



March 6, 2019

## Memo

To: City of La Crosse Floodplain Advisory Committee  
From: Jason Gilman, Director of Planning and Development  
RE: Floodplain Relief Program

Dear Committee Members:

Per your request, Sara Strassman and I have met to discuss alternatives to better utilize floodplain relief funding due to the revelation that the FEMA technical bulletin requirements to elevate structures is in most cases cost prohibitive, even with the promise of a \$20K grant.

Therefore in order to better utilize the funding allocated by resolution to this program (initial \$250K from reinvest La Crosse and \$300K per year from TID 13 for 6 years starting in 2018), we would appreciate your consideration and guidance/preference of the following:

**Alternative 1:** Continue the grant program as is with the \$250K, but utilize the TID 13 funds to capitalize a program similar to the County's acquisition, demolition and disposal program, which has been successful in encouraging redevelopment in the City's PPH and Washburn neighborhoods. The City could partner with La Crosse County on the use of these funds, expanding the program to the full northside floodplain area.

**Alternative 2:** Re-allocate the funding to a Real Estate Investment fund, pairing it with corporate investment funding (50-50 match) and look to leverage federal funding for infrastructure redevelopment (to lift streets and other infrastructure around redeveloping blocks). The Real Estate Investment Fund is a tested program, typically administered by a Community Based Financial Institution whereby public and private investment is made in redevelopment projects. There is a significant opportunity to attract private dollars leveraging these public dollars, to create energy efficient workforce housing to attract talent/labor to La Crosse. Early discussions with companies such as Kwik Trip showed signs of interest. Federal Legislators would be asked to find infrastructure funding to assist in the effort as we anticipate a typical block of redevelopment could exceed \$3M of which \$2M would be for infrastructure redevelopment.

**Alternative 3:** A combination of the above stated programs.

JASON GILMAN, AICP, PLANNING & DEVELOPMENT DIRECTOR  
TIM ACKLIN, AICP, SENIOR PLANNER - HERITAGE PRESERVATION  
LEWIS KUHLMAN, AICP, ENVIRONMENTAL PLANNER  
ANDREA SCHNICK, ECONOMIC DEVELOPMENT PLANNER  
SARA OLSON, CLERK STENO

CAROLINE GREGERSON, COMMUNITY DEVELOPMENT ADMINISTRATOR  
DAWN REINHART, NEIGHBORHOOD HOUSING DEVELOPMENT ASSOCIATE  
TARA FITZGERALD, FEDERAL PROGRAMS ACCOUNTING TECHNICIAN  
KEVIN CLEMENTS, HOUSING SPECIALIST  
KEVIN CONROY, HOUSING REHABILITATION SPECIALIST