



GRAND RIVER • GREAT CITY

La Crosse • Wisconsin

2017-2018 Consolidated Annual Performance & Evaluation Report Summary

Overview

This year, the City of La Crosse invested \$2.8 million in La Crosse through CDBG and HOME. Through careful investment of these dollars in loans to businesses and homeowners, the City earned \$1 million in program income. Additionally, CDBG/HOME funds leveraged an additional \$8 million in funding from tax credits, philanthropists, local and state funds. This meant that for every \$1 spent, another \$2.57 was leveraged. Over 56% of the City's resources were spent in targeted areas for revitalization (NRSA). La Crosse's CDBG projects were also featured a record **42** different times in print, television, and radio this year— in part thanks to a successful CDBG week with over 604 participants .

Program Highlights

Neighborhood Revitalization.

- ◆ This year, the City of La Crosse sold three new affordable homes for working families and retiring baby boomers. 12 more homes are under construction or for sale. Additionally the City facilitated the construction of 8 additional single market rate homes through its vacant land sales program. These homes will add about \$4 million in tax base.
- ◆ **Code Enforcement.** CDBG funded a code enforcement officer and as a result, repairs were made to 635 homes.
- ◆ **Housing Repairs.** Eight (8) homeowners made \$151,000 in improvements to their homes. These loans allowed for families to make their homes safer for children and allowed elderly individuals to age in place. In addition, two landlords are investing \$40,300 in 6 rental units through the Couleecap Rental Rehab Program.

Affordable Housing

The City's significant investment in workforce housing is paying off. Three major affordable housing projects are underway or completed. **Roosevelt School Apartments** is entirely leased up and is truly providing workforce housing— of the 33 units available, 30 are occupied by households with full or part-time employment— earning an average of \$25,700 per year. The **Kane Street Garden Terrace Apartments** will start construction in July.

Economic Development

The City of La Crosse funded **Coulee Co.Starters programs** helped launch 11 new businesses, create 6 new jobs, and assisted 9 existing businesses in expanding or relocating. The City assisted Christos Taverno wine bar which will create 8 new jobs and Service Master expand their business and this will create two new jobs.

Alleviate Poverty and Prevent Homelessness.

Through its partner agencies, the City assisted **1838** people in access emergency shelter or find housing. An additional **2541** youth, families, and the elderly were provided food, health, transportation, and youth services through the City's support of , the Kane Street Garden, the Boy's and Girls Club, Stepping Stones. CDBG also assisted efforts to successfully close Tent City and house all individuals displaced, through funding long-term rental assistance for the homeless.

One beneficiary was man living with cancer, who lived on the streets for years. He has now stabilized. Another beneficiary was a young lady fleeing domestic violence and living with depression and no income. Today, she has Mental Health Services and is working part-time. The Family Collaborative was able to assist a pregnant woman with two children who lost her job and housing, get into public housing, and become re-employed. They assisted another mother with five children, who was evicted, find housing and employment. The Boys and Girls Club helped a young lady, living in a household with gangs, violence, and drugs, find safety at the Club and achieve her goals. She is a Junior at Central High School and is on track to graduate, with hopes of going on to college.

CAPER Highlights



Powell Park Grand Opening



Western Technical College Youth Build Photo Credit: La Crosse Tribune



Western Technical College Build (1623 Liberty St)



Roosevelt School Apartments

Photo Credit: La Crosse Tribune



Small Business Loan to That Foreign Place to open a Greek Tapas and Bar restaurant

Photo Credit: La Crosse Tribune



Boys and Girls Club

Photo Credit: La Crosse Tribune