission to Sporting Events, excl. Trips		61	\$36.08	\$49,858
Fees for Recreational Lessons		47	\$64.87	\$89,643
Dating Services		63	\$0.42	\$586
TV/Video/Audio		73	\$951.33	\$1,314,745
Cable and Satellite Television Services		76	\$732.94	\$1,012,920
Televisions		65	\$76.94	\$106,334
Satellite Dishes		57	\$1.00	\$1,388
VCRs, Video Cameras, and DVD Players		63	\$3.49	\$4,825
Miscellaneous Video Equipment		73	\$10.53	\$14,555
Video Cassettes and DVDs		66	\$8.20	\$11,330
Video Game Hardware/Accessories		68	\$20.29	\$28,037
Video Game Software		66	\$9.94	\$13,733
Streaming/Downloaded Video		58	\$19.32	\$26,702
Rental of Video Cassettes and DVDs		63	\$8.09	\$11,180
Installation of Televisions		35	\$0.32	\$441
Audio (3)		62	\$57.69	\$79,725
Rental and Repair of TV/Radio/Sound Equipment		64	\$2.59	\$3,574
Pets		84	\$535.87	\$740,574
Toys/Games/Crafts/Hobbies (4)		65	\$74.80	\$103,373
Recreational Vehicles and Fees (5)		79	\$87.15	\$120,441
Sports/Recreation/Exercise Equipment (6)		61	\$108.42	\$149,830
Photo Equipment and Supplies (7)		60	\$31.79	\$43,930
Reading (8)		64	\$72.60	\$100,331
Catered Affairs (9)		43	\$13.03	\$18,013
Food		67	\$5,721.86	\$7,907,617
Food at Home		70	\$3,528.57	\$4,876,488
Bakery and Cereal Products		70	\$461.74	\$638,122
Meats, Poultry, Fish, and Eggs		71	\$802.30	\$1,108,774
Dairy Products		72	\$374.73	\$517,873
Fruits and Vegetables		67	\$654.82	\$904,958
Snacks and Other Food at Home (10)		71	\$1,234.99	\$1,706,761
Food Away from Home		62	\$2,193.29	\$3,031,128
Alcoholic Beverages		56	\$315.54	\$436,072

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.

August 15, 2018



Retail Goods and Services Expenditures

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	54	\$2,737.37	\$3,783,043
Value of Retirement Plans	63	\$14,617.37	\$20,201,206
Value of Other Financial Assets	73	\$1,032.21	\$1,426,511
Vehicle Loan Amount excluding Interest	84	\$2,342.20	\$3,236,924
Value of Credit Card Debt	63	\$370.01	\$511,355
Health			
Nonprescription Drugs	76	\$101.93	\$140,869
Prescription Drugs	84	\$303.19	\$419,004
Eyeglasses and Contact Lenses	73	\$67.71	\$93,573
Home			
Mortgage Payment and Basics (11)	63	\$5,479.67	\$7,572,901
Maintenance and Remodeling Services	62	\$1,261.05	\$1,742,772
Maintenance and Remodeling Materials (12)	80	\$393.17	\$543,367
Utilities, Fuel, and Public Services	74	\$3,664.22	\$5,063,954
Household Furnishings and Equipment			
Household Textiles (13)	61	\$59.94	\$82,842
Furniture	61	\$371.61	\$513,564
Rugs	64	\$15.79	\$21,826
Major Appliances (14)	76	\$263.90	\$364,716
Housewares (15)	68	\$70.27	\$97,112
Small Appliances	66	\$32.53	\$44,959
Luggage	48	\$6.64	\$9,170
Telephones and Accessories	58	\$40.89	\$56,506
Household Operations			
Child Care	55	\$282.05	\$389,795
Lawn and Garden (16)	77	\$331.92	\$458,715
Moving/Storage/Freight Express	43	\$28.10	\$38,837
Housekeeping Supplies (17)	73	\$523.90	\$724,034
Insurance			
Owners and Renters Insurance	78	\$443.95	\$613,535
Vehicle Insurance	71	\$892.62	\$1,233,601
Life/Other Insurance	69	\$288.27	\$398,389
Health Insurance	74	\$2,788.78	\$3,854,098
Personal Care Products (18)	64	\$310.06	\$428,499
School Books and Supplies (19)	57	\$88.38	\$122,139
Smoking Products	97	\$403.24	\$557,272
Transportation			
Payments on Vehicles excluding Leases	76	\$1,812.35	\$2,504,672
Gasoline and Motor Oil	74	\$1,763.98	\$2,437,826
Vehicle Maintenance and Repairs	69	\$737.31	\$1,018,961
Travel			
Airline Fares	50	\$265.03	\$366,275
Lodging on Trips	60	\$345.88	\$478,009
Auto/Truck Rental on Trips	54	\$14.86	\$20,531
Food and Drink on Trips	59	\$304.36	\$420,628

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Algoma City, WI
Algoma City, WI (5501000)
Geography: Place

Prepared by Esri

- (1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2018 and 2023; Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Demographic Summary	2018	2023
Population	3,115	3,112
Population 18+	2,463	2,446
Households	1,382	1,379
Median Household Income	\$44,345	\$50,389

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,175	47.7%	101
Bought any women's clothing in last 12 months	1,002	40.7%	94
Bought clothing for child <13 years in last 6 months	647	26.3%	98
Bought any shoes in last 12 months	1,239	50.3%	94
Bought costume jewelry in last 12 months	361	14.7%	81
Bought any fine jewelry in last 12 months	427	17.3%	97
Bought a watch in last 12 months	385	15.6%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,226	88.7%	104
HH bought/leased new vehicle last 12 mo	105	7.6%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,145	87.1%	102
Bought/changed motor oil in last 12 months	1,333	54.1%	113
Had tune-up in last 12 months	596	24.2%	94
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,608	65.3%	94
Drank regular cola in last 6 months	1,337	54.3%	123
Drank beer/ale in last 6 months	1,017	41.3%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	306	12.4%	106
Own digital SLR camera/camcorder	164	6.7%	85
Printed digital photos in last 12 months	574	23.3%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	894	36.3%	101
Have a smartphone	1,717	69.7%	87
Have a smartphone: Android phone (any brand)	899	36.5%	94
Have a smartphone: Apple iPhone	680	27.6%	72
Number of cell phones in household: 1	451	32.6%	106
Number of cell phones in household: 2	545	39.4%	103
Number of cell phones in household: 3+	286	20.7%	75
HH has cell phone only (no landline telephone)	617	44.6%	85
Computers (Households)			
HH owns a computer	906	65.6%	88
HH owns desktop computer	536	38.8%	101
HH owns laptop/notebook	649	47.0%	83
HH owns any Apple/Mac brand computer	110	8.0%	45
HH owns any PC/non-Apple brand computer	858	62.1%	99
HH purchased most recent computer in a store	503	36.4%	98
HH purchased most recent computer online	150	10.9%	81
Spent <\$500 on most recent home computer	278	20.1%	132
Spent \$500-\$999 on most recent home computer	243	17.6%	100
Spent \$1,000-\$1,499 on most recent home computer	95	6.9%	72
Spent \$1,500-\$1,999 on most recent home computer	36	2.6%	56
Spent \$2,000+ on most recent home computer	28	2.0%	50

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.

August 15, 2018



Retail Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	1,650	67.0%	107
Bought brewed coffee at convenience store in last 30 days	337	13.7%	101
Bought cigarettes at convenience store in last 30 days	346	14.0%	129
Bought gas at convenience store in last 30 days	1,132	46.0%	125
Spent at convenience store in last 30 days: <\$20	167	6.8%	94
Spent at convenience store in last 30 days: \$20-\$39	225	9.1%	96
Spent at convenience store in last 30 days: \$40-\$50	246	10.0%	121
Spent at convenience store in last 30 days: \$51-\$99	128	5.2%	93
Spent at convenience store in last 30 days: \$100+	675	27.4%	123
Entertainment (Adults)			
Attended a movie in last 6 months	1,240	50.3%	85
Went to live theater in last 12 months	174	7.1%	61
Went to a bar/night club in last 12 months	410	16.6%	95
Dined out in last 12 months	1,119	45.4%	89
Gambled at a casino in last 12 months	300	12.2%	94
Visited a theme park in last 12 months	270	11.0%	58
Viewed movie (video-on-demand) in last 30 days	332	13.5%	74
Viewed TV show (video-on-demand) in last 30 days	240	9.7%	70
Watched any pay-per-view TV in last 12 months	152	6.2%	56
Downloaded a movie over the Internet in last 30 days	146	5.9%	65
Downloaded any individual song in last 6 months	389	15.8%	78
Watched a movie online in the last 30 days	426	17.3%	72
Watched a TV program online in last 30 days	336	13.6%	76
Played a video/electronic game (console) in last 12 months	206	8.4%	92
Played a video/electronic game (portable) in last 12 months	78	3.2%	61
Financial (Adults)			
Have home mortgage (1st)	743	30.2%	95
Used ATM/cash machine in last 12 months	1,144	46.4%	87
Own any stock	115	4.7%	65
Own U.S. savings bond	90	3.7%	76
Own shares in mutual fund (stock)	141	5.7%	83
Own shares in mutual fund (bonds)	83	3.4%	71
Have interest checking account	748	30.4%	103
Have non-interest checking account	738	30.0%	102
Have savings account	1,423	57.8%	99
Have 401K retirement savings plan	315	12.8%	83
Own/used any credit/debit card in last 12 months	1,823	74.0%	93
Avg monthly credit card expenditures: <\$111	370	15.0%	125
Avg monthly credit card expenditures: \$111-\$225	214	8.7%	121
Avg monthly credit card expenditures: \$226-\$450	195	7.9%	117
Avg monthly credit card expenditures: \$451-\$700	100	4.1%	65
Avg monthly credit card expenditures: \$701-\$1,000	122	5.0%	85
Avg monthly credit card expenditures: \$1,001+	168	6.8%	62
Did banking online in last 12 months	842	34.2%	87
Did banking on mobile device in last 12 months	513	20.8%	89
Paid bills online in last 12 months	1,082	43.9%	89

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Retail Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,016	73.5%	107
Used bread in last 6 months	1,308	94.6%	101
Used chicken (fresh or frozen) in last 6 months	947	68.5%	100
Used turkey (fresh or frozen) in last 6 months	233	16.9%	110
Used fish/seafood (fresh or frozen) in last 6 months	680	49.2%	90
Used fresh fruit/vegetables in last 6 months	1,194	86.4%	99
Used fresh milk in last 6 months	1,232	89.1%	104
Used organic food in last 6 months	176	12.7%	54
Health (Adults)			
Exercise at home 2+ times per week	585	23.8%	85
Exercise at club 2+ times per week	219	8.9%	62
Visited a doctor in last 12 months	2,031	82.5%	107
Used vitamin/dietary supplement in last 6 months	1,290	52.4%	97
Home (Households)			
Any home improvement in last 12 months	433	31.3%	112
Used housekeeper/maid/professional HH cleaning service in last 12	119	8.6%	62
Purchased low ticket HH furnishings in last 12 months	184	13.3%	79
Purchased big ticket HH furnishings in last 12 months	254	18.4%	84
Bought any small kitchen appliance in last 12 months	303	21.9%	98
Bought any large kitchen appliance in last 12 months	179	13.0%	92
Insurance (Adults/Households)			
Currently carry life insurance	1,225	49.7%	112
Carry medical/hospital/accident insurance	1,862	75.6%	101
Carry homeowner insurance	1,383	56.2%	119
Carry renter's insurance	196	8.0%	92
Have auto insurance: 1 vehicle in household covered	464	33.6%	110
Have auto insurance: 2 vehicles in household covered	399	28.9%	100
Have auto insurance: 3+ vehicles in household covered	311	22.5%	99
Pets (Households)			
Household owns any pet	805	58.2%	107
Household owns any cat	389	28.1%	123
Household owns any dog	617	44.6%	107
Psychographics (Adults)			
Buying American is important to me	1,240	50.3%	124
Usually buy items on credit rather than wait	296	12.0%	92
Usually buy based on quality - not price	457	18.6%	96
Price is usually more important than brand name	858	34.8%	125
Usually use coupons for brands I buy often	506	20.5%	115
Am interested in how to help the environment	356	14.5%	79
Usually pay more for environ safe product	275	11.2%	78
Usually value green products over convenience	273	11.1%	98
Likely to buy a brand that supports a charity	922	37.4%	108
Reading (Adults)			
Bought digital book in last 12 months	235	9.5%	72
Bought hardcover book in last 12 months	416	16.9%	85
Bought paperback book in last 12 month	683	27.7%	96
Read any daily newspaper (paper version)	676	27.4%	133
Read any digital newspaper in last 30 days	616	25.0%	66
Read any magazine (paper/electronic version) in last 6 months	2,181	88.6%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Retail Market Potential

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,852	75.2%	100
Went to family restaurant/steak house: 4+ times a month	561	22.8%	85
Went to fast food/drive-in restaurant in last 6 months	2,282	92.7%	103
Went to fast food/drive-in restaurant 9+ times/mo	843	34.2%	86
Fast food/drive-in last 6 months: eat in	956	38.8%	106
Fast food/drive-in last 6 months: home delivery	196	8.0%	95
Fast food/drive-in last 6 months: take-out/drive-thru	1,179	47.9%	101
Fast food/drive-in last 6 months: take-out/walk-in	428	17.4%	82
Television & Electronics (Adults/Households)			
Own any tablet	979	39.7%	87
Own any e-reader	167	6.8%	91
Own e-reader/tablet: iPad	490	19.9%	75
HH has Internet connectable TV	310	22.4%	87
Own any portable MP3 player	462	18.8%	87
HH owns 1 TV	264	19.1%	91
HH owns 2 TVs	362	26.2%	97
HH owns 3 TVs	318	23.0%	110
HH owns 4+ TVs	272	19.7%	111
HH subscribes to cable TV	588	42.5%	95
HH subscribes to fiber optic	29	2.1%	26
HH owns portable GPS navigation device	358	25.9%	104
HH purchased video game system in last 12 mos	74	5.4%	63
HH owns any Internet video device for TV	202	14.6%	72
Travel (Adults)			
Domestic travel in last 12 months	1,118	45.4%	87
Took 3+ domestic non-business trips in last 12 months	204	8.3%	70
Spent on domestic vacations in last 12 months: <\$1,000	268	10.9%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	123	5.0%	83
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	31	1.3%	32
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	80	3.2%	85
Spent on domestic vacations in last 12 months: \$3,000+	100	4.1%	65
Domestic travel in the 12 months: used general travel website	114	4.6%	67
Foreign travel in last 3 years	338	13.7%	52
Took 3+ foreign trips by plane in last 3 years	57	2.3%	48
Spent on foreign vacations in last 12 months: <\$1,000	60	2.4%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	51	2.1%	55
Spent on foreign vacations in last 12 months: \$3,000+	54	2.2%	37
Foreign travel in last 3 years: used general travel website	65	2.6%	44
Nights spent in hotel/motel in last 12 months: any	907	36.8%	84
Took cruise of more than one day in last 3 years	92	3.7%	44
Member of any frequent flyer program	154	6.3%	36
Member of any hotel rewards program	308	12.5%	75

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2018 and 2023.



Retail MarketPlace Profile

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

Summary Demographics						
2018 Population						3,115
2018 Households						1,382
2018 Median Disposable Income						\$36,454
2018 Per Capita Income						\$23,799
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$38,739,057	\$41,803,269	-\$3,064,212	-3.8	37
Total Retail Trade	44-45	\$35,477,435	\$39,788,223	-\$4,310,788	-5.7	27
Total Food & Drink	722	\$3,261,622	\$2,015,046	\$1,246,576	23.6	10
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,209,917	\$9,061,249	-\$851,332	-4.9	4
Automobile Dealers	4411	\$6,517,496	\$8,019,923	-\$1,502,427	-10.3	1
Other Motor Vehicle Dealers	4412	\$1,087,743	\$0	\$1,087,743	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$604,678	\$1,041,326	-\$436,648	-26.5	3
Furniture & Home Furnishings Stores	442	\$994,238	\$0	\$994,238	100.0	0
Furniture Stores	4421	\$595,993	\$0	\$595,993	100.0	0
Home Furnishings Stores	4422	\$398,245	\$0	\$398,245	100.0	0
Electronics & Appliance Stores	443	\$1,033,213	\$811,762	\$221,451	12.0	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,634,916	\$333,026	\$2,301,890	77.6	1
Bldg Material & Supplies Dealers	4441	\$2,340,023	\$333,026	\$2,006,997	75.1	1
Lawn & Garden Equip & Supply Stores	4442	\$294,893	\$0	\$294,893	100.0	0
Food & Beverage Stores	445	\$5,423,234	\$12,787,504	-\$7,364,270	-40.4	3
Grocery Stores	4451	\$4,755,537	\$12,397,726	-\$7,642,189	-44.6	2
Specialty Food Stores	4452	\$390,804	\$389,778	\$1,026	0.1	1
Beer, Wine & Liquor Stores	4453	\$276,893	\$0	\$276,893	100.0	0
Health & Personal Care Stores	446,4461	\$2,334,429	\$1,699,661	\$634,768	15.7	2
Gasoline Stations	447,4471	\$4,445,785	\$13,460,947	-\$9,015,162	-50.3	4
Clothing & Clothing Accessories Stores	448	\$1,238,963	\$162,393	\$1,076,570	76.8	2
Clothing Stores	4481	\$825,533	\$162,393	\$663,140	67.1	2
Shoe Stores	4482	\$185,546	\$0	\$185,546	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$227,884	\$0	\$227,884	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$819,111	\$0	\$819,111	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$694,733	\$0	\$694,733	100.0	0
Book, Periodical & Music Stores	4512	\$124,378	\$0	\$124,378	100.0	0
General Merchandise Stores	452	\$5,882,205	\$490,674	\$5,391,531	84.6	1
Department Stores Excluding Leased Depts.	4521	\$4,394,518	\$0	\$4,394,518	100.0	0
Other General Merchandise Stores	4529	\$1,487,687	\$490,674	\$997,013	50.4	1
Miscellaneous Store Retailers	453	\$1,422,033	\$981,007	\$441,026	18.4	7
Florists	4531	\$64,980	\$84,052	-\$19,072	-12.8	1
Office Supplies, Stationery & Gift Stores	4532	\$289,183	\$275,641	\$13,542	2.4	3
Used Merchandise Stores	4533	\$267,105	\$74,036	\$193,069	56.6	1
Other Miscellaneous Store Retailers	4539	\$800,765	\$547,278	\$253,487	18.8	2
Nonstore Retailers	454	\$1,039,391	\$0	\$1,039,391	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$791,001	\$0	\$791,001	100.0	0
Vending Machine Operators	4542	\$72,271	\$0	\$72,271	100.0	0
Direct Selling Establishments	4543	\$176,119	\$0	\$176,119	100.0	0
Food Services & Drinking Places	722	\$3,261,622	\$2,015,046	\$1,246,576	23.6	10
Special Food Services	7223	\$89,269	\$0	\$89,269	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$213,729	\$385,988	-\$172,259	-28.7	2
Restaurants/Other Eating Places	7225	\$2,958,624	\$1,629,058	\$1,329,566	29.0	8

Demand (Retail Potential) estimates sales to consumers by establishments; sales to businesses are excluded. Supply (Retail Sales) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

August 15, 2018

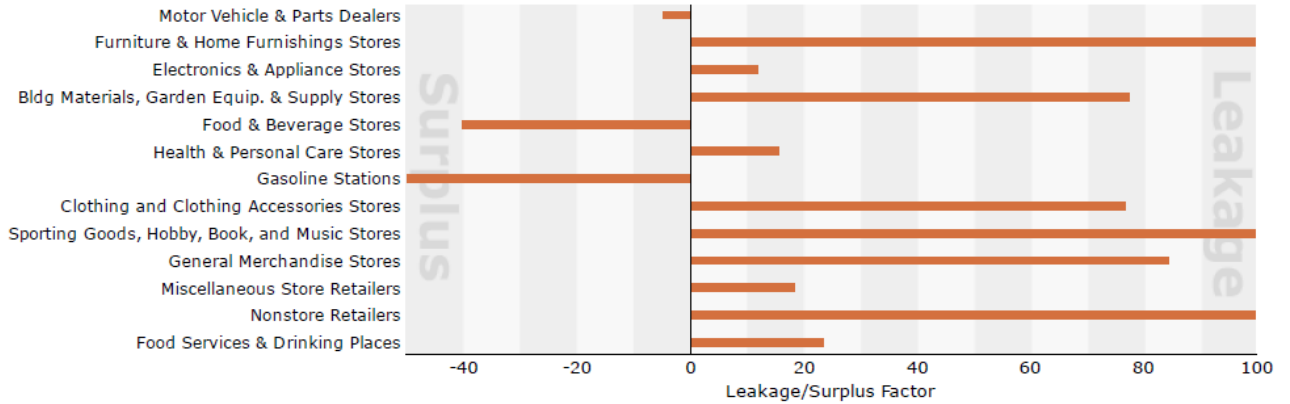


Retail MarketPlace Profile

Algoma City, WI
 Algoma City, WI (5501000)
 Geography: Place

Prepared by Esri

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

