



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Agenda - Final

### Economic and Community Development Commission

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Wednesday, April 24, 2024

3:00 PM

Council Chambers

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The meeting is open for in-person attendance and will also be conducted through video conferencing. To join the meeting click this link (or typing the URL in your web browser address bar)  
<https://cityoflacrosse-org.zoom.us/j/83768127868?pwd=WUJpRkwzbWpHLOVvckhmRmdxMm5pZz09>  
Meeting ID: 837 6812 7868; Passcode: ECDC23; Dial by your location +1-309-205-3325

If you wish to speak on an agenda item, arrive early to sign up before the meeting begins. If attending virtually and you wish to speak, contact the Department of Planning, Development and Assessment at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing [emsliej@cityoflacrosse.org](mailto:emsliej@cityoflacrosse.org), using a drop box outside of City Hall, or mailing the Department of Planning, Development and Assessment, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7512.

#### **Call to Order**

#### **Roll Call**

**Approval of Minutes from the March 27th, 2024 meeting.**

#### **Agenda Items:**

[24-0563](#)

Consideration and possible action on proposals for former South Community Library.

*(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committee and/or Council may reconvene in open session.)*

**Attachments:** [South Community Library Request for Proposals.pdf](#)

[Mt. Calvary Grace Lutheran School daycare proposal.pdf](#)

[Spies Construction residential proposal.pdf](#)

[Girl Scouts Badgerland Proposal submitted 04162024.pdf](#)

[Tostrud & Temp office proposal.pdf](#)

[Scenic Bluffs Community Health Centers Library Bid 041724.pdf](#)

[Willow Grove residential proposal.pdf](#)

[Jason Howard email 4.14.2024.pdf](#)

[Bessie Richardson email 4.12.2024.pdf](#)

[Sherry Sawle email 4.12.2024.5.pdf](#)

[Barrett Klein email 4.11.2024.pdf](#)

[Cheryl Olson email 4.11.2024.pdf](#)

[Cathy VanMaren email 4.11.2024.pdf](#)

[Heather Walder email 4.11.2024.pdf](#)

[Lee Goodhart Karla Stacey email 4.11.2024.pdf](#)

[Krista Hamilton email with Petition 4.18.2025.pdf](#)

[Cheryl Olson email 4.19.2024.pdf](#)

[Laura Siitari email 4.20.2024.pdf](#)

[John Wittenburg email 4.20.2024.pdf](#)

[Jennifer Sauer email 4.20.2024.pdf](#)

[Larry and Donna Lee 4.21.2024.pdf](#)

[James Longhurst 4.21.2024.pdf](#)

[Catherine Roraff email. 4.21.2024.pdf](#)

[Vicky Gates email 4.22.2024.pdf](#)

[Amy Olson Email - 4.23.2024](#)

[Willow Grove - amendment 04242024.pdf](#)

[Kristen Nyholm Email - 4.23.2024](#)

[Lexi Schroeder Email - 4.23.2024](#)

[Cynthia Kocik Email - 4.23.2024](#)

[24-0578](#)

Consideration and possible action on proposals received for Small Business Organizations.

(Note: The Committee and/or Council may convene in closed session pursuant to Wis. Stat. 19.85(1)(e) to formulate & update negotiation strategies and parameters. Following such closed session, the Committee and/or Council may reconvene in open session.)

**Attachments:** [DMI - Rewards Program Proposal](#)

[DMI - Grant Proposal](#)

[DMI - Gift Certificate Proposal](#)

[Revby LLC - Small Business Services Proposal](#)

[BLACK - DEEP proposal](#)

[24-0577](#)

Public Hearing for 2024 Action Plan (CDBG/HOME Program Allocations in Year 5 of the 5-Year Consolidated Plan)

**Attachments:** [CDBG HOME Action Plan 2024 DRAFT.pdf](#)

## Adjournment

*Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.*

### *NOTICE TO PERSONS WITH A DISABILITY*

*Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to [ADAcityclerk@cityoflacrosse.org](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*

### **Economic and Community Development Commission Members:**

**Mayor Mitch Reynolds, Chris Kahlow, Doug Happel, Colin Walsh, Linda Lee, Gina Miller, & Vicki Markussen.**



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 24-0563

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**Agenda Date:** 4/24/2024

**Version:** 1

**Status:** Agenda Ready

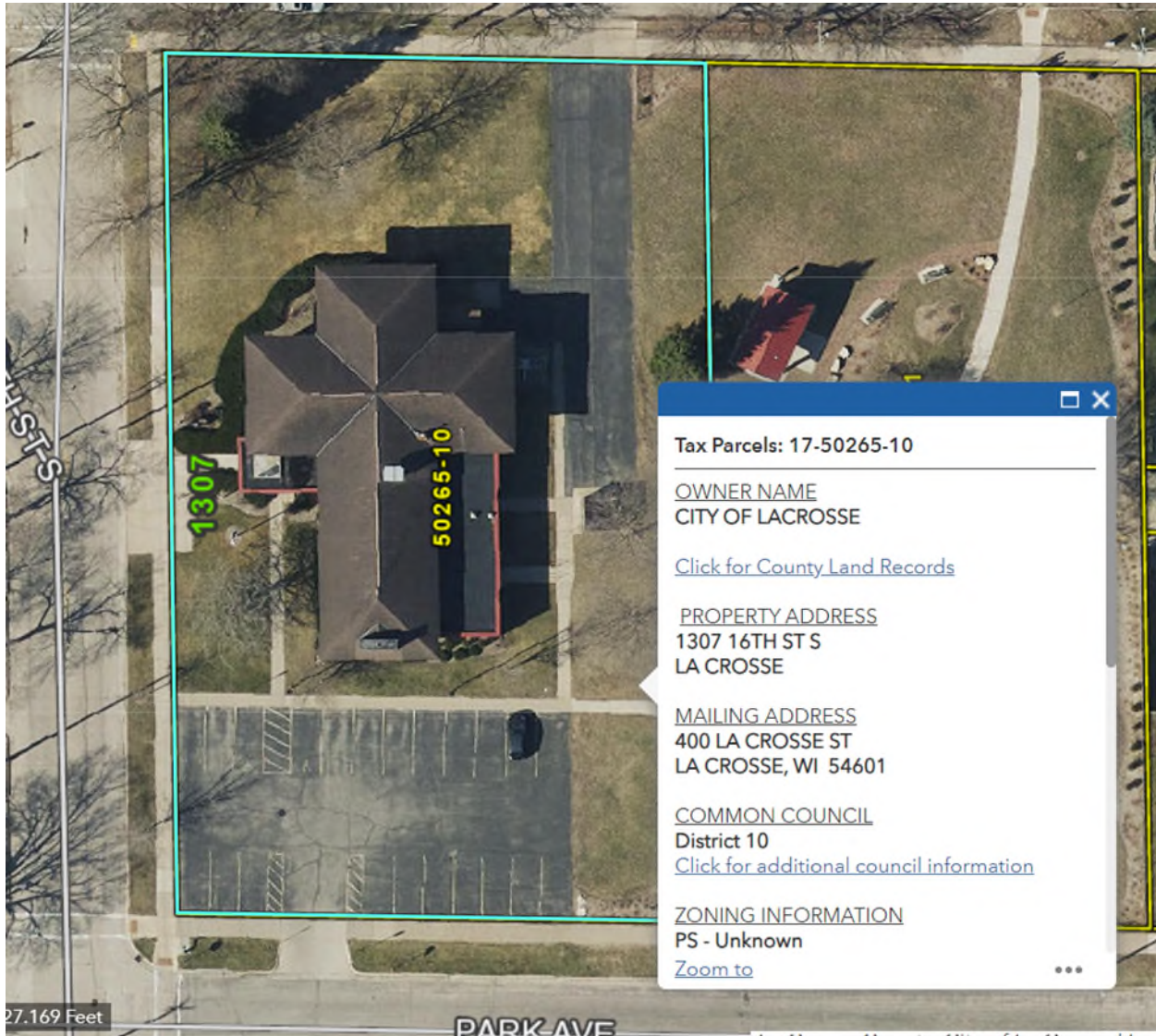
**In Control:** Economic and Community Development Commission

**File Type:** Review of Plans

**Agenda Number:**

**Development Opportunity - Request for Proposals**

Former South Community Library  
1307 16<sup>th</sup> Street South, La Crosse, WI 54601  
Tax Parcel #17-50265-10





**1.1 Summary**

The City of La Crosse (City) is soliciting Requests for Proposals (RFPs) for the purchase of tax parcel #17-50265-10 located at 1307 16th Street South. The existing 7,200 square feet structure was built in 1952 and was previously used as the South Community Library.

On October 10, 2023, the La Crosse Public Library Board made the decision to permanently close the South Community Library effective December 1, 2023. On February 8, 2024, the Common Council voted to declare this property surplus via resolution #24-0113.

The proposal for the use or redevelopment may be for commercial, residential or a mixed-use purpose, but must be taxable. A proposal could be for reuse of the existing building or for demolition of the building and redevelopment on the parcel.

The estimated valuation of the property, including the land and the building, is \$348,000.00, which is the price to be considered by the Economic and Community Development Commission (ECDC).

**1.2 Deadline**

The first deadline to submit a Proposal is **April 17, 2024**. If no acceptable proposals are received, proposals will be accepted on an ongoing basis (deadline is the first Tuesday of every month for consideration by the ECDC) until an acceptable proposal is received. Proposal shall be submitted to the Department of Planning, Development & Assessment, Attn: RFP South Community Library, 400 La Crosse St, La Crosse, WI 54601 or electronically to Andrea Trane at [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org).

**1.3 Site Background and Details**

The structure was built by the City of La Crosse in 1952 to serve the city as the South Community Library. Significant remodeling of the building was done in the early 1990s. The parcel is currently zoned Public/Semi-Public and is a part of the Holy Trinity-Longfellow Neighborhood Association. The parcel is 1 acre, which is 43,560 square feet. This does not include the adjacent South Library Park.

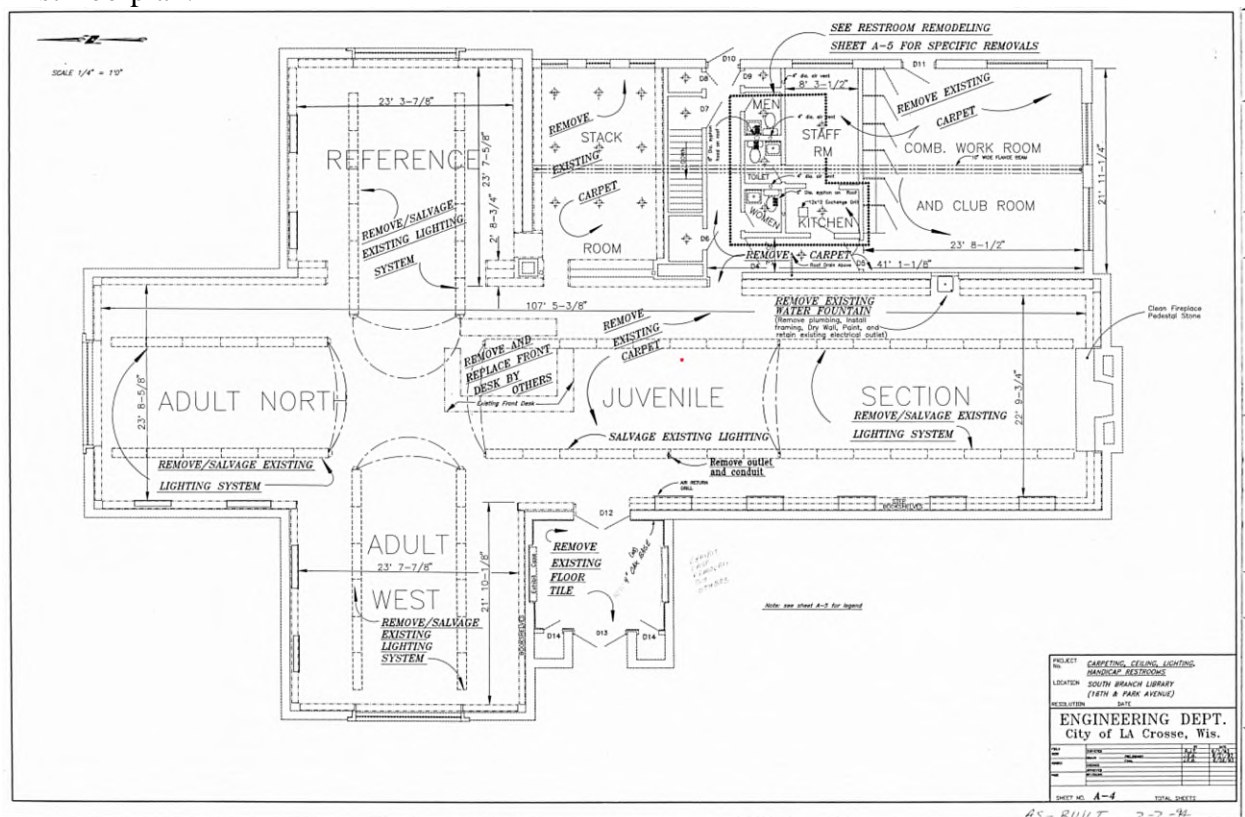
On January 22, 2024, the neighborhood association and other community members provided input for the future vision of this site. That group of community members expressed interest in redevelopment of the site for residential use.

This parcel is accessible via MTU bus service on the corner of Farnam and 16<sup>th</sup> Streets.

**The building will be shown by appointment only.** Those who are interested in responding to the RFP may coordinate a showing of the property by contacting Andrea Trane at 608-789-8321 or tranea@cityoflacrosse.org.

An asbestos report completed in November 2021 is available upon request.

First floorplan:



### 1.4 Site Development Goals

Redevelopment of this property shall accomplish the following city goals.

- A. Create taxable development in the city.
- B. Development that is complimentary to the surrounding neighborhood and preserves green space.
- C. New construction must be architecturally compatible with the surrounding neighborhood.

## **1.5 Additional Information**

The ECDC will evaluate proposals at their April 24, 2024, meeting and conduct interviews based on the proposals. The ECDC may then select a proposal and staff will move forward with a Development Agreement based on that decision.

The Development Agreement will include a first right of refusal for the City to repurchase the property for market value at the time of sale. The purchaser will be required to pay a \$20,000 performance deposit as security for fulfilling the obligations proposed in the Development Agreement. The deposit will be returned in full if all requirements are met. Additionally, the purchaser will agree to give back the property to the City if the scope of work is not completed or not completed according to the specified timelines. Execution of the Development Agreement is contingent upon approval by the Common Council.

## **2.1 Submission Requirements**

The City seeks a highly qualified business, individual, developer or purchaser to realize a vision for this site. The respondent shall be capable of site preparation, financing, and project management.

The City is requesting a proposal with the following details:

1. Proposed purchase price.
2. Brief qualification statement highlighting the respondent's experience with projects of similar size and complexity.
3. Proposed use for the property and description of how this will enhance the neighborhood.
4.
  - A. If proposal includes repurposing the building, include floor plan detailing the proposed changes and repairs.
  - B. If proposal includes redevelopment of the property, include site plans for new development i.e. floor plans, building footprints, etc.
5. Proposed budget, including cost estimates from contractors (HVAC, plumbing, electrical, etc.).
6. Expected sources of financing and estimated total cost, including an estimate of private equity in the project.
7. Schedule of major milestones and estimated project completion date.
8. Contact information for key staff, description of their role in this project, and qualifications necessary to fulfill this role.
9. Any other significant factors, including any energy efficient standards that will be met, contingencies, or preferences regarding the respondent's ability to complete the project that may be relevant.
10. Proposal shall be submitted to the Department of Planning, Development & Assessment, Attn: RFP South Community Library, 400 La Crosse St, La Crosse, WI 54601, or electronically to Andrea Trane at [tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org).



## **2.3 Evaluation Process**

Staff and the ECDC will evaluate the proposal based on the following criteria:

1. Qualifications and experience (5 points)
  2. Articulation of project vision and its benefits for the city of La Crosse and neighborhood, with an emphasis on housing and transit-oriented development. Detail of compatibility with the City's Comprehensive Plan, Climate Action Plan, and other adopted plans. (5 points)
  3. Demonstration of project financial feasibility and team's capacity to develop a project of this scope (5 points)
  4. Timeline and ability to execute vision and strategy in a timely manner (4 points)
  5. Purchase price (3 points)
  6. Future projected tax base as determined by the City Assessment office (3 points)
- Total possible: 25 points

## **3.1 Reservation of Rights**

The City reserves the right to:

- Cancel or withdraw the RFP.
- Modify or issue clarifications.
- Reject any submissions for any reason.
- Consider a submission that is in non-compliance with the submission requirements.
- Reject all submissions that are submitted under the RFP.
- Modify the deadline for submissions or other actions.
- Reissue the RFP, modify the RFP, or issue a new RFP, whether or not any submissions have been received in response to the initial issuance.
- All RFPs become property of the City of La Crosse and will be made available to the public.

## **3.2 Notice of Modification**

The City will post information regarding cancellations, withdrawals, modifications to deadlines, and other modifications to this request at this website: [www.cityoflacrosse.org/planning](http://www.cityoflacrosse.org/planning). Respondents shall have the obligation to check the website for any such notices and information, and the City shall have no duty or obligation to provide direct notices to respondents.

## **3.3 Ownership and Use of Submissions**

All submissions shall be the property of the City and the City may use all ideas in any submission, whether the submission is selected or rejected.

## **3.4 Further Efforts**

The City may request that respondents clarify their submissions and/or submit additional information pertaining to their submissions. The City may request best and final submissions from any purchaser and/or request an oral presentation from any developer.

### **3.5 Non-Binding**

The selection by the City of a respondent indicates only intent by the City to continue with the selection process and/or negotiate and the selection does not constitute a commitment by the City to execute a final agreement or contract.

### **3.6 Project Point of Contact**

For questions related to this project, please contact:

Andrea Trane

Director of Planning, Development & Assessment, City of La Crosse

(608) 789-8321

[tranea@cityoflacrosse.org](mailto:tranea@cityoflacrosse.org)

# Request for Proposal

for the purchase of tax parcel #17-50265-10  
1307 16<sup>th</sup> Street South, La Crosse , WI 54601

## Proposed Purchase Price:

\$ 348,000

## Qualification Statement:

Throughout my years as a dedicated school principal, I have had the privilege of spearheading numerous initiatives aimed at fostering the development of our students. Our most recent significant project entailed the implementation of a comprehensive pre-school for 3 and 4 year-olds. This endeavor required strategic planning, collaboration with school, church and local leaders, and extensive professional development to ensure success.

My team and I had to navigate budgetary constraints and adjust to unforeseen circumstances including the pandemic. In overcoming these challenges, I have honed invaluable skills in adaptive leadership, communication, and creative problem-solving. It is with great enthusiasm that I approach each new challenge, eager to leverage my experience and expertise in fostering various educational experiences for both students and staff alike.

## Proposed Use for the Property/Enhancement of the Neighborhood:

Introducing a **high-quality daycare facility** to the neighborhood would bring immense benefits to the community by meeting the pressing need for reliable and accessible childcare options. Our proposed **daycare center** aims to provide a safe, nurturing environment where children can learn, grow, and develop essential social skills under the guidance of experienced and passionate caregivers. In addition to fulfilling this critical demand, our daycare facility will offer various educational programs tailored to children of different age groups while promoting their cognitive, physical, and emotional development. We intend to host community events, workshops, and parent support groups, fostering a sense of camaraderie among families and neighbors while equipping them with valuable resources and knowledge.

Our center will also contribute to the local economy by creating new job opportunities for qualified educators and support staff. By enhancing the neighborhood's livability, we believe our daycare facility will not only serve the current community but also attract new families and professionals seeking a family-friendly environment in which to settle down and thrive. Our proposed daycare center will create a lasting, positive impact on the community for generations to come.

### **Repurposing the Building:**

Our proposal involves repurposing the local library into a much-needed daycare facility for our community. However, meeting the proposal deadline has proven challenging due to the high demand for contractors in our area, which has impeded the timely development of detailed plans and specifications for this project. Despite these hurdles, we have created a preliminary floor plan that showcases the reimagined space, transforming the former library into a vibrant, child-centered environment. The layout includes age-appropriate play areas, classrooms, a dining hall, and an outdoor playground to promote learning, exploration, and physical activity.

To move forward, we require additional time to secure a committed team of professionals who can refine these initial plans and carry out the necessary renovations. This extra time will also allow us to engage more extensively with our community, ensuring that the final design aligns with the needs and preferences of local families. With your understanding and support, we are confident in our ability to turn this vision into a reality, ultimately providing a valuable service to our community.

**Please note that we will submit the detailed floor plan with proposed changes and repairs once we have the necessary professionals on board.**

## **Proposed Budget:**

A high-level budget detailing the construction costs for HVAC, plumbing, electrical, and renovation, totaling \$1.2 million with costs for each category and provided brief descriptions follows:

### **1. Heating, Ventilation, and Air Conditioning (HVAC): \$300,000**

Installation of energy-efficient HVAC system to provide optimal temperature control and air quality for various zones within the facility. Includes ductwork, insulation, and smart thermostat integration.

### **2. Plumbing: \$250,000**

Complete overhaul of existing plumbing infrastructure to accommodate new restrooms, kitchen facilities, and drinking fountains. Includes fixtures, piping, and compliance with local building codes.

### **3. Electrical: \$200,000**

Upgrade electrical system to meet the demands of modern technology and safety requirements. Includes wiring, energy-efficient LED lighting, emergency backup systems, and child-safety outlets.

### **4. Renovation: \$450,000**

Interior and exterior renovations to convert the library into a functional daycare facility. Includes interior demolition, framing, drywall, painting, flooring, custom cabinetry, accessibility features, and minor exterior improvements. Creation of age-appropriate learning spaces, play areas, and staff facilities.

### **5. Contingency and Project Management: \$200,000**

Includes unforeseen expenses and the cost of hiring a project manager to oversee the entire construction process, ensuring timely completion and adherence to budget.

## **Expected Sources of Financing:**

**The purchase of the parcel will be made through a private (non-Mt. Calvary) entity. Neither Mt. Calvary Lutheran Church nor Mt. Calvary-Grace Lutheran School look to purchase this parcel directly.**

Our daycare facility project is built on a foundation of strong community support and engagement. A significant portion of our financial backing comes from generous donations and partnerships with local businesses and organizations that recognize the importance of accessible, quality childcare in our community.

Some of our key supporters include prominent names such as Kwik Trip, Mayo Clinic, Weiser Brothers Construction, and the Rotary Club, among many others. Their contributions are invaluable in helping us move forward with our mission to create a nurturing environment for children in our neighborhood.

In terms of financing, we have garnered an estimated total cost of \$1.2 million, which includes private equity investments. The breakdown of funding sources is as follows:

- A) Local Business Donations: \$300,000
- B) Community Fundraising Events: \$150,000
- C) Private Equity Investments: \$750,000

Our partners recognize the potential of this project to positively impact our community's future by addressing the growing demand for childcare services. Their financial backing serves as a testament to their confidence in the success and sustainability of our daycare facility. As we continue to cultivate these valuable relationships, we remain committed to transparency and effective communication, ensuring that our progress aligns with the expectations of our supporters and the needs of the families we aim to serve

## **Other Significant Factors:**

We understand the importance of delivering a daycare facility that not only meets the needs of our community but also incorporates the highest standards of quality and sustainability within our budget. Here are some additional factors that showcase our commitment to excellence:

### **1) Energy Efficiency and Sustainability:**

Our project aims to achieve high energy efficiency standards by incorporating the following features:

- a) Energy-efficient HVAC systems with smart controls to minimize energy waste,
- b) LED lighting with occupancy sensors for reduced electricity consumption,
- c) Low-flow plumbing fixtures to conserve water,
- d) Use of environmentally friendly building materials,
- e) Incorporation of natural lighting and ventilation in the design,
- f) A recycling and waste reduction program for the facility.

### **2) Safety and Security:**

Ensuring the safety and security of the children in our care is of utmost importance. To achieve this, we will:

- a) Install a state-of-the-art security system with surveillance cameras and controlled access points,
- b) Implement robust safety protocols and procedures for staff and visitors,
- c) Regularly review and update our safety policies to adhere to the latest standards.

### **3) Additional Enhancements:**

- a) To create an exceptional environment for learning and growth, we will also include,
- b) Custom-designed indoor and outdoor play areas that promote physical activity and imagination,
- c) A dedicated sensory room for children with special needs,

- d) Age-appropriate educational materials and technology for enhanced learning experiences,
- e) Comfortable and inviting common areas for children and families to gather.

## **Contact Information:**

Our team is dedicated to creating a daycare facility that reflects the highest standards of quality, sustainability, and care for our community's children. We are confident that our attention to detail, commitment to excellence, and passion for this project will result in a facility that will serve as a source of pride for all involved.

Our team consists of highly skilled and experienced individuals who are dedicated to bringing the daycare facility project to fruition. Here are the key staff members and their respective roles and qualifications:

1. Project Coordinator:

Jonathan Biedenbender – [principal@mcglutheran.org](mailto:principal@mcglutheran.org) – 608-304-3604

Role: Oversee day-to-day operations, manage budget and timeline, coordinate with contractors and stakeholders, and ensure project success.

Qualifications: 38+ years of experience in education/preschool  
20 years in La Crosse

2. Preschool 3's Coordinator:

Vicky Gates – [vgates@mcglutheran.org](mailto:vgates@mcglutheran.org) – 608-769-3091

Role: Instructor, Curriculum Coordinator

3. Food Service Coordinator

Susan Asp - [mcgkitchen@mcglutheran.org](mailto:mcgkitchen@mcglutheran.org) – 608 -799-3512

Role: Food Service coordinator

4. School Board Representative –

Jacque Bakalars – 608 –797-9048

Policy Handbook Coordinator

5. Other Project leaders will include:

Architect:

Lead Contractor:

Community Liaison:



Submitted  
3:30pm  
4/15/24

## SPIES CONSTRUCTION LLC

2011 Liberty St., LaCrosse, WI 54603  
(608)781-3797

We, Spies Construction LLC, are offering the City of LaCrosse \$50,000.00 for the former South Community Library tax parcel #17-50265-10 located at 1307 16<sup>th</sup> Street South, LaCrosse, WI

As far as most recent projects similar in size and complexity---the Naval Reserve site which consisted of 10 single family houses.

Other projects in the City, we were the first private contractor to partner with the City on purchasing and building on a City lot. We also built the 1<sup>st</sup> LaCrosse Promise house in the City, did the RFP on the 800 block of 6<sup>th</sup> St. which consisted of a twindo and 2 single family houses, built other houses on City purchased lots around the City.

Our plan is to tear down the existing library and build 6-single family craftsman style houses with FULL BASEMENTS to have egress window for future expansion or storage, underground plumbing for future basement bath and 2 car garage. Houses will have a minimum of 1,200 sq. ft. on the main floor with option to add additional square footage in the basement. Houses will fit well into the neighborhood and enhance the neighborhood with some new single family houses. Each house will have up to approximately 4,200 square foot of green space. Entire yard will be sodded with rock/ wood chip edging around the house. They will have electric appliances with option for electric furnaces. All houses to be energy efficient.

We are deviating from City setbacks and these are what we are proposing on the attached sample of the property Exhibit A. We will do necessary plat and rezoning needed for proposed plan. We are asking the City extend(at their cost) the sewer on Park Ave. to 16<sup>th</sup> Street far enough for three houses to hook up to.

Our goal is to leave as many trees as possible and reuse as much material as possible from the existing building(Habitat, etc.)

Houses will have different color schemes and different roof lines not to look like cookie cutters. We will attempt to incorporate some of the same colors from the library into our houses.

There will be no HOA---each homeowner will be responsible for their individual property with nothing shared.

Proposed budget for this project is roughly \$1,875,000. - \$2,000,000 at current pricing. Cost breakdown estimation attached Exhibit B.

Sources of financing will be 1<sup>st</sup> National Bank Exhibit C attached with 20% private equity.

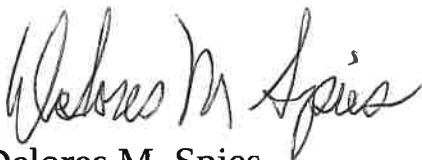
Schedule of major milestones---we completed the Naval Reserve three months ahead of schedule. Our plan is for a completion date of three years after closing on property and infrastructure is complete.

A number of people are interested in buying new construction in the City and this would be a great central location in a great neighborhood. I get calls on a regular basis ready to sign contracts.

Contact information would be Delores Spies at Spies Construction LLC. At (608)386-0845, I am the designer, coordinator and have been doing this for the last 40 years.

This project would not only add new single family housing, which is needed, it would also add to the tax base in the City.

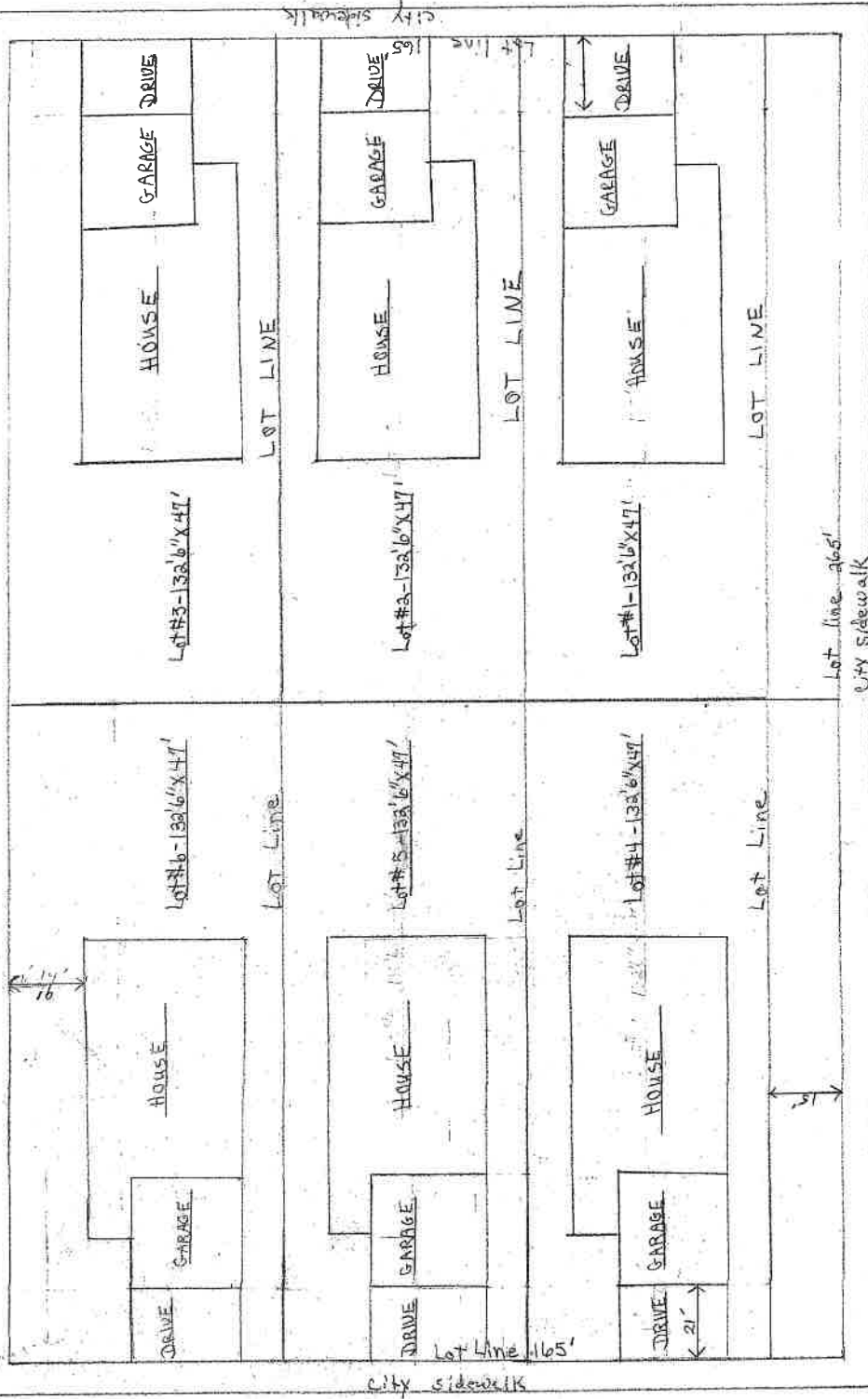
Also attached, are some photos of previously built houses in the City. Exhibit D some of which would fit perfect in that area.



Delores M. Spies  
Managing member

# EXHIBIT A

CITY PARK



Park Ave

16th Street

# SAMPLE

SPICES CONSTRUCTION LLC

Exhibit B Project Cost Breakdown

	Amount
Excavation Work -- Hess Exc.	\$ 4,000.00
Utility Installation Chad Viner	\$ 10,500.00 sewer & water
Concrete work (footings, foundation walls, basement floors, garage slabs, sidewalks, steps)	\$ 18,440.00 D & E concrete.
Framing includes finish carpentry also	\$ 66,000.00 Spies Construction
Lumber Package, Interior Doors, Windows	\$ 59,000.00
Siding, Fascia, Soffit	\$ 4,000.00
Roofing, venting, gutters and downspouts	\$ 6,000.00
Insulation E & B	\$ 5,500.00
Cabinets, countertops, vanity tops,	\$ 10,500.00
Drywalls material/finish, painting	\$ 11,545.00 Lydon Drywall
Flooring	\$ 10,500.00
Heating and Air Conditioning -- Bagniefski	\$ 15,325.00
Plumbing - B & B Plumbing	\$ 10,940.00
Electrical and fixtures - Lydon Electric	\$ 15,785.00
Landscaping, earthworks Landcare	\$ 9,000.00
Contractor Overhead	\$ 16,392.00
Other Development costs such as architect, surveys, construction loan fees, permits, legal costs, developer fees	\$ 7,600.00
Closing Costs (title work, realtor fees)	\$ 1,500.00
Other costs, describe Lot: and demolition	\$ 30,000.00
Cost Per Unit (Total Cost)	\$312,527.00 at todays costs
Total Estimated Construction Costs - 6 houses	\$1,875,162.00

*Robert M. Spies*

Exhibit C

**FIRST NATIONAL BANK**  
Bangor • West Salem • Holmen • Mindoro • St. Joseph Ridge

April 15, 2024

City of La Crosse  
Dept. of Planning, Development & Assessment  
400 La Crosse St.  
La Crosse, WI 54601

Re: Spies Construction, LLC  
Former South Community Library

Dear Folks,

Spies Construction, LLC has made an offer to purchase city-owned property at 1307 16<sup>th</sup> St. So. in La Crosse and has approached The First National Bank of Bangor to finance the construction of (6) single family dwellings at said location for resale. While the exact financing terms have not yet been established, I am pleased to confirm that Spies Construction, LLC has the capacity to finance this project with our bank.

If you should need any additional information please do not hesitate to contact me.

Sincerely,

THE FIRST NATIONAL BANK OF BANGOR

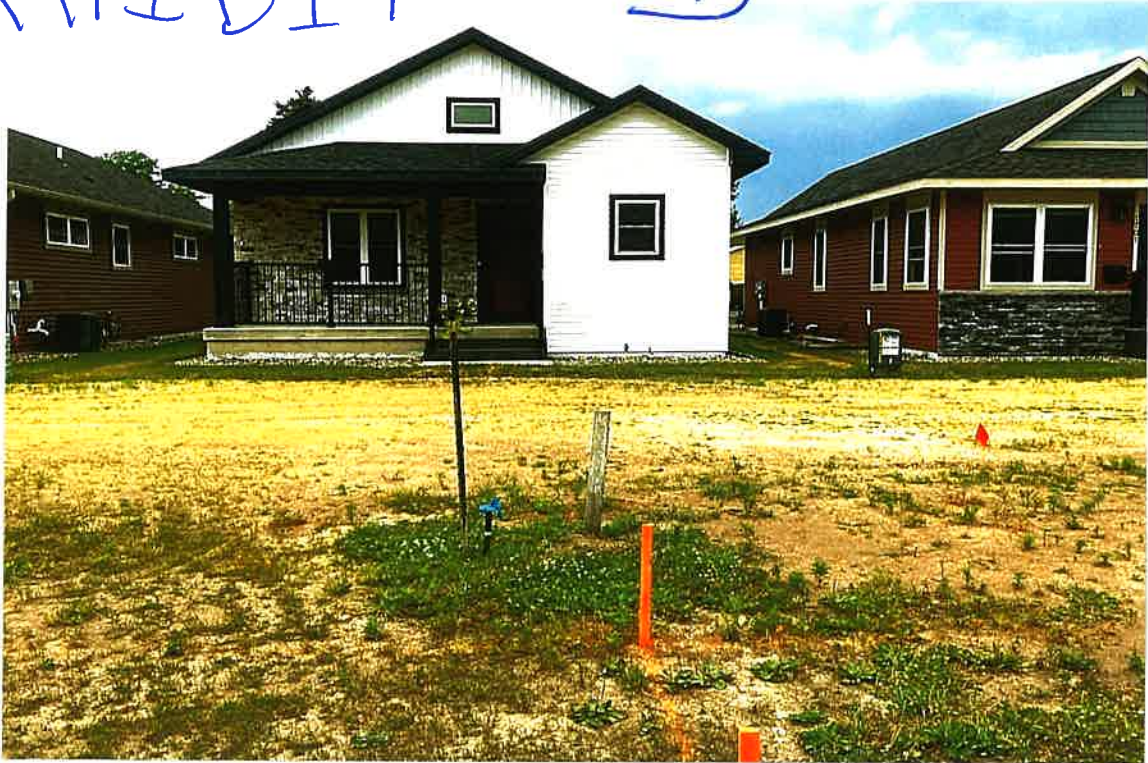
*William H. Bosshard*

William H. Bosshard  
President

WHB/jw

1798 Commercial St., PO Box 129  
Bangor, WI 54614-0129  
TEL 608-486-2386 FAX 608-486-4563  
[www.fnbbangor.net](http://www.fnbbangor.net)  
MEMBER FDIC  
EQUAL HOUSING LENDER

# EXHIBIT D



SAMPLES

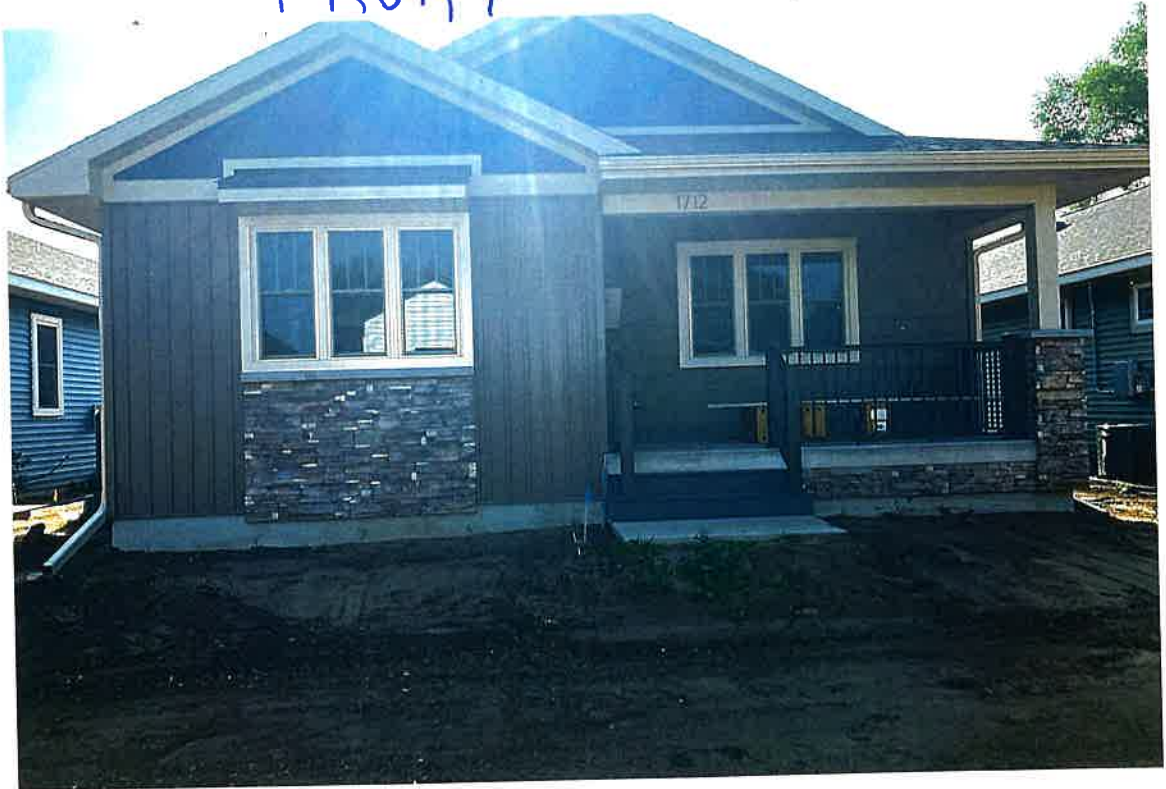


SAMPLES

BACK



FRONT



SAMPLES





SAMPLES

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# South Community Library Proposal

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April 17, 2024



**girl scouts**   
of wisconsin  
badgerland

## INTRODUCTION AND PROPOSED USE FOR THE PROPERTY

Girl Scouts' mission is to build girls of courage, confidence, and character, who make the world a better place. Since 1912, girls have explored new fields of knowledge, learned valuable skills, and developed strong core values through Girl Scouts. Today Girl Scouts is, as it always has been, the organization best positioned to help girls develop important leadership skills they need to become successful adults.

Girl Scouts develop their leadership potential through age-appropriate activities that enable them to discover their values, skills, and the world around them; connect with others in a multicultural environment; and take action to make a difference in their world. These activities are designed to be girl led, cooperative, and hands-on—processes that create high-quality experiences conducive to learning.

Girl Scouts of Wisconsin-Badgerland, Inc. (Badgerland Council) serves more than 5,200 Girl Scouts and 2,000 volunteers throughout 21 counties in Wisconsin as well as Houston County in Minnesota and Allamakee County in Iowa. Badgerland Council serves 375 Girl Scouts in La Crosse County.



*“Girl Scouts builds girls of courage, confidence, and character, who make the world a better place.”*



Badgerland Council intends to use the South Community Library building as the new La Crosse Girl Scout Leadership Center. Our proposal aims to renovate the building and create a multi-purpose building that will serve as a hub for Girl Scouts, volunteers, and employees. This innovative facility will provide a conducive environment for collaboration, training, and community engagement, fostering a sense of belonging and shared purpose among all stakeholders.

At the heart of this vision lies a commitment to empowering girls with the skills, confidence, and resilience needed to thrive in the 21st-century workforce. The Center will offer a diverse range of youth activities focused on STEM education, life skills development, entrepreneurship, and leadership development. Through hands-on workshops, mentorship programs, and immersive experiences, Girl Scouts will develop critical thinking, problem-solving, and collaboration skills essential for success in the future.

As part of our comprehensive proposal, we will include plans for a dedicated STEM lab and makerspace within the multi-purpose building. This facility will provide a dynamic environment where Girl Scouts, volunteers, and employees can engage in hands-on learning and creative exploration.

The STEM lab will be equipped with state-of-the-art equipment and resources to support science, technology, engineering, and mathematics education, fostering curiosity and innovation among all participants. Additionally, the makerspace will offer a collaborative workshop area where individuals can access tools, materials, and guidance to bring their ideas to life through hands-on projects and experimentation. By integrating these spaces into the building design, we aim to inspire a passion for STEM disciplines and empower individuals to develop the skills and confidence needed to succeed in an increasingly technology-driven labor market.

The Center will be an integral part of the local neighborhood, serving as a vital community resource. By being a part of the Holy Trinity-Longfellow Neighborhood, we intend to foster stronger ties with local residents, businesses, and organizations, enriching the social fabric and contributing to the overall vibrancy and well-being of the neighborhood. From a strategic perspective, the building's location ensures easy access via public transportation. This not only reduces barriers to access for employees, Girl Scouts, and volunteers, but also aligns with sustainability goals by promoting the use of public transit.

### **GROWTH OPPORTUNITY FOR LA CROSSE**

Badgerland Council has potential growth opportunities in the City of La Crosse. The data indicates promising potential for membership growth in La Crosse County, highlighting a growing need for Girl Scout programs and activities within the community. With this in mind, the purchase of a new building presents an exciting opportunity to establish a dedicated center where Girl Scouts in La Crosse can come together to participate in enriching experiences and foster meaningful connections. By providing a centralized hub for Girl Scout activities, the new building will accommodate the increasing demand for membership *and* serve as a vibrant community space where girls can learn, grow, and thrive.



## **Why STEM and Girl Scouts?**

- There is almost no job that will be unaffected by technology in the coming decades. This has created a workforce-wide need for both technical skills and social and emotional abilities.
- Women comprise half of the US workforce but occupying only 27% of STEM jobs, with the greatest disparities occurring in engineering and computer science.
- Increasing women's participation in STEM has the power to close the gender pay gap and boost women's cumulative earnings globally, impacting the health and livelihood of not just women, but their children, communities, and future generations.

## PROPOSED PURCHASE PRICE

Badgerland Council will purchase the South Community Library, located at 1307 16th Street, La Crosse, WI 54601 for \$348,000, and \$15,000 as a one-time Payment in Lieu of Tax (PILOT) for the property upon purchase. The PILOT payment is intended to demonstrate our dedication to supporting local infrastructure and services while recognizing the importance of contributing to the tax base. If agreeable, the one-time PILOT will be \$15,000 (equivalent to \$1,500 annually for 10 years). The Development Agreement would explicitly outline the conditional terms of the one-time PILOT, confirming our commitment to making this payment upon the purchase of the property.

**The cost of the building, development agreement fees, PILOT, and renovations will be completed with cash on hand. With assets exceeding \$13 million and cash and investments totaling over \$8 million, Badgerland Council demonstrates strong financial stability, capable of fully covering all associated expenses.**

Badgerland Council will honor the provision for the City's first-right of refusal to repurchase the property at the future market value at the time of resale. This clause demonstrates our willingness to work collaboratively with the City and provides an opportunity for the property to be returned to the City's ownership if deemed advantageous in the future. The terms and conditions of this repurchase option will be carefully outlined in the development agreement to ensure clarity and fairness for all parties involved.

*\*Badgerland Council will close the existing La Crosse Leadership Center located at 2710 Quarry Road, and work with the city to determine opportunities for facility usage.*

## QUALIFICATIONS AND EXPERIENCE

Badgerland Council has significant experience managing a diverse portfolio of properties, including four camps, three service centers, and numerous facilities. Our expertise spans the full spectrum of property management, from strategic planning and development to day-to-day operations and maintenance. Our experience with individual properties has equipped us with the skills and knowledge necessary to navigate the complexities of property acquisition, renovation, and disposition. With a proven track record of successful property management, we are well-prepared to oversee the development and operation of the proposed La Crosse Girl Scout Leadership Center, ensuring its long-term sustainability and impact within the community.



### Our Experience:

#### Madison Leadership Center

Girl Scouts of Wisconsin - Badgerland established a new Madison Leadership Center in 2020. This facility boasts a generous 18,000 square feet of space, encompassing newly renovated conference rooms, an innovation lab, offices, a kitchen, a retail shop, and over an acre of green space. Situated in the heart of a commercial center in northeast Madison, it offers a prime location for various activities and functions. Renovations were completed and accommodates 25 employees and 2,408 square feet of leased space to the Wisconsin Collaborative for Healthcare Quality.

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## **PROPOSED USE FOR THE PROPERTY AND DESCRIPTION OF HOW THIS WILL ENHANCE THE NEIGHBORHOOD**

The transition of the South Community Library from public land to a dedicated Girl Scout Leadership Center presents an exciting opportunity to engage with the Holy Trinity-Longfellow Neighborhood. In the lead-up to the purchase of the property, we will actively engage with local residents to transparently communicate our plans to acquire the building and establish the Center. Badgerland Council is dedicated to ensuring that residents are fully informed about the proposed project.

Economically, the Center will serve as a driver of local economic growth by creating job opportunities, supporting local businesses, and attracting visitors to the area. As we invest in renovations and upgrades to the building, we will prioritize hiring local contractors and suppliers, stimulating economic activity within the community. Additionally, the center's programming and events will attract visitors from neighboring areas, providing a boost to local restaurants, shops, and service providers. The Center is conveniently located near several La Crosse Municipal Transit routes to provide a safe, accessible, and economical transportation alternative for Girl Scouts and community members.

One key aspect of this transition involves the existing playground parking. We recognize the importance of these amenities to the community and are committed to maintaining access for local residents. By offering shared parking for the playground, we can optimize the use of available resources and minimize disruptions to neighborhood activities. This collaborative approach is intended to foster a sense of unity and cooperation, demonstrating our commitment to being good stewards of the neighborhood.

Badgerland Council is committed to supporting the public park and ensuring its accessibility and usability for all members of the community. We will work closely with local authorities, the Holy Trinity-Longfellow Neighborhood Association, and other stakeholders to identify opportunities for enhancement and improvement of the public space. This may include beautification projects, maintenance activities, and programming initiatives that promote community engagement and enjoyment of the outdoor area. Additionally, we will encourage Girl Scout troops and volunteers to participate in community service projects aimed at preserving and enhancing the public space, fostering a sense of stewardship and pride among residents.

We recognize the importance of working together with Mount Calvary-Grace Lutheran Church and School across the street to maximize the benefits for both organizations and the broader community. We intend to coordinate parking arrangements for large events hosted by either organization to alleviate congestion and ensure the smooth flow of traffic in the area. Additionally, we will explore possibilities for joint programming, volunteer opportunities, and community outreach efforts that align with the missions and values of both the Girl Scouts and the Mount Calvary-Grace Lutheran Church.

While the facility will serve as the La Crosse headquarters for Girl Scout activities and programming, it will also be a welcoming space for local residents to engage in community events and activities. Girl Scouts are encouraged to actively participate in local activities and service projects, integrating themselves into the fabric of the neighborhood and contributing to its vibrancy.

By actively engaging with residents and sharing the mission of the Girl Scouts, we aim to build trust, cultivate partnerships, and create a sense of unity and shared purpose within the community. Together, we can ensure that the Center becomes a valuable asset and a source of pride for all members of the community.

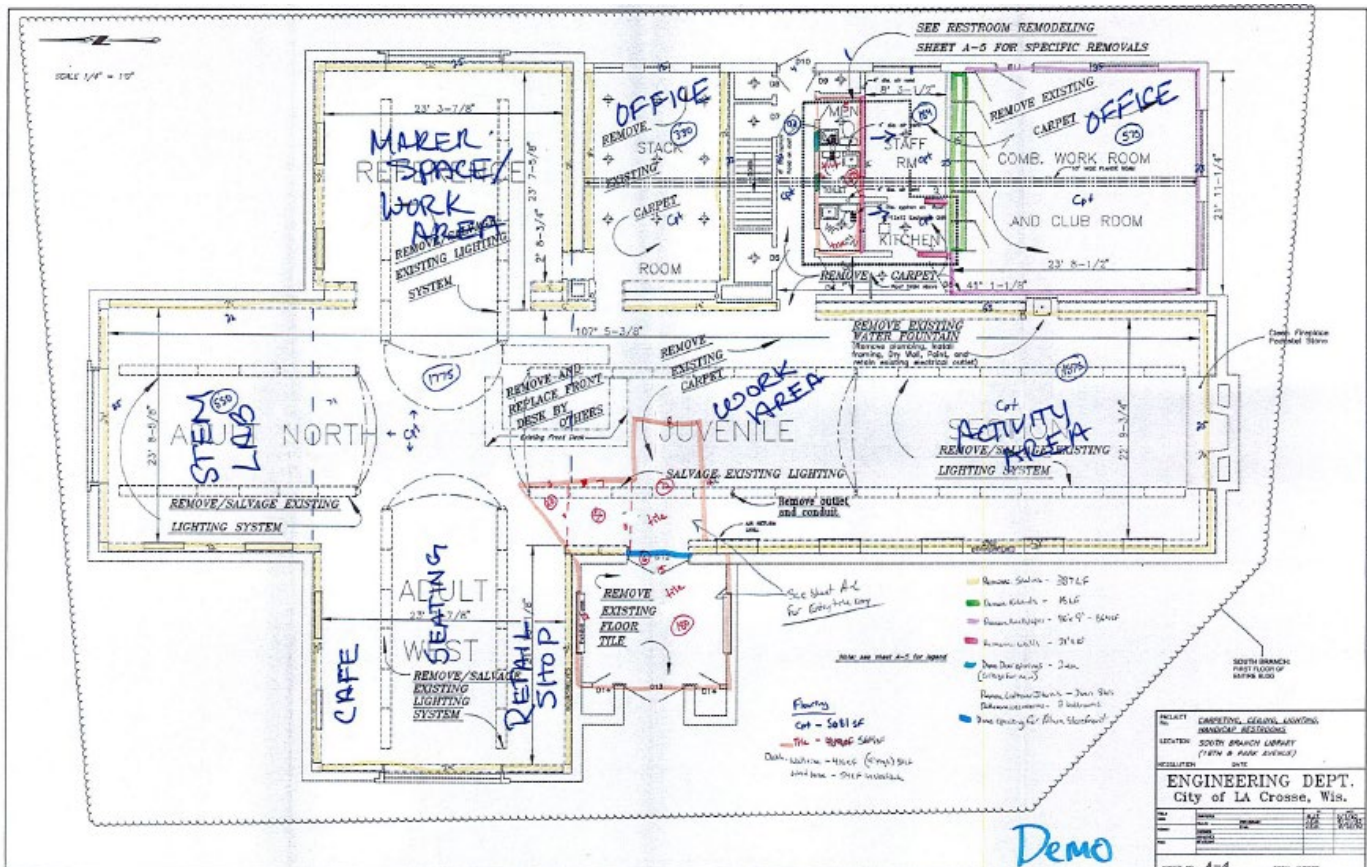
### PROPOSED REPURPOSING THE BUILDING

The estimated total cost of building improvements is \$295,608. This work will be completed by reputable local contractors for HVAC, plumbing, electrical, and general renovations.

The proposed floor plan includes:

- Multi-purpose areas for STEM lab, makerspace, workshops, and events.
- Office spaces for administrative functions and volunteer coordination.
- A resource area with educational materials and technology resources.
- A retail shop for Girl Scout attire, materials, and novelties.
- A café area for beverage, heat and serve food preparation and seating area for groups.

Restrooms will be modified and enlarged to accommodate wheelchair accessibility. The building entry doors will be fully ADA accessible to ensure inclusivity and equal access. These changes will optimize functionality, accessibility, and safety, ensuring that the Center meets the diverse needs of its users.



(See additional floorplans and renovations for more information.)

## PROPOSED BUDGET

Total project is estimated at \$708,608, and includes building purchase, PILOT, remodel, and furnishings.

Description	Amount
Architectural Design Fees	\$15,000
General Conditions (permits, material handling, project management, cleanup)	\$18,989
Interior Demolition (shelving, stud walls, flooring, bathrooms, fixtures)	\$23,522
Masonry	\$5,000
Carpentry and Doors	\$25,829
Finishes (wall framing, drywall, acoustical ceiling in offices, floor prep/coverings, painting)	\$87,393
Specialties (bathroom accessories, fire extinguisher/cabinet)	\$3,250
Plumbing	\$9,000
HVAC	\$20,944
Electrical	\$44,800
Construction Contingency	\$15,000
Contractor Fee	\$26,881
<b>Remodel Cost</b>	<b>\$295,608</b>
Furnishings and Equipment	\$50,000
Building Purchase	\$348,000
PILOT	\$15,000
<b>Total Budget</b>	<b>\$708,608</b>

*Proposal by Borton Construction, Inc.*

## FINANCING

Badgerland Council will utilize cash on hand to fund the purchase and repurposing of the building. No external financing will be required to complete this endeavor, ensuring efficient and streamlined execution of the project.

## SCHEDULE OF MILESTONES

We are committed to completing the project by December 31, 2024, without notable contingencies, ensuring a smooth transition for the Badgerland Council, City of La Crosse, and the Holy Trinity-Longfellow Neighborhood.

The project timeline is as follows:

1. Due Diligence and Property Inspection: 2 weeks
2. Negotiation and Finalization of Purchase Agreement: 2 weeks
3. Permitting and Approvals: 8 weeks
4. Renovation and Repurposing: 12 weeks
5. Final Inspections and Compliance Checks: 2 weeks
6. Preparation for Move-In and Operational Readiness: 2-4 weeks



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## CONTACT INFORMATION

Our Badgerland Council leadership team brings extensive experience in managing projects of similar size and complexity. Led by the Chief Executive Officer and Director of Facilities, we have successfully completed numerous property acquisitions and renovations, demonstrating our ability to deliver high-quality results on time and within budget. Through careful selection and rigorous vetting processes, we ensure that Badgerland Girl Scouts uses local, reputable, and experienced contractors who share our commitment to excellence. Our Director of Facilities oversees all aspects of project management, from coordinating schedules and budgets to monitoring quality and performance.

*Lisa Smith, Chief Executive Officer*

[SmithL@gsbadgerland.org](mailto:SmithL@gsbadgerland.org)

800.236.2710

*Cheryl Booth, Director of Facilities*

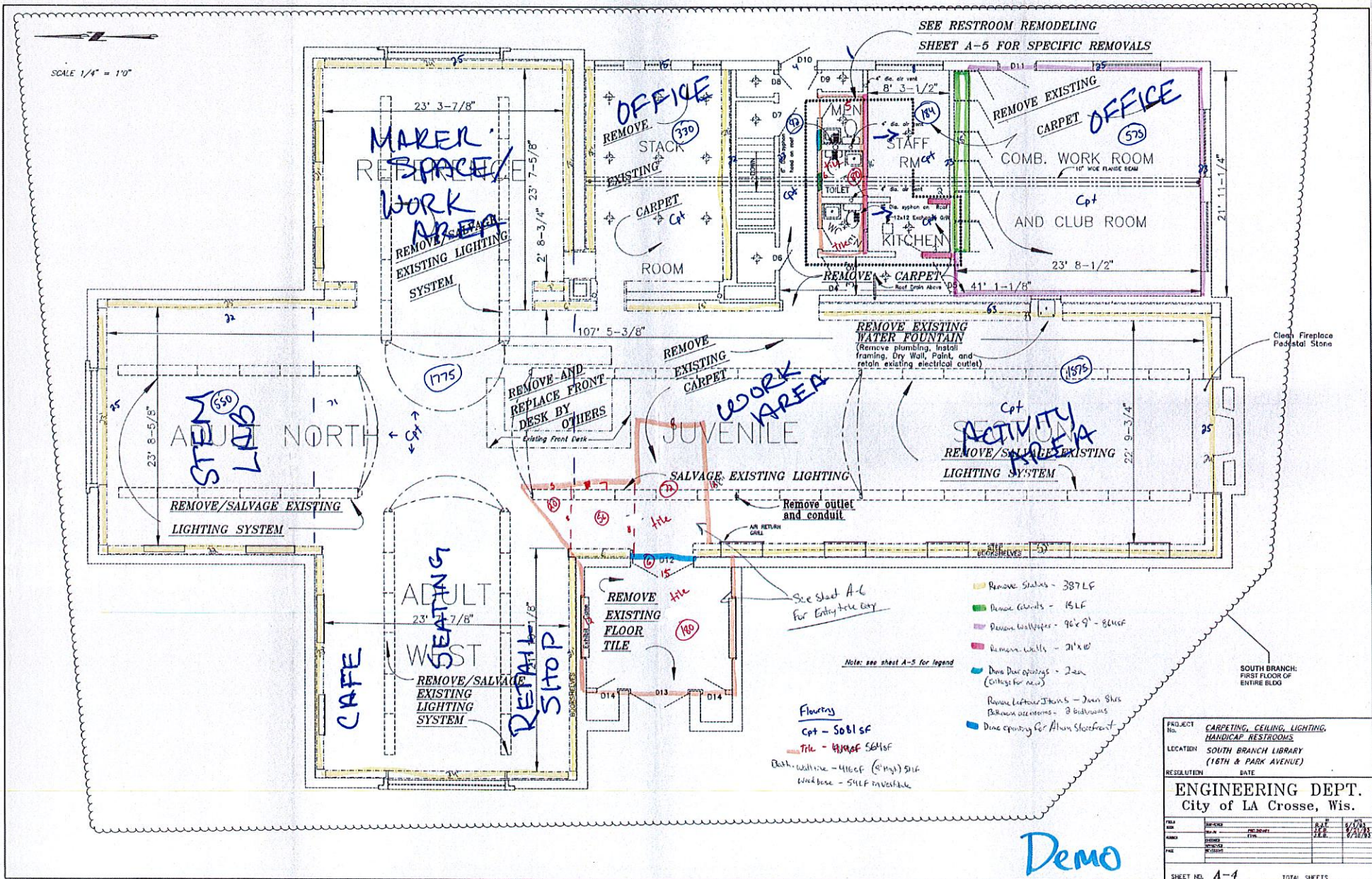
[BoothC@gsbadgerland.org](mailto:BoothC@gsbadgerland.org)

800.236.2710

## ENERGY EFFICIENT STANDARDS

As changes to the facilities are implemented, we are steadfast in our commitment to prioritize energy efficiency and sustainability. Recognizing the importance of reducing our environmental footprint, we are eager to explore opportunities to incorporate energy-efficient technologies and practices into the renovation process. Badgerland Council will maintain the energy efficient HVAC systems and LED lighting already in the building, and incorporate water-saving fixtures to reduce water usage. Badgerland Council is committed to sustainable green space maintenance, implementing eco-friendly practices such as water conservation, organic landscaping, and native plant cultivation to promote biodiversity and environmental stewardship.

# GIRL SCOUTS OF WI BADGERLAND

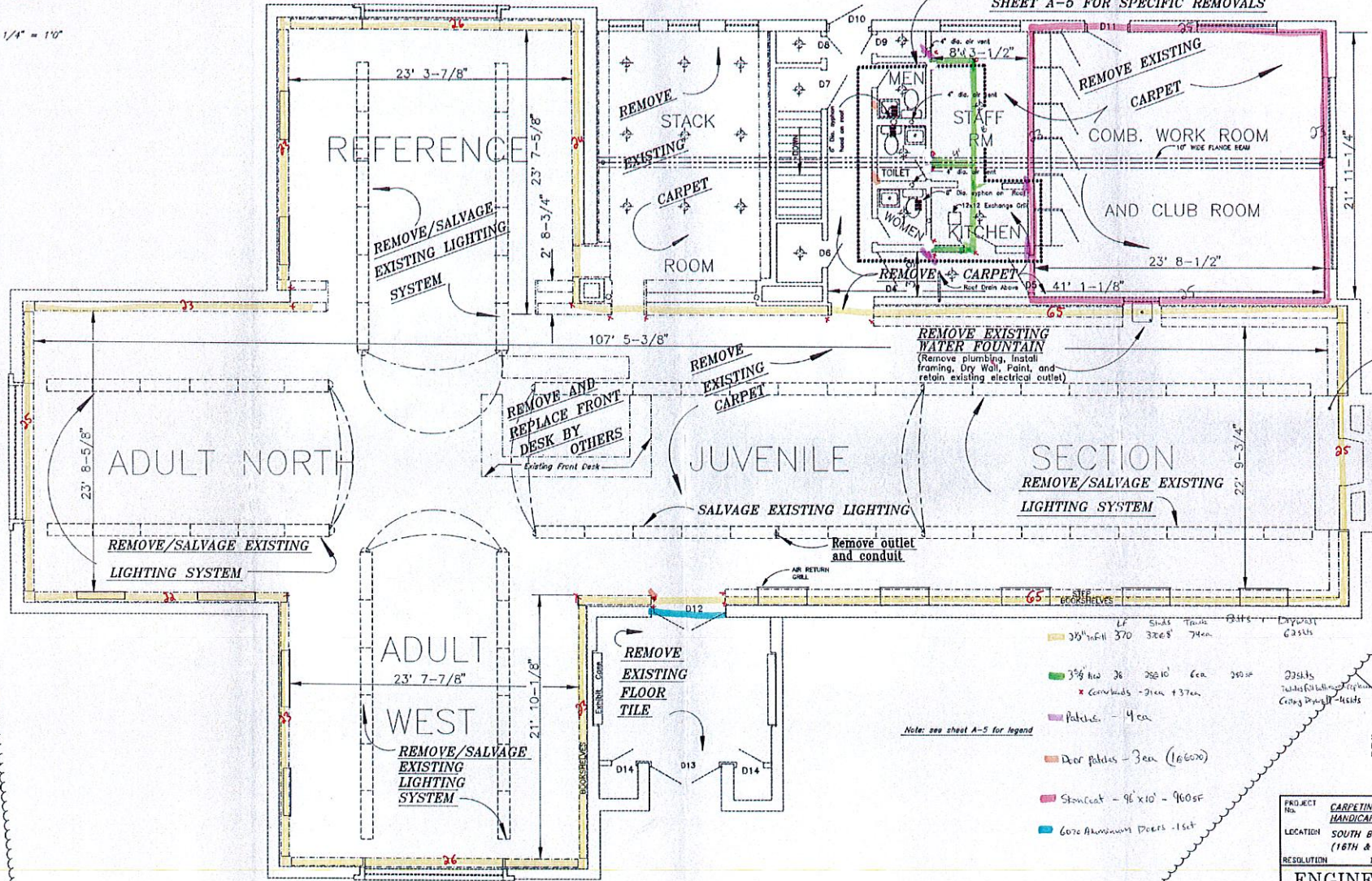


Demo

PROJECT No.	CARPETING, CEILING, LIGHTING, HANDICAP RESTROOMS			
LOCATION	SOUTH BRANCH LIBRARY (16TH & PARK AVENUE)			
RESOLUTION	DATE			
ENGINEERING DEPT. City of LA Crosse, Wis.				
FILE NO.	DESIGN NO.	PROJECT NO.	DATE	SCALE
DATE				
SHEET NO.	A-4	TOTAL SHEETS		

SCALE 1/4" = 1'-0"

SEE RESTROOM REMODELING  
SHEET A-5 FOR SPECIFIC REMOVALS



Clean Fireplace  
Palladium Stone

58x18'

SOUTH BRANCH:  
FIRST FLOOR OF  
ENTIRE BLDG

- 36" x 11' 3/4" 370 3268 744
- 3 3/8" hwd 26 25210 6ea 240sf 23skts  
\* Cornboards - 21ea + 37ea  
Welded fabric reinforcement  
Coping Drains - 4skts
- Patches - 4 ea
- Door Patches - 3ea (16600)
- Staircase - 96' x 10' - 960sf
- Core Aluminum Doors - 1set

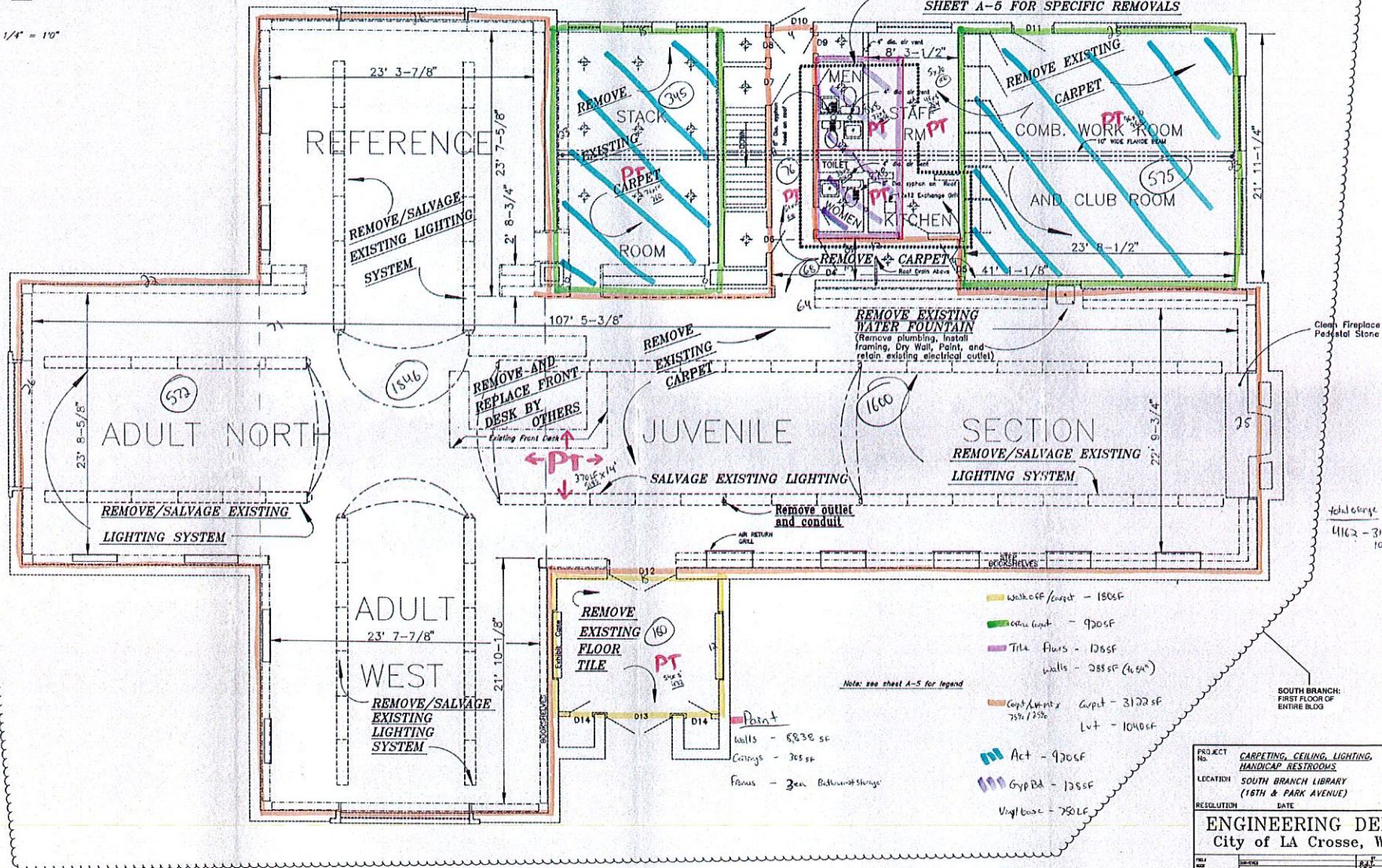
Note: see sheet A-5 for legend

Walls

PROJECT No.	CARPETING, CEILING, LIGHTING, HANDICAP RESTROOMS
LOCATION	SOUTH BRANCH LIBRARY (16TH & PARK AVENUE)
RESOLUTION	DATE
<b>ENGINEERING DE</b> City of LA Crosse, WI	
FILE NO.	DATE
NO.	DATE
NO.	DATE
NO.	DATE
NO.	DATE
SHEET NO.	A-4
TOTAL SHEETS	

SCALE 1/4" = 1'-0"

SEE RESTROOM REMODELING  
SHEET A-5 FOR SPECIFIC REMOVALS



- Walk off Carpet - 180 SF
- Acoustic Carpet - 920 SF
- Tile Floors - 128 SF
- Walls - 288 SF (4.64")
- Carpet/Linoleum 75% / 25% Carpet - 3122 SF
- LV - 1040 SF
- Act - 920 SF
- Gyp Bd - 128 SF
- Vinyl Base - 750 LF

Note: see sheet A-5 for legend

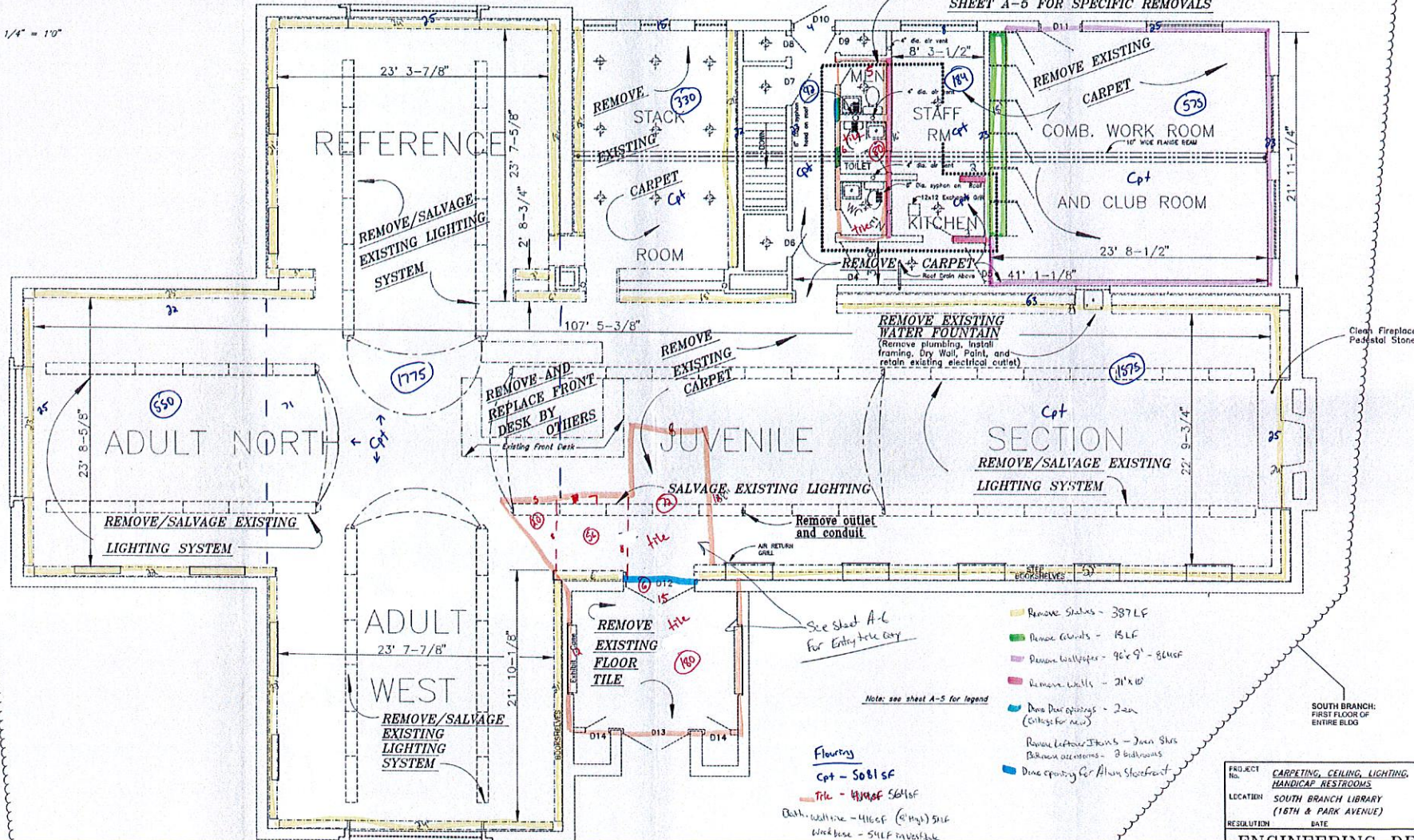
Paint  
Walls - 5838 SF  
Ceilings - 305 SF  
Floors - 3 sq. Bottom of string:

PROJECT No.	CARPETING, CEILING, LIGHTING, HANDICAP RESTROOMS
LOCATION	SOUTH BRANCH LIBRARY (16TH & PARK AVENUE)
RESOLUTION	DATE
<b>ENGINEERING DEPT.</b> City of LA Crosse, Wis.	
DATE	
BY	
CHECKED	
DATE	
BY	
CHECKED	
DATE	
SHEET NO. <b>A-4</b> TOTAL SHEETS	

Flooring + Ceilings

SCALE 1/4" = 1'0"

SEE RESTROOM REMODELING SHEET A-5 FOR SPECIFIC REMOVALS

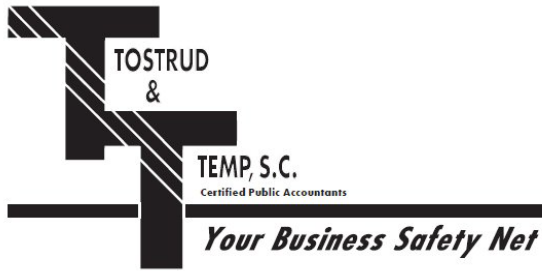


- Remove Shales - 387 LF
- Remove Ceilings - 15 LF
- Remove Wallpaper - 96' x 9' - 84 SF
- Remove Walls - 21' x 10'
- Door Door openings - 2 each (collage for new)
- Remove Leftover Items - 2 new Shelves, 2 new Shelves, 2 new Shelves
- Door opening for Alarm Shelf

**Flooring**  
 Cpt - 5081 SF  
 Tile - 411 SF of 5081 SF  
 Bath, wall tile - 411 SF (11' x 11') 5/16" thick  
 Work base - 511 SF 1/2" thick

PROJECT No.	CARPETING, CEILING, LIGHTING, HANDICAP RESTROOMS		
LOCATION	SOUTH BRANCH LIBRARY (16TH & PARK AVENUE)		
RESOLUTION	DATE		
<b>ENGINEERING DEPT.</b> City of La Crosse, Wis.			
FILE NO.	DESIGNER	DATE	SCALE
DATE	REVISION	BY	DATE
SHEET NO. <b>A-4</b>		TOTAL SHEETS	

Demo



609 S. 4th Street, Suite B  
La Crosse, WI 54601  
Phone: 608-784-8060  
Fax: 608-784-8167

April 17, 2024

City of La Crosse  
Department of Planning, Development & Assessment  
Attn: FRP South Community Library  
400 La Crosse St  
La Crosse, WI 54601

RE: Proposal to purchase – Former South Community Library

Dear City of La Crosse:

Please accept this letter as my proposal to purchase tax parcel #17-50265-10 located at 1307 16<sup>th</sup> Street South in La Crosse, WI.

As the proud owner of Tostrud & Temp, S.C., a reputable CPA firm in La Crosse, I am excited to present a proposal to the City of La Crosse on behalf of Matt and Mindy Durtsche.

While my wife is not involved with the day to day operations of Tostrud & Temp, we are a team in all that we do and together we are presenting our proposal to acquire the historic former South Community Library and reuse the existing building as a professional building. This endeavor will not only preserve the rich heritage of the library but also serve as a hub for local businesses and individuals seeking professional accounting services.

### **Project Overview**

#### 1. Property Acquisition

We propose purchasing the former South Community Property located at 1307 16<sup>th</sup> Street South La Crosse, WI, 54601 for a purchase price of \$250,000. This iconic building, with its architectural significance, has been a cornerstone of the South Side of La Crosse since 1952 and we plan bring new life into this historic gem by maintaining the current building structure and remodeling the interior as a professional office setting.

#### 2. Qualification Statement:

Tostrud & Temp, S.C. and its predecessor firms have been a full-service CPA firm serving La Crosse and it's surrounding areas since 1970. I (Matt Durtsche) am the firm's president and owner and have experience as a CPA for over a decade. Before purchasing Tostrud & Temp, I worked as an executive for First Supply, LLC a 5<sup>th</sup> generation family-owned business. My work at First Supply

included identifying, leasing and development plans for the growth and expansion of 19 kitchen and bath stores throughout the upper Midwest in my role as Chief Operating Officer for Kitchen and Bath. In addition to my experience with commercial buildouts, Mindy has led several residential remodeling projects ranging from whole home renovations to kitchen and bath remodels.

### 3. Proposed Use for the Property

Our plans reinvent the interior of the building into a professional building that would serve the needs of Tostrud & Temp as a CPA firm. We absolutely love the exterior of the building and aside from maintaining the exterior and continuing to ensure the property grounds are well kept our focus would be on the interior of the building.

We would propose making the front entrance to a common lobby area and expanding and expanding the bathrooms for a professional setting. Tostrud & Temp would be the primary and anchor tenant of the building.

The building plans are not formalized on the interior as to the final layout, but we would be looking to start immediately with an interior remodel of approximately ½ of the space for our current business needs as a CPA firm – we would then determine if we would keep the additional space for growth and expansion or look to buildout a secondary suite in the building that would house a complimentary professional business. Our goal would be to occupy this space no later than January 1, 2025.

Having grown up on the south side of La Crosse, it is important that Tostrud & Temp is a part of the community. We feel that a professional building would not create significant amounts of traffic that would be disruptive to the neighborhood. This type of business would allow for the repurpose of a such a beautiful building that has been a staple in the neighborhood for over 7 decades. The parks are an important part of the La Crosse community, and we would help support the neighboring park by ensuring that we keep an accessible first aid kit available for park users and plan to donate a minimum of \$1000 per year to the city for upkeep of the park. Our business would also offer a park cleanup day each year where our firm would host a neighborhood food truck for the community in our parking lot while focusing on giving back by cleaning up the park. As the owner of the anchor tenant and of the building, Matt Durtsche, would like to be involved with the neighborhood association to ensure we are acting in good faith and can continue to be a good neighboring business.

### 4 / 5. Plans and Budget

At this point we don't have formal plans as to the layout but would be engaging local contractors immediately if our proposal were accepted. In addition to the purchase price, we plan to invest \$250 - \$300k in renovations to turn this building into a modern professional setting and we would be hiring local contractors for the work to ensure the project costs stay in our community. In addition to remodeling the interior we would also be looking into the possibility of solar energy. We would want to make sure that we could do this in way that preserves the beautiful architecture of the building and was welcomed by the neighborhood from a visual perspective.

### 6. Financing

Financing of the project would be through cash and private equity. There would be no traditional bank financing with this project. The minimum investment we would be making into this project would be \$500,000.

#### 7. Timeline

As stated above – we would look to move our business into this location no later than the start of 2025 – we would be focused on remodeling the common area space and at least ½ of the building for immediate needs to accommodate our transition as our business stands today.

#### 8. Contact Information –

President / Owner – Matt Durtsche

E-mail: [matt.durtsche@tntcpas.com](mailto:matt.durtsche@tntcpas.com)

Phone: 608.385.0125

Qualifications – See statement 2 above – Matt has previous experience in executing commercial building transformations for kitchen and bath stores. Mindy Durtsche would also be involved in the design and project coordination of this project. Mindy has experience with several residential projects. Matt and Mindy would be the main project managers, but would be hiring a licensed contractor to do all of the work.

#### 9. Additional Comments –

As stated above, Solar Energy would be something we would consider as well as other energy efficient improvements. There are no contingencies being placed on this proposal.

#### **Conclusion**

We envision the transformed site as a beacon of professionalism, collaboration, and community engagement. By investing in this historic space, we commit to serving La Crosse as a respected neighborhood business for decades to come.

Thank you for considering our proposal. We look forward to collaborating with the City of La Crosse to make this vision a reality.

Sincerely,

*Matthew L Durtsche*

Matt & Mindy Durtsche





## **BID**

# ***Response to Request for Proposal Former South Community Library City of La Crosse, WI***

April 17, 2024

Contact: Kim Hawthorne, Chief Executive Officer  
[khawthorne@scenicbluffs.org](mailto:khawthorne@scenicbluffs.org)  
608-654-5100 Ext 270

## **Project Vision:**

Renovate the closed South Side Library building into a Scenic Bluffs Community Health Center location offering integrated whole-person care including dental, primary medical and behavioral health services and supporting services no later than year-end 2024. As a Federally Qualified Health Center (FQHC), Scenic Bluffs Community Health Centers brings unique resources to the Community to advance the City's Comprehensive Plan.

## **Qualifications of Buyer and Past Accomplishments:**

Scenic Bluffs Community Health Centers has demonstrated success in efficiently repurposing space to meet community health needs. Our Cashton location was previously a bowling alley and Norwalk a former school.

Most recently, in 2023, Scenic Bluffs completed a \$900,000 improvement to its Norwalk clinic. The project was completed on time and under budget, increasing the number of patients served by 43% in just one year. In 2015, Scenic Bluffs completed a \$2.25 million renovation to its Cashton clinic, expanding the facilities to include 14 dental operatories. Further, Scenic Bluffs has a decades-long track record of sustainable operational practices.

Scenic Bluffs, like most Community Health Centers, is seen as a community asset not just for our dental, primary medical and behavioral health services but also for our community collaboratives with neighbors, municipalities, and other agencies. This directly aligns with both the City's Comprehensive Plan and the Climate Action Plan.

Scenic Bluffs' mission is to deliver accessible, patient-centered primary care, supporting healthier people and communities. Its vision statement reads "Scenic Bluffs Community Health Centers is the provider of choice with a nationally recognized reputation for excellence in individual primary care and building healthy communities."

A key component of our short Mission and Vision statements is supporting and building healthy communities. Our 30-year history of community-based care is full of examples of close collaborations with our neighbors to meet community needs, some of which are outlined below.

- Conducted multiple e-recycling events diverting over 182,000 pounds of electronic waste from our landfills.
- Provide space in our facility for another non-profit to offer a culturally sensitive food pantry.
- Provide space for a community run concession stand operated by neighboring residents using the adjacent ballpark.
- Host community group meetings including senior exercise classes, CPR classes, Regional Community Health Workers meetings, Legal Aid etc.
- Co-locate services with other social service agencies to address social drivers of health.
- Co-host health fairs and clinics with county health departments and other local social service groups.

In alignment with La Crosse’s Climate Action Plan priority, “Improve community adaptation capacity through strengthened social support network”, Scenic Bluffs will designate meeting space for use by community groups, including outside meetings as well as community education (e.g., health fairs and outreach events) and share our parking lot with the adjacent church when we are not open on the weekends. Scenic Bluffs’ clinics in Cashton and Norwalk both include spaces used in this way, as needed by nonprofit groups in the community.

Another strategy identified in the Climate Action Plan states, “Support existing community networks and connections led by and/or geared towards populations vulnerable to extreme weather events, including people who are elderly, homebound, disabled, isolated, or those likely to need financial assistance.” During the flooding that impacted the Coulee Region, we spearheaded coordination of disaster relief efforts in both Cashton and Norwalk providing leadership, staff support and space. We would work with the City and the neighborhood as part of similar emergency response coordination, as needed or requested.

Further, the Climate Action Plan calls for increased access to local food, particularly serving low-income and food insecure individuals. As part of our public health mission, our support team provides nutrition education and healthy food options within the community. As we do at other sites, we would collaborate to identify and support solutions in the La Crosse neighborhood; in Cashton, our team is planning a coordinated CSA (community supported agriculture) drop-off at our clinic.

## **Barriers Exist to Achieving Public Health and Equity in the City’s Comprehensive Plan:**

### **Scenic Bluffs is a unique resource that is underutilized as a partner in the solution.**

Scenic Bluffs Community Health Center (SBCHC) is a FQHC that primarily serves Monroe, La Crosse, Vernon, and Crawford counties, with HRSA-designated health professional shortage areas for medical, dental, and/or mental health<sup>1</sup>. All counties report barriers to accessing healthcare<sup>2</sup>, especially for low-income and those insured by Medicaid or Medicare. High deductibles, cost of services and transportation are also reported as barriers. Much of the service area reports a higher poverty rate than the state average<sup>3</sup>, paired with uninsured rates at or above the state average<sup>4</sup>.

<sup>1</sup> [HRSA HPSA Find](#)

<sup>2</sup> [Vernon County CHIP 2022-2025; Crawford County CHIP 2022-2024; Monroe County CHIP 2023-2026; La Crosse County CHIP 2022-2024](#)

<sup>3</sup> [2021 ALICE Report](#)

<sup>4</sup> [Compare Counties | County Health Rankings & Roadmaps](#)

### Oral Health Barriers to Community Health

- Wisconsin, along with the entire United States, faces a dental professional shortage. While Wisconsin's dental professional ratio is about the same as the national average, locally, Scenic Bluffs' service area and neighboring counties are experiencing more severe shortages than the state and national averages. In 2020, DHS analysis found that 30% of WI dental providers would leave within 5 years and that over half of the dental providers accepting Medicaid would leave within 10 years.
- The shortage in our area is exacerbated by the fact that the one training program is several hours away. Marquette University in Milwaukee is the only dental school in the state, and unfortunately the nearest Wisconsin training program for dental hygienists – which is a 2-year associate degree – is over 90 miles away.
- As one of few clinics in the region that accepts Medicaid for dental services, the need is profound: even with a staff of full-time dentists that has grown from 1 to 8 in the past 2 years, we receive more than 800 new requests each month from individuals seeking dental services (not counting appointments with returning patients).
- The lack of access to dental care created by dental health professional shortages is most acute for special populations – especially uninsured or covered by Medicaid. In 2019, only 29% of WI dental providers served patients covered by Medicaid at all, and many of those were not accepting new patients, and it is likely these numbers are worse now, post pandemic. By far, the most common reason cited for not accepting Medicaid patients is low compensation. Populations with other special health care needs are accepted by more dentists than the Medicaid population, but less than the general population.
- La Crosse Compass research showed only 15% of Medicaid-covered individuals had an appointment with a dentist last year.
- The La Crosse School District identifies that 48% of their students are identified as economically disadvantaged and qualify for both free and reduced lunch and Badgercare making them likely to be challenged to find access to dental care.
- Last year, of the 1200 La Crosse County residents served by Scenic Bluffs, over 30% were children and 10% were Seniors.
- Our delivery model emphasizes integrated care to take care of the whole person, further reducing barriers to care by providing “one stop”, coordinated care, and delivering proactive primary care services that help prevent acute illness, promote wellness, keep people employed, and alleviate strains on emergency departments and hospitals.

## Proposed Use of Property:

Establish a Federally Qualified Health Center (FQHC) location offering integrated whole-person care including dental, primary medical and behavioral health and supporting services.

Our proposal allows us to scale growth to increase capacity over five years to the following:

Provider	Year 1	Year 3	Year 5
Dental	4	6	6
Behavioral Health	2	3	3
Medical	1.6	1.6	1.6
<b>Total Staff</b>	19.8 FTEs	25.3 FTEs	25.3 FTEs
<b>Incremental Wages and Benefits</b>	\$ 2,135,000	\$2,978,898	\$ 3,134,196

Approximately 20 incremental jobs are anticipated in Year 1 and another 5 by Year 5. These are better than living wage jobs with benefits. Volume projections in Year 1 anticipate 67 patients per clinic day and 104 in Year 5.

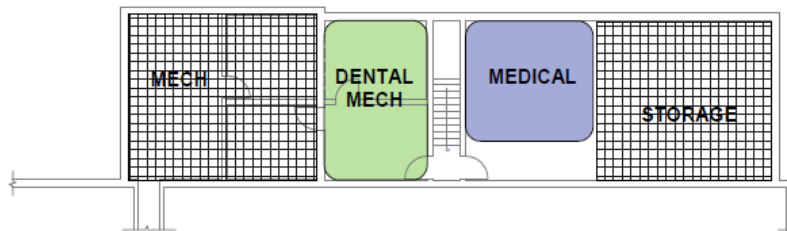
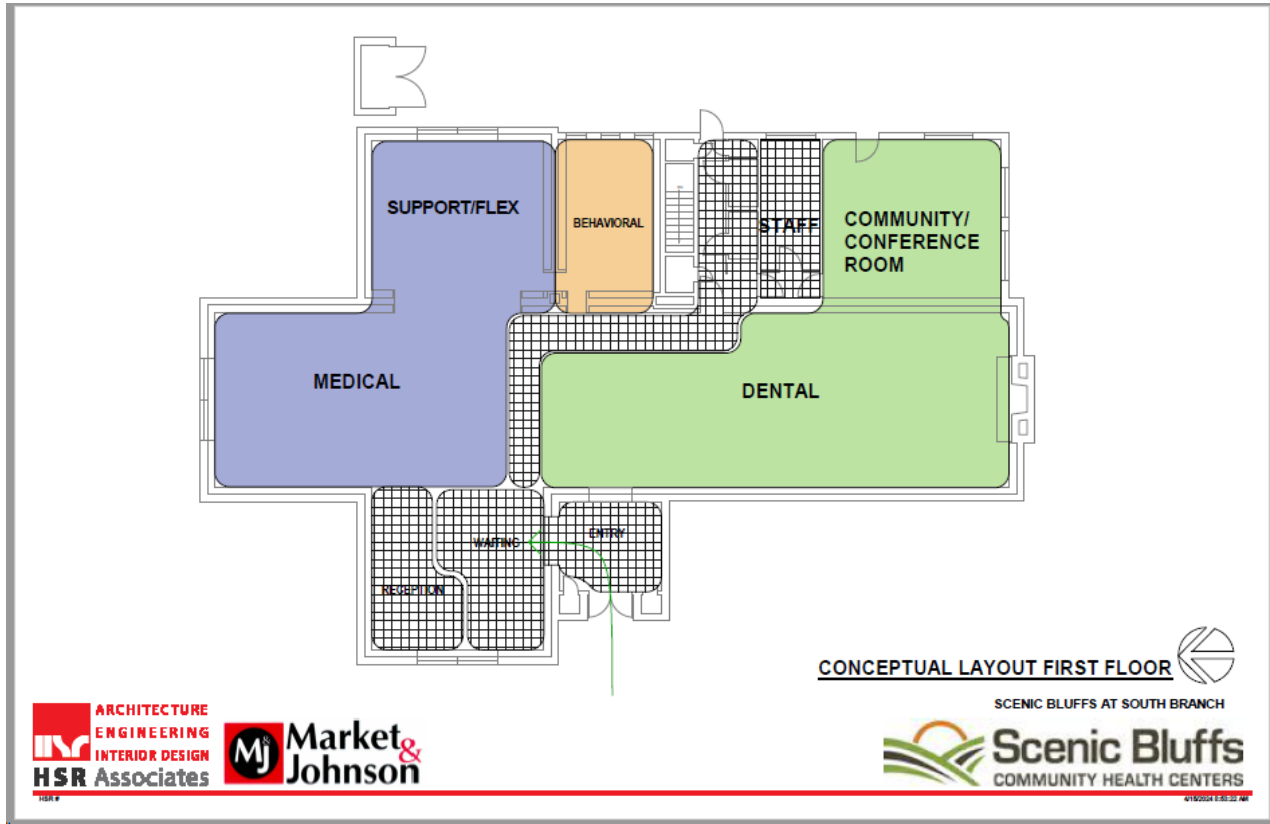
While dental is the greatest gap in access to care in the community, we know that many without access to dental services also lack a medical home. Integrated behavioral health and supportive services by our patient access coordinators (called our “help team”) that address Social Drivers of Health will also be offered.

As in all our locations, a space in the building will be designated as shared community use space.

Preliminary discussions with the neighbors indicate that there is preference for the following:

- Preservation of the building -not demolition.
- Desire for a collaborative owner who allows community groups to share space in the building.
- Preliminary support for dental services presence, and interest in better understanding more about Scenic Bluffs Community Health Centers - we have been invited to an upcoming neighborhood meeting to review our submission.

### Floor Plan:



## Proposed Budget:

Estimated Project Budget:     \$348,000 for Building Purchase (BID)  
    \$915,500 for Equipment  
    \$1,656,000 for Renovations (contractor estimate)  
**\$2,919,500 Total Estimated Project Investment**

## Economic Impact of Project:

Beyond the impact of public health improvement, this project also brings significant Economic Output to the City of La Crosse.

Health Centers positively impact the economies in which they operate by employing workers and supporting additional jobs and economic activity in the area.

A 2023 analysis by Matrix Global Advisors (MGA) quantified the direct and indirect economic impact of Federally Qualified Health Centers (FQHCs). In 2021, Wisconsin Community Health Centers in aggregate, supported more than 5,950 jobs just over \$1 billion dollars in economic output, and more than \$432 million in labor income.

Extrapolating the ratios and methods used in this report allows us to provide a reasonable basis for the following estimates of Economic Output of this project. Over 5 years, this project would support just over 55 jobs with over \$68 million in Economic Output, and more than \$28 million in labor income.

	<b>Employment</b>			<b>Economic Output</b>			<b>Labor Income</b>		
	<b>Direct Jobs</b>	<b>Supported Jobs</b>	<b>Total Jobs</b>	<b>Direct</b>	<b>Supported</b>	<b>Total</b>	<b>Direct</b>	<b>Supported</b>	<b>Total</b>
Year 1	20	24	44	\$3,593,720	\$7,162,950	\$10,756,670	\$2,134,600	\$2,278,471	\$4,413,071
Year 2	21	25	46	\$3,895,750	\$7,764,952	\$11,660,702	\$2,314,000	\$2,469,963	\$4,783,963
Year 3	25	30	55	\$5,015,315	\$9,996,453	\$15,011,768	\$2,979,000	\$3,179,783	\$6,158,783
Year 4	25	30	55	\$5,146,632	\$10,258,193	\$15,404,825	\$3,057,000	\$3,263,041	\$6,320,041
Year 5	25	30	55	\$5,276,266	\$10,516,577	\$15,792,843	\$3,134,000	\$3,345,230	\$6,479,230
			<b>Total of Years 1-5</b>	<b>\$22,927,681</b>	<b>\$45,699,126</b>	<b>\$68,626,807</b>	<b>\$13,618,600</b>	<b>\$14,536,488</b>	<b>\$28,155,088</b>

## Projected Tax Base:

Scenic Bluffs Community Health Centers is a benevolent, non-profit 501c3 organization. In addition to the job creation and Economic Output, as a community partner, we value our municipal service partners and would agree to make fixed Payments In Lieu Of Taxes. For the first 5 years after purchase of the property, this payment would be based on the current assessed value of the property of \$348,000 and would be no greater than \$6,343. After year 5, payments would be negotiated.

## Funding Sources:

Based on long standing, substantiated community need for a Federally Qualified Health Center (FQHC) presence, Scenic Bluffs has been in the planning stages for a facility location allowing whole person integrated care in the City of La Crosse for some time. Funding for this project will come from multiple sources including strategic cash reserves, donations, grant funding, and loans.

## Estimated Project Timeline:

Scenic Bluffs is poised to move quickly to meet the acute dental needs of the community. Our vendors have stated they can move as soon as we are able to get the appropriate zoning and permits to begin project construction.

A *conservative* draft timeline follows:

Task Name	Duration	Start	Finish
<b>Scenic Bluffs</b>	<b>154 days</b>	<b>Fri 4/12/24</b>	<b>Wed 11/13/24</b>
Procurement	1 mon	Fri 4/12/24	Thu 5/9/24
Design	2.5 mons	Fri 5/10/24	Thu 7/18/24
Permitting	4 wks	Fri 7/19/24	Thu 8/15/24
Construction	3 mons	Fri 8/16/24	Thu 11/7/24
Final Inspections	3 days	Fri 11/8/24	Tue 11/12/24
Occupancy	1 day	Wed 11/13/24	Wed 11/13/24



## Contingencies:

### Zoning

To avoid any miscommunication about the intended long-term use of the property, Scenic Bluffs Community Health Center has prepared a list of our services that may be made available in the building over time. Initially, not all of these services are intended to be offered. Prior to final purchase of the property, it must be zoned for at least the following to assure long term clarity of use:

Professional Office Services including and in support of the following:

- Dental services
- Primary medical care services including preventive, diagnostic care and treatment (e.g., chronic condition management, immunizations, screenings, blood tests, x-rays, health education, etc.) for all age groups, and for a wide range of health-related issues.
- Behavioral health services
- Prescription-only pharmacy services exclusively for Scenic Bluffs Community Health Center patients only; may exclude the dispensing of opioids.
- Health and community education and resources
- Language interpreting
- Patient access coordination
- Health insurance navigation
- Chiropractic, acupuncture, massage therapy
- Social services - services intended to address social drivers of health including but not limited to housing, financial, legal, employment, educational, health, and other areas of individual and community wellbeing.
- Benefits and identification documentation enrollment
- Parking

Scenic Bluffs Community Health Center commits the following services are not currently provided in its scope of service at any of its locations nor will they be provided in the future at this location: Methadone clinic, needle exchange program, inpatient services including drug detoxification.

### Key Contacts:

Kim Hawthorne, CEO, [khawthorne@scenicbluffs.org](mailto:khawthorne@scenicbluffs.org) 608-654-5100 Ext 270 or 608-498-7125  
Steve Huntzicker, COO, [shuntzicker@scenicbluffs.org](mailto:shuntzicker@scenicbluffs.org) 608-654-5100 Ext 272



## ABOUT US

Scenic Bluffs Community Health Centers is a non-profit, community-based healthcare provider in western Wisconsin. As a Community Health Center, we not only provide healthcare within our doors, but also focus on reducing health barriers throughout the communities we serve.

Scenic Bluffs provides a comprehensive range of services, including primary medical, dental, behavioral health and pharmacy services, in addition to complementary therapies such as chiropractic, acupuncture and massage therapy. With strong partnerships in area school districts, Scenic Bluffs provides school nursing, oral health and behavioral health services to students in schools across the region. Scenic Bluffs has health centers in Cashton, Norwalk and La Crosse.

### WHAT IS A COMMUNITY HEALTH CENTER?

Scenic Bluffs is part of a network of more than 1,400 FQHCs nationwide. Community Health Centers play a crucial role in increasing access to primary care by reducing barriers such as cost, lack of insurance, distance and language for patients, among others. Health centers are community-based and patient-directed organizations that deliver comprehensive, culturally competent, high-quality primary health care services to individuals and families. Health centers integrate access to primary health services in areas where economic, geographic, or cultural barriers limit access to affordable healthcare.

### OUR HISTORY

Since 1994, Scenic Bluffs has provided affordable, accessible healthcare to people in western Wisconsin.



In the early 1990's, Scenic Bluffs began as an idea from

community members who recognized the need for more accessible healthcare in the region. In 1992, the wheels were set in motion with "Project WATCH", a 37-foot-long bus that was converted into a mobile rural health clinic. It became apparent quickly that the region would benefit from full-time care being offered.



Driven by the determination of local community members, a grant proposal

was crafted to establish a Community Health Center in Cashton, also known as a Federally Qualified Health Center (FQHC). In 1993, the grant was approved, with Scenic Bluffs officially opening its doors in 1994.



608-654-5100

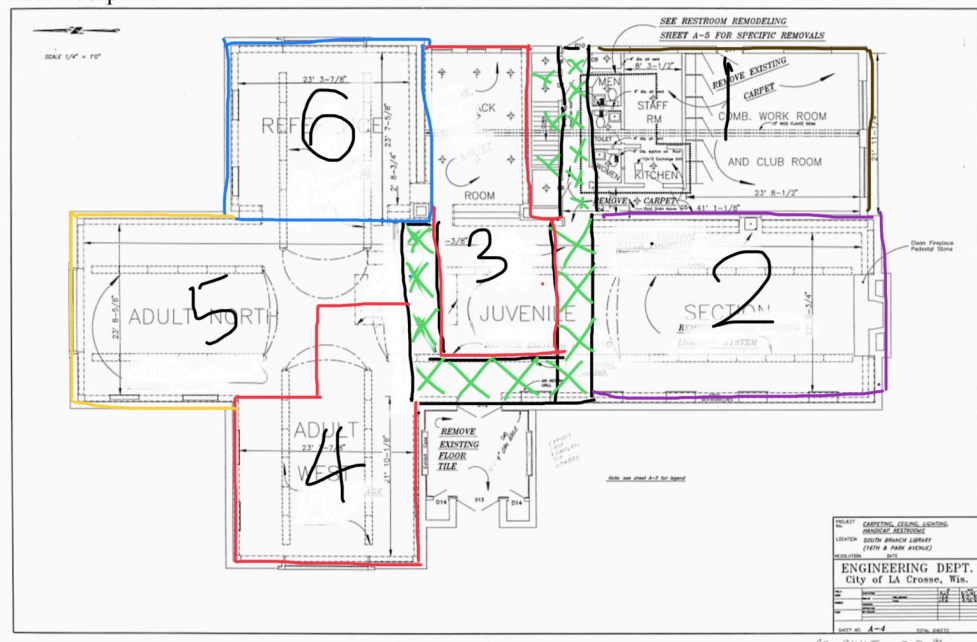


[www.scenicbluffs.org](http://www.scenicbluffs.org)

# PROPOSAL FOR PURCHASE OF THE SOUTH COMMUNITY LIBRARY FROM WILLOW GROVE LLC

1. Purchase price- \$401,000
2. Renovation of eleven properties in the city of LaCrosse over the past twelve years. These range from single family homes renovated and sold (230 23rd st S) and several we still rent out. Larger historical buildings like 1304 Main Street and 1431 King street. Our most recent one is the Holy Trinity school which is over three times the size of this property and has been renovated into nineteen apartments.
3. Although the median household size in the city is 2.1 persons per household, we still have an overall housing policy favoring single family owner occupied houses. We need the type of housing that will attract people of all ages to stay in the city. At the same time, in our established residential neighborhood, we don't want to turn them into concrete jungles full of high-rises and soulless boxes of vinyl and drywall. Our proposal is to convert the existing beautiful well maintained brick building into six to seven one bedroom apartments. It will be a travesty to tear down this beautiful building that holds fond memories for so many people. At the same time, we need more housing and we need to grow the property tax base and six apartments in an acre of land will be under utilizing the land. We propose adding apartments to the roughly quarter of an acre on both sides of the of the building.

First floorplan:



4. A. Part one is repurposing the building.  
 B Parts 2 and 3 -is the building of a block of apartments on each side of the existing building. Each building will have a footprint of under 4500 square foot and be a mixture of 1

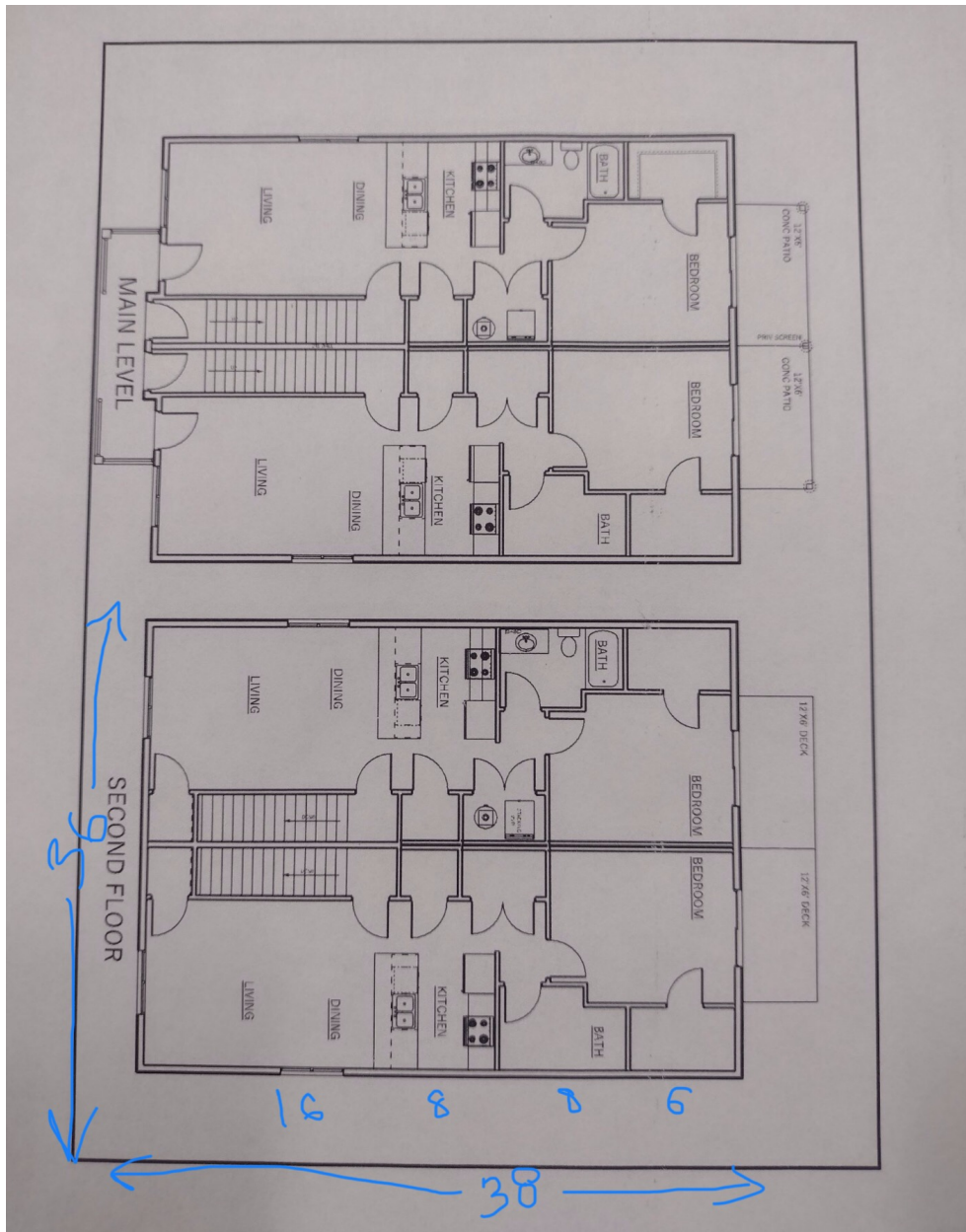
bedroom apartments and 2 bedroom townhouses. Total of 20 one bedroom units and 4 two bedroom townhouses. Architectural elements like gables, porches and window placement will be incorporated to avoid a boxy look. There will only be two floors to avoid overwhelming surrounding structures .

Whole property plan



This is a building with four one bedroom units with some of the architectural elements we aim to incorporate.





Floor plan of a section of 1 bedroom units.

5. Proposed budget

- renovation of the existing building into 6 apartments = 480,000
- construction of each of the new buildings - 1.35 million x 2 = 2.7 million

6. Financing - personal funds and bank loans= 100% private equity

7. Schedule - renovation of the existing building = 1 year.

- each addition = 1 to 1.5 years

Completion in 3-4 years at the most.

8. Contact information

Willow Grove LLC

1431 King street

Michael Ojelabi -608 461 1858 [moojelabi@yahoo.com](mailto:moojelabi@yahoo.com)

Regina Ojelabi - 267 471 0502 [ginaojay@yahoo.com](mailto:ginaojay@yahoo.com)

9. The Holy Trinity school was a lot more complex than this with a lot of limitations due to it being on the National Register of Historic Places and we got it done successfully. This property would be properly insulated to make it energy efficient but due to the number of units central HVAC would not be used rather electric baseboards and wall A/C. This will reduce complexity and cost and make the units more affordable. Well built and well renovated small apartments that are not in a high rise are the best way to add density while being sensitive to the existing neighborhood.

## Elsen, Nikki

---

**From:** Jason J Howard <jjhoward@viterbo.edu>  
**Sent:** Sunday, April 14, 2024 7:59 AM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT for REUSE of South Community Library Bldg at 1307 16th st

You don't often get email from jjhoward@viterbo.edu. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello Nikki Elsen,

My name is Dr. Jason Howard and my address is 1636 Denton St, La Crosse, WI, 54601.

I wanted to let you know that I am against destroying the South Side Library and hope we can find a way to preserve it and reuse that space.

Although the library does not generate any revenue for the city of La Crosse, it does generate a lot of social capital as a place to gather and focal point of the surrounding community. It also can be seen as a symbol of the spirit of the south side community's priorities.

Thanks,

Jason



## Elsen, Nikki

---

**From:** bessier@juno.com  
**Sent:** Friday, April 12, 2024 8:51 AM  
**To:** Elsen, Nikki; bessier@juno.com  
**Subject:** Â SUPPORT for REUSE of South Community Library Building at 1307 16th S      treet South

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I am Bessie Richardson. I live at 1517 16th Street South, La Crosse, WI.

I wish to have my voice heard not to get rid of the South Library building and hopefully put it to good use. I mourn the loss of the library but I hope that if not the library we will be able to keep the green space and the openness of having the one story building and parking lot there.

Sincerely,  
Bessie Richardson

## Elsen, Nikki

---

**From:** Sherry Sawle <shersaw@gmail.com>  
**Sent:** Friday, April 12, 2024 7:47 AM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE OF SOUTH COMMUNITY LIBRARY BUILDING AT 1307 16TH ST S. LACROSSE

You don't often get email from shersaw@gmail.com. [Learn why this is important](#)

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To whom this may concern,

I have loved books and libraries as long as I can remember!

I associate libraries with great memories.

The building at 1307 16th St s MUST remain intact! Preserve memories!

I urge the City of LaCrosse to use the, unfortunately, former South Branch Library building for the good of the people in LaCrosse!

Quite a few years ago, now, I attended meetings within the walls of that building. The purpose was to generate ideas for the use of the building and the land.

Sure. It's easier to just tear down a beautiful historic building...but, use your noggins to figure out how to preserve a historical, integral part of LaCrosse.

Sherry Sawle  
1642 Hyde Ave.  
LaCrosse

## Elsen, Nikki

---

**From:** Barrett Klein <barrett@pupating.org>  
**Sent:** Thursday, April 11, 2024 2:00 PM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT for REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from barrett@pupating.org. [Learn why this is important](#)

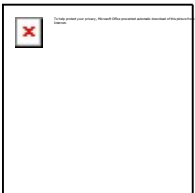
**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Dear City Clerk Nikki Elsen,

I live across the street from the South Community Library Building, and chose to move here because of the park (and the now-defunct library). I will have little reason to stay if the park area changes into something less green. Please do not let the building be destroyed, with development leading to even less green space than we already enjoy.

Whenever and wherever we can, we should support biodiversity.

Thank you,  
Barrett Klein  
1632 Park Ave.  
La Crosse



Professor, Pupating Lab  
Department of Biology  
University of Wisconsin - La Crosse  
1725 State Street, La Crosse, WI 54601  
[www.pupating.org](http://www.pupating.org)  
[www.uwlax.edu/profile/bklein/](http://www.uwlax.edu/profile/bklein/)

## Elsen, Nikki

---

**From:** Colson1961 <colson1961@gmail.com>  
**Sent:** Thursday, April 11, 2024 1:27 PM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT for REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from colson1961@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

This email is to confirm my support and request for the City of La Crosse's Board to **SUPPORT for REUSE of South Community Library Building at 1307 16<sup>th</sup> Street South.**

It is a perfect place for reuse for students in classes from the church, a daycare, or other ways to reuse. Neighborhood uses the little park there.

Also level of traffic coming on 16th street or cutting down Farnam Street to South Avenue is very high and many don't stop at 4-way stop at 16th and Farnam Street. Also street lights are very low. Certainly not safe for increased traffic/people coming through if taken down and new housing goes in like on Green Bay Street.

Questions, let me know. Thank you!!

Cheryl Olson  
1533 Farnam Street  
La Crosse, WI 54601  
[colson1961@gmail.com](mailto:colson1961@gmail.com)

**Elsen, Nikki**

---

**From:** cvm <cvanmaren@protonmail.com>  
**Sent:** Thursday, April 11, 2024 1:23 PM  
**To:** ZZ Council Members  
**Cc:** ZZ City Clerk External  
**Subject:** Support for reuse of South Community Library Building, 1307 16th St S

\*\*\* **CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

Dear Council Members,

I support proposals for this site that retain and repurpose the existing building. "The greenest building is one that already exists." <https://www.architectsjournal.co.uk/news/opinion/the-greenest-building-is-the-one-that-already-exists>. If more space is needed, building over or beside the existing building is possible.

I also think it's important for us to retain, as much as possible, third spaces. From voting to community meetings to social interactions, we need spaces open for people to gather.

I hope you will prioritize proposals that would increase the number of small, affordable (and I mean AFFORDABLE), apartments. I understand a pocket neighborhood may be considered, but really, a more efficient and climate-friendly use of the space, I think, would be a two or three story apartment building (similar to the one at 16th & King) with small efficiency and 1 br apartments.

If I were rich enough, I would propose a new small apartment building built around and above the existing building, retaining that space as a multi-use shop/coffee/meeting place. But, I'm not, so the best I can do is express my ideas and urge you to choose an option that will not require demolishing this building.

Thank you.

Cathy

Sent from Proton Mail mobile

**Elsen, Nikki**

---

**From:** Heather Walder <heather.walder@gmail.com>  
**Sent:** Thursday, April 11, 2024 12:11 PM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT for REUSE of South Community Library Building at 1307 16th Street South

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Dear Ms. Elsen,

I'm writing to support for reuse of the South Community Library building, rather than its demolition. The cost of building materials and new construction, as well as the ecological impact of demolishing usable structures instead of repairing them, should be considered.

As a neighborhood resident, I'd like to see a community-friendly commercial project or another socially-responsible organization or business re-use or refurbish this space.

Sincerely,  
Heather Walder  
1234 Farnam St.  
La Crosse, WI

--

Heather Walder, Ph.D.  
University of Wisconsin - La Crosse  
Assistant Teaching Professor  
Department of Archaeology and Anthropology  
[hwalder@uwlax.edu](mailto:hwalder@uwlax.edu)

Field Museum Research Associate  
Chicago, IL  
[fieldmuseum.org](http://fieldmuseum.org)

## Elsen, Nikki

---

**From:** RICHARD LEE GOODHART <rlgkrs@msn.com>  
**Sent:** Thursday, April 11, 2024 11:59 AM  
**To:** Elsen, Nikki  
**Subject:** Southside Library

You don't often get email from rlgkrs@msn.com. [Learn why this is important](#)

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We ask that the Southside Library building NOT be demolished.  
Lee Goodhart // 3478 Woodbridge Ct., La Crosse, WI 54601  
Karla Stacey // 3478 Woodbridge Ct., La Crosse, WI 54601

## Elsen, Nikki

---

**From:** HT-L NA <htlmsna@gmail.com>  
**Sent:** Thursday, April 18, 2024 11:34 AM  
**To:** Elsen, Nikki  
**Subject:** Petition Supporting REUSE of South Community Library Building 1307 16th Street South  
**Attachments:** scl petition signatures.pdf

You don't often get email from htlmsna@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Dear Ms. Elsen:

This morning I am submitting 542 petition signatures in support of repurposing the South Community Library building at 1307 16<sup>th</sup> St. South. I am requesting that you include these signatures along with the agenda and development proposals for the Economic and Community Development Commission (ECDC) meeting on April 24, 2024.

Our intent in launching a petition was to raise awareness of the ECDC's upcoming decision concerning the sale of the library property and to provide supporting evidence showing that our community does not favor demolition as an option for the building. Although it no longer functions as a library, the building is a valued community asset and neighborhood anchor. We hope our signatures convey a strong message that the community does not want to see it razed, especially since there are several prospective buyers who would like to repurpose the building.

Thank you for your time.

Kind regards,

Krista Hamilton

Holy Trinity-Longfellow Neighborhood Association





## Sign the Petition: Don't Bulldoze the South Community Library Building!

On April 24, the fate of the \$348K South Community Library building and one-acre lot will be decided by the ECDC\* and City Planning Department. The ECDC is evaluating several proposals for the property and will ultimately move forward with a Development Agreement that either 1) **REUSES** the existing building, or 2) **DEMOLISHES** the building to redevelop the property into compact housing. **Demolition could begin as soon as summer 2024!**

The library building is structurally sound, with a new \$75K roof replaced just two and a half years ago. Tell the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING and send all those bricks and new asphalt shingles to the landfill. **Select a proposal that reuses the existing library building instead of demolishing it!**

---

Petition created by Holy Trinity-Longfellow Neighborhood Association volunteers.

\*Economic and Community Development Commission (ECDC).



Timestamp	Email	First Name	Last Name	Street Address	Zip Code
2024/03/22 6:48:51 AM EST	hamilk@gmail.com	Krista	Hamilton	1812 Park Ave	54601
2024/03/27 10:39:38 PM EST	meier.andrew@gmail.com	Andrew	Meier	1502 Far am St	54601
2024/03/27 10:40:36 PM EST	ryantigo@msn.com	Kathleen	Ryan	1224 EAST AVE S	54601
2024/03/27 12:26:56 PM EST	laurie.alexander80@gmail.com	Laurie	Alexander	1803 Denton	54601
2024/03/27 4:47:07 PM EST	ajhamilton@viterbo.edu	Andrew	Hamilton	1812 Park Ave, La Crosse, WI	54601
2024/03/27 4:49:26 PM EST	peg.isola@gmail.com	Peggy	Isola	1220 14th ST S	54601
2024/03/27 4:52:58 PM EST	alecjhammy@gmail.com	Alec	Ham	1812 Park Ave	54601
2024/03/27 4:53:32 PM EST	bjstanke@aol.com	Barbara	Stanke	2011 Park Ave	54601
2024/03/27 4:59:01 PM EST	croraff@charter.net	Catherine	Roraff	1649 Park Avenue	54601
2024/03/27 4:59:07 PM EST	gretchenspj@gmail.com	Gretchen	Jacobson	2510 Hass St	54601
2024/03/27 5:01:02 PM EST	nickmolzahn@yahoo.com	Nick	Molzahn	1402 21st Street South	54601
2024/03/27 5:01:20 PM EST	nicholejkruse@gmail.com	Nichole	Kruse	1622 Adams Street	54601
2024/03/27 5:01:43 PM EST	heinz.rachel.rah@gmail.com	Rachel	Molzahn	1402 21st Street South, La Crosse, WI	54601
2024/03/27 5:05:45 PM EST	lgodden@uwlax.edu	Laura	Godden	1319 20th St S	54601
2024/03/27 5:06:13 PM EST	cyntheak@zoho.com	Cynthea	Gillespie	1407 Farnam St	54601
2024/03/27 5:08:27 PM EST	nanhess0236@yahoo.com	Nanette	Hesseltine	1802 Denton St	54601
2024/03/27 5:22:53 PM EST	lskaer23@gmail.com	Lori	Skaer-Jensen	1707 Johnson st	54601
2024/03/27 5:39:33 PM EST	tonydoering@gmail.com	Tony	Doering	1643 park ave	54601
2024/03/27 5:49:07 PM EST	mrs.dmbrose@gmail.com	Diane	Brose	131 24th St S, La Crosse, WI 54601	54601
2024/03/27 6:01:18 PM EST	joncnn@charter.net	Nancy	Johnson	1023 Cameron Ave	54601
2024/03/27 6:03:17 PM EST	lmori9599@gmail.com	laura	Moriarty	521 14th St S	54601
2024/03/27 6:09:25 PM EST	colson1961@gmail.com	Cheryl	Olson	1533 Farnam Street	54601
2024/03/27 6:59:28 PM EST	Pam.Cipkowski@gmail.com	Pam	Cipkowski	1702 Adams St	54601
2024/03/27 7:04:00 PM EST	jennifer.fish.morris@gmail.com	Jennifer	Morris	1602 Hyde Ave La Crosse, WI	54601
2024/03/27 7:52:21 PM EST	clem1933@aol.com	Clement	Bott	1317 15 st s	54601
2024/03/27 7:54:16 PM EST	jtrowbridge54601@gmail.com	Joseph	Trowbridge	1404 21st Street South	54601
2024/03/27 7:59:34 PM EST	aalexa231@gmail.com	Amanda	Alexander	1803 Denton St	54601
2024/03/27 8:08:44 PM EST	mboucher2003@gmail.com	Madina	Boucher	205 16th street north	54601
2024/03/27 8:14:11 PM EST	ella245855@yahoo.com	Ella	Messenger	205 16th St N	54601
2024/03/27 8:23:51 PM EST	barrett@pupating.org	Barrett	Klein	1632 Park Avenue	54601
2024/03/27 8:26:57 PM EST	dosha@rabbitwoodandreason.com	Dosha	Klein	1632 Park Ave.	54601
2024/03/27 9:14:51 PM EST	shersaw@gmail.com	Sherry	Sawle	1642 Hyde Avenue	54601
2024/03/28 1:21:10 PM EST	iesijh1980@gmail.com	James	Hurley	1815 Green Bay Street	54601

2024/03/28 1:22:34 PM EST	bdmass@gmail.com	brittany	houin	1527 park ave	54601
2024/03/28 1:31:45 PM EST	s0phie52000@yahoo.com	Judy	Johnson	359 20th street South	54601
2024/03/28 10:06:17 AM EST	jonna.peterson.rn@gmail.com	Jonna	Peterson	1217 11th Street South	54601
2024/03/28 10:22:41 AM EST	david.aj.schumann@gmail.com	David	Schumann	1523 Adams Street	54601
2024/03/28 10:28:20 AM EST	gfkann@yahoo.com	Gerald	Kann	1507 County Road B	54601
2024/03/28 10:43:45 AM EST	randy_lyden@hotmail.com	Randolph	Lyden	2127 Adams St	54601
2024/03/28 10:44:00 AM EST	saglink10@gmail.com	Susan	Link	1520 29th. St. S	54601
2024/03/28 11:09:53 AM EST	crbmbk1966@gmail.com	marcia	Brodt	2208 Green Bay St.	54601
2024/03/28 11:17:56 AM EST	sheldonhlee@gmail.com	Sheldon	Lee	1815 21st Pl S	54601
2024/03/28 11:30:34 AM EST	yabutt54@gmail.com	Cynthia	Sacia	2022 Market St	54601
2024/03/28 12:11:13 PM EST	braunen@gmail.com	Braunen	Smith	W5836 State Road 33	54601
2024/03/28 12:11:29 PM EST	adrockxchw@yahoo.com	Adam	Driscoll	1725 Farnam Street	54601
2024/03/28 12:41:35 PM EST	mkopski557@gmail.com	Michael	Kopski	1811 Market Street	54601
2024/03/28 12:44:05 PM EST	pkopski@gmail.com	Pamela	Kopski	1811 Market Street	54601
2024/03/28 12:47:03 PM EST	rlgoodhart@msn.com	richard	goodhart	3478 woodbridge ct	54601
2024/03/28 12:47:42 PM EST	karlastacey@msn.com	karla	stacey	3478 woodbridge ct	54601
2024/03/28 2:00:51 PM EST	jandswheat@icloud.com	James	Wheat	1235 West Avenue, South	54601
2024/03/28 2:02:19 PM EST	jandswheat@icloud.com	Sandra	Wheat	1235 West Avenue, South	54601
2024/03/28 2:18:12 PM EST	laxdar@charter.net	Darlene	Eggum	2923 Youngdale Ave	54603
2024/03/28 2:47:49 PM EST	smbfrogs@gmail.com	Serena	Burke	1416 13th st south	54601
2024/03/28 2:57:31 PM EST	knutsonj@alumni.iastate.edu	Jeremy	Knutson	323 28th St S	54601
2024/03/28 4:00:25 PM EST	lynnepolodna@gmail.com	Lynne	Polodna	2124 PARK AVE	54601
2024/03/28 4:46:03 PM EST	kaybevington@gmail.com	Kay	Bevington	N3539 SMITH VALLEY RD	54601
2024/03/28 7:07:33 AM EST	scotts108@gmail.com	Scott	Stine	1539 Denton St	54601
2024/03/28 7:35:03 AM EST	dals@centurytel.net	David	Stark	1532 Farnam Street	54601
2024/03/28 7:36:06 AM EST	dals@centurytel.net	Linda	Stark	1532 Farnam Street	54601
2024/03/28 7:42:15 AM EST	doggoneit@gmail.com	Sam	Garrett	1101 Jackson	54601
2024/03/28 8:16:32 AM EST	deborah.nerud.writes@gmail.com	Deborah	Nerud	1629 Farnam St	54601
2024/03/28 8:34:25 AM EST	fjcullen1@gmail.com	Finnian	Cullen	1629 Farnam St	54601
2024/03/28 8:55:32 AM EST	jwittenb@mchsi.com	JOHN	WITTENBURG	N1466 RED OAKS DRIVE	54601
2024/03/28 9:05:46 AM EST	Scojul1995@hotmail.com	Scott	Severson	712 14th Ave n	54650
2024/03/29 10:18:09 AM EST	laxdenton@gmail.com	Jeff	Breidel	2127 denton st	54601
2024/03/29 11:52:06 AM EST	abole706@outlook.com	Andrew	Bolen	5109 Whippoorwill Ln S	54601
2024/03/29 4:45:15 PM EST	powerquint@yahoo.com	Quintin	McElhiney	712 Charles St.	54603

2024/03/29 8:10:14 AM EST	chelle12cats@gmail.com	Michelle	Krajewski	N2293 Willow Way West	54601
2024/03/29 8:21:13 AM EST	jjghoward@gmail.com	Jason	Howard	1636 Denton Street	54601
2024/03/29 8:24:24 PM EST	fiveluckycharms@hotmail.com	Vicky	Gates	1214 20th St S	54601
2024/03/29 9:35:53 PM EST	rmgrasse1@outlook.com	Robin	Grasse	1201 19th ST S	54601
2024/03/29 9:45:36 PM EST	foxx0138@yahoo.com	Jennifer	Fox	1216 johnson street	54601
2024/03/30 1:16:34 AM EST	lindaandcats@centurytel.net	Linda	Krueger	2700 Lincoln Ave	54601
2024/03/30 1:23:57 AM EST	jcritland@gmail.com	Jeanette	Ritland	2102 17th St S. La Crosse, WI	54601
2024/03/30 2:47:54 PM EST	Pattyd819@yahoo.com	Patricia	Dayton	4117 Cardinal Ln	54601
2024/03/30 5:11:28 PM EST	talbotgal1@aol.com	Wendy	Burkhardt	N5432 State Road 35	54650
2024/03/30 8:28:06 PM EST	bigschoolie@gmail.com	David	Schoonover	1315 16th Street South	54601
2024/03/30 8:30:22 PM EST	elisemid@gmail.com	Lisa	Middleton	203 10th S St.	54601
2024/03/31 1:25:48 PM EST	webbdonijah@gmail.com	Donijah	Webb	1411 East Ave South	54601
2024/03/31 1:27:01 PM EST	Shirleysanders@gmail.com	Shirley	FritzFortner	1411 East Ave S	54601
2024/03/31 11:37:29 AM EST	kgresens@centurylink.net	Kathleen	Gresens	1536 Farnam Street	54601
2024/03/31 11:38:36 AM EST	wgresens@centurylink.net	William	Gresens	1536 Farnam Street	54601
2024/03/31 3:12:19 AM EST	alaepedersen@gmail.com	Amy	Atchison	1477 Redfield street.	54601
2024/03/31 9:13:23 PM EST	marym8311@gmail.com	Mary	Mathis	120 13th st s	54601
2024/03/31 9:16:29 PM EST	rbiggs79@gmail.com	Rob	Biggs	120 13th Street South	54601
2024/03/31 9:38:38 PM EST	halenikole@gmail.com	Nikole	Hale	1549 Denton St.	54601
2024/03/31 9:40:14 PM EST	hale.helen@uwlax.edu	Helen	Hale	1549 Denton street	54601
2024/03/31 9:42:10 PM EST	bethanyjanehale@gmail.com	Bethany	Hale	1549 Denton St. La Crosse WI	54601
2024/04/01 11:25:29 AM EST	tairynv@gmail.com	Tairyn	Velie	1414 19th St S	54601
2024/04/01 11:39:52 AM EST	mdbreunig@charter.net	Marjean	Breunig	1657 Park Avenue, La Crosse, WI	54601
2024/04/01 11:41:17 AM EST	mdbreunig@charter.net	Daniel	Breunig	1657 Park Avenue, LaCrosse, WI	54601
2024/04/01 12:04:14 AM EST	bmkruse@gmail.com	Ben	Kruse	1622 Adams Street	54601
2024/04/01 12:38:56 PM EST	tkaytooth@charter.net	Tracy	Kayser	1930 Redfield St	54601
2024/04/01 2:10:02 PM EST	martinoolives@gmail.com	Brent	Johnson	1232 17th Street So	54601
2024/04/01 2:11:35 PM EST	kbmiller@centurytel.net	Keith	Miller	2125 21st Terrace South	54601
2024/04/01 4:56:37 PM EST	schneids59@yahoo.com	David	Schneider	W3821 Highland Drive	54601
2024/04/01 5:47:57 PM EST	kwateski@gmail.com	Kathy	Wateski	2010 21st terrace	54601
2024/04/01 6:13:10 PM EST	bakalarsk@gmail.com	Kaitlin	Troyanek	N3561 Maple Ln	54658
2024/04/01 6:16:59 AM EST	loehr.virginia@gmail.com	Virginia	Loehr	1228 17TH ST S	54601
2024/04/01 6:27:21 PM EST	kluelue@aol.com	Karen	Cordes	2523 Barlow Street	54601
2024/04/01 6:28:12 PM EST	sieglerfam@gmail.com	Susan	Siegler	2135 Park Ave	54601

2024/04/01 6:32:15 PM EST	justin@rudysdrivein.com	Justin	Smith	W4040 us Hwy 14/61 coon valley wi	54623
2024/04/01 6:49:15 PM EST	kimmybakalars@yahoo.com	Kimberly	Bakalars	S5693 Meadow Ln	54632
2024/04/01 7:08:19 PM EST	bakaandr@yahoo.com	Andrew	Bakalars	2833 21st Place S	54601
2024/04/01 7:11:21 PM EST	smespe@yahoo.com	Susan	Diersen	S459 Hailey Ln	54621
2024/04/01 7:37:15 PM EST	cvanmaren@protonmail.com	Cathy	Van Maren	2815 Highland	54601
2024/04/01 7:48:53 PM EST	kbakalars@live.com	Karissa	Gilbertson	Mill st la crosse	54601
2024/04/01 7:52:56 PM EST	kelange67@gmail.com	Kyra	Lange	1217 State Street, Apt. 4	54601
2024/04/01 8:15:04 PM EST	Candycebrenner@gmail.com	Candyce	Brenner	1214 19th Street S	54601
2024/04/01 8:26:45 AM EST	erj1961@gmail.com	Eric	Jensen	1707 Johnson St	54601
2024/04/01 8:28:52 PM EST	wtowne@mcglutheran.org	Wesley	Towne	3008 Lincoln ave	54601
2024/04/01 8:44:55 PM EST	binam@students.westerntc.edu	Maggie	Bina	1524 Winnebago st	54601
2024/04/01 9:01:06 PM EST	joelleschreiner2@gmail.com	Joelle	Schreiner	N5760 Lake Park Dr	54650
2024/04/01 9:11:04 PM EST	j.swim@ymail.com	Jerry	Swim	733 Powell Street	54603
2024/04/01 9:28:33 PM EST	vovesjenna@gmail.com	Jenna	Voves	305 state st	54636
2024/04/02 10:05:25 PM EST	mmoldenburg.mo@gmail.com	Melissa	Oldenburg	23500 Kale Rd	54653
2024/04/02 10:09:54 PM EST	kylielf2@gmail.com	Kylie	Wiltgen	1307 Hyde Avenue	54601
2024/04/02 10:27:10 PM EST	sheilaschell27@gmail.com	Sheila	Schell	3173 26th st s	54601
2024/04/02 11:41:04 PM EST	bubly12008@gmail.com	Antonette	Travline	415 7TH ST S APT 402	54601
2024/04/02 12:34:06 PM EST	jodianne714@yahoo.com	Jodi	Bakalars	1214 19th St S	54601
2024/04/02 3:22:57 PM EST	arenzoni27@gmail.com	Mandy	Renzoni	N140 old hwy 35	54658
2024/04/02 3:36:19 PM EST	gregtroyanek@gmail.com	Greg	Troyanek	N3561 maple ln.	54658
2024/04/02 5:03:51 PM EST	mariahertel@gmail.com	Maria	Hertel	404 15th St S Lawl Crosse	54601
2024/04/02 6:05:57 AM EST	hlwalters1997@gmail.com	Holly	Walters	821 South 19th St.	54601
2024/04/02 6:20:14 AM EST	paletta.case@gmail.com	Casey	Graff	N1682 lake rd	54658
2024/04/02 8:06:26 AM EST	kaylina16@gmail.com	Kaylin	Witkowiak	1507 Travis St.	54601
2024/04/02 8:10:28 AM EST	h8sb@yahoo.com	Heather	Elsbernd	1249 Adams St	54601
2024/04/02 8:44:07 AM EST	hneubauer00@gmail.com	Helen	Neubauer	1522 Weston Street	54601
2024/04/02 9:00:27 PM EST	kramer.jill@rocketmail.com	Jill	Troyanek	N5019 Gills Coulee Rd S., West Salem Wi	54669
2024/04/02 9:13:41 AM EST	dalahynek@gmail.com	Dala	Hynek	W5533 Aspenwood Trail	54669
2024/04/03 1:13:09 PM EST	jlburns76@gmail.com	Jamie	Burns	1280 Shorewood Dr	54601
2024/04/03 1:51:16 PM EST	marysue2062@gmail.com	Mary	Asmus	2223 East Ave S. #103	54601
2024/04/03 10:01:19 AM EST	readergrl@hotmail.com	Alyssa	Robeson	W5402 County Rd B	54601
2024/04/03 10:02:15 PM EST	emilyryang10@gmail.com	Emily	Yang	807 Greenwood St	54636
2024/04/03 10:08:47 AM EST	dbahls@hotmail.com	Don	Bahls	2815 27th St. So.	54601

2024/04/03 10:15:45 PM EST	nhundter@hotmail.com	Nathan	Hundt	827 17th Street South	54601
2024/04/03 10:18:57 AM EST	calloway_s@yahoo.com	Sue	Calloway	2601 17th st so	54601
2024/04/03 10:30:16 AM EST	slevetson@hotmail.com	Stacey	Everson	2508 16th St South	54601
2024/04/03 12:13:37 AM EST	gshore1227@gmail.com	Gail	Shore	W435 Sunshine Drive	54658
2024/04/03 12:20:11 PM EST	pacobart@aol.com	Melissa	Rendler	3119 27th St S	54602
2024/04/03 12:52:00 PM EST	marie.v.allen@charter.net	Marie	Allen	224 21st St. S.	54601
2024/04/03 3:08:57 PM EST	amandaholm@gmail.com	Amanda	Holm	Denton Street	54601
2024/04/03 3:24:06 PM EST	cgburnsgilbert@viterbo.edu	Colin	Burns-Gilbert	900 Viterbo Drive	54601
2024/04/03 3:48:10 PM EST	lewis.hillary189@gmail.com	Hillary	Reyes	1028 cameron ave	54601
2024/04/03 3:50:54 AM EST	driftlessgrantham@gmail.com	Emily	Grantham	215 S Washington Ave	54665
2024/04/03 5:15:06 PM EST	andi.j.byrne@gmail.com	Sndrea	Byrne	1303 13th Street South, La Crosse, WI	54601
2024/04/03 5:22:22 PM EST	ryaltyhama5@gmail.com	Sarah	Anderson	2124 19th St S	54601
2024/04/03 5:49:06 PM EST	cinrud@hotmail.com	Cindy	Bahls	2815 27th St S	54601
2024/04/03 6:30:49 PM EST	croach64@comcast.net	Cyndi	Roach	1168 Vierling Ct	55379
2024/04/03 6:54:33 AM EST	Beth.Thackeray@yahoo.com	Beth	Thackeray	3333 East Ave S Apt 224	54601
2024/04/03 7:11:22 PM EST	cbauer1124@gmail.com	Catherine	Bauer	4115 Cliffside Dr	54601
2024/04/03 7:17:01 AM EST	cynthiafuchsteiner@gmail.com	Cynthia	Fuchsteiner	2219 14th street south	54601
2024/04/03 7:34:53 AM EST	wayne.olson@sap.com	Wayne	Olson	1229 farnam st	54601
2024/04/03 8:10:10 AM EST	headspin54601@yahoo.com	Stacey	Sheffield	1360 Shorewood Dr, La Crosse, WI	54601
2024/04/03 8:14:19 AM EST	markmillich@hotmail.com	Mark	Millich	2003 29th St S	54601
2024/04/03 8:47:19 AM EST	fibeger@centurytel.net	Tom	Fibeger	2216 Barlow St.LaCrosse, WI	54601
2024/04/03 8:48:29 AM EST	rodelm13@gmail.com	Rodrick	Elm	1907 Charles Street	54603
2024/04/03 8:51:41 PM EST	meliafretwell@outlook.com	Melia	Fretwell	812 N Grandview Blvd	53188
2024/04/03 8:52:38 PM EST	tj.konshak@gmail.com	Trey	Konshak	1227 9th street south	54601
2024/04/03 8:53:27 PM EST	drewtanner55@gmail.com	Drew	Lysaker	934 12th Ave south	54650
2024/04/03 8:57:11 AM EST	warzen.laura@gmail.com	L	Mayer	1921 farnam street	54601
2024/04/03 9:01:33 PM EST	empatt801@yahoo.com	Emily	Patton	727 Division St	54601
2024/04/03 9:18:43 PM EST	becca.rickert@gmail.com	Becca	Rickert	1011 21st St S	54601
2024/04/03 9:40:25 AM EST	jpweeze24@gmail.com	James	Wiese	1634 Travis st	54601
2024/04/03 9:42:59 AM EST	paulabhappy@aol.com	Paula	Bloom	1249 Adams St	54601
2024/04/03 9:47:22 PM EST	tacos4life35@gmail.com	Araceli	Olson	2115 15th pl s	54601
2024/04/03 9:53:30 AM EST	kmunch12@charter.net	Kim	Haller	1810 19th St S	54601
2024/04/03 9:55:43 AM EST	bmitchell2618@gmail.com	Brenda	Wood	1508 31st PL S	54601
2024/04/04 1:01:59 PM EST	missypepin@msn.com	Missy	Pepin	2112 Cass St	54601

2024/04/04 1:37:18 PM EST	katlynboyle2@gmail.com	Katlyn	Becker	1361 Hyde avenue	54601
2024/04/04 1:56:20 PM EST	katietroyanek@gmail.com	Jacque	Bakalars	2833 South 21st place	54601
2024/04/04 10:11:25 AM EST	thisnutsfamily@gmail.com	Andy	Nuttall	1616 Denton St	54601
2024/04/04 10:24:55 AM EST	katrinakazer@gmail.com	Katrina	Evason	528 16th Ave N Onalaska	54650
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2024/04/04 12:24:27 PM EST	AmyJoSchmidt7@gmail.com	Amy	Schmidt	1220 Mississippi St	54601
2024/04/04 12:45:19 PM EST	leelafreu@gmail.com	Leah	Ingle	2028 28th St S	54601
2024/04/04 2:15:18 PM EST	amberlepke8@gmail.com	Amber	Michaels	3414 Geneva Ln	54601
2024/04/04 2:54:23 PM EST	mawodzak@viterbo.edu	michael	wodzak	1317 Johnson Street	54601
2024/04/04 3:02:33 PM EST	marykaylind@yahoo.com	Mary	Lind	2609 lakeshore	54603
2024/04/04 3:26:52 PM EST	m.cooperhansen@aol.com	Michelle	Cooper-Hansen	1219 S 15th St	54601
2024/04/04 3:27:19 PM EST	jkaur@uwlax.edu	Jaspreet	Kaur	1014, 10th Ave N, Onalaska	54650
2024/04/04 4:39:52 AM EST	pkcb2@icloud.com	Kathleen	Cassidy	3928 Bush Valley Rd	55947
2024/04/04 5:54:26 AM EST	smariemoore23@gmail.com	Stacy	Moore	1229 13th St S	54601
2024/04/04 6:34:50 PM EST	metalgirl162002@yahoo.com	Nicole	Chojnacki	2127 Johnson St.	54601
2024/04/04 6:58:50 AM EST	richardson.a17@gmail.com	Amanda	Hynek	2140 Farnam St	54601
2024/04/04 7:03:16 PM EST	dbosshart04@gmail.com	Danielle	Bosshart	2221 Hyde Ave	54601
2024/04/04 7:11:14 PM EST	pookifur@yahoo.com	Jennifer	Webb	1902 21st St South	54601
2024/04/04 8:44:46 PM EST	mirandacadmus94@gmail.com	Miranda	Hamilton	2532 Travis st	54601
2024/04/04 8:48:16 AM EST	skylarsweeney@hotmail.com	Skylar	Sweeney	825 Cliffwood Ln	54601
2024/04/04 9:09:00 PM EST	jamestzaloudek@gmail.com	James	Zaloudek	756 24th Street n	54601
2024/04/04 9:13:25 AM EST	hbieden@hotmail.com	Heather	Biedenbender	2129 Park Ave	54601
2024/04/04 9:14:57 AM EST	mlmohr37284@gmail.com	Monica	Mohr	1647 Denton St	54601
2024/04/04 9:17:43 PM EST	lisalou1228@yahoo.com	Lisa	Zobeck	1310 19 th ST S	54601
2024/04/04 9:20:29 PM EST	curtzobeck@gmail.com	Curt	Zobeck	1310 19th St S. - La Crosse	54601
2024/04/04 9:21:31 AM EST	vannieuwenhoven3061@uwlax.edu	Chris	Vannieuwehoven	622 East Ave N, La Crosse	54601
2024/04/04 9:58:26 PM EST	fredtheflyingfish@hotmail.com	Kari	Webb-McConaughy	1469 Green Bay St	54601
2024/04/05 1:49:25 PM EST	muellenbergj@gmail.com	Julie	Muellenberg	1013 8th Street South	54601
2024/04/05 10:12:43 PM EST	chantell5995@hotmail.com	Chantell	Phillips	933 Tyler St La Crosse	54601
2024/04/05 10:19:04 PM EST	cassandradeharo@gmail.com	Cassandra	Grabhorn	2109 Farnam Street	54601
2024/04/05 11:02:24 PM EST	jsauer@centurylink.net	Jennifer	Sauer	622 Harvey Street	54603
2024/04/05 11:21:35 AM EST	wurz0701@gmail.com	Rebecca	Wurzel	2021 Green Bay St	54601
2024/04/05 11:32:58 PM EST	cchott53@gmail.com	Curtis	Hottinger	5113 33rd St. S	54601
2024/04/05 11:35:02 PM EST	kielhynek@msn.com	Kiel	Hynek	2140-farnam-st	54601

2024/04/05 11:56:54 PM EST	val5821@me.com	Valerie	Pearson	931 Adams St	54601
2024/04/05 12:01:38 PM EST	sleightjudy2@gmail.com	Judy	Sleight	3162 33rd St S	54601
2024/04/05 12:14:13 PM EST	GrimmCAF@hotmail.com	Randall	Page	1242 Park Avenue	54601
2024/04/05 12:21:32 AM EST	karihoeth@gmail.com	Kari	Hoeth	2111 Denton Street	54601
2024/04/05 12:47:53 PM EST	wonderful887766@gmail.com	Kay	Kienetz	1805 GREEN BAY ST	54601
2024/04/05 12:51:19 PM EST	mkienetz@yahoo.com	Mark	Kienetz	1805 GREEN BAY ST	54601
2024/04/05 4:39:43 AM EST	hixonrunner@hotmail.com	Kathleen	Wallace	350 22nd St South	54601
2024/04/05 4:56:28 PM EST	laurengourley@yahoo.com	Lauren	Gourley	540 24th St. N. La Crosse	54601
2024/04/05 6:18:56 PM EST	blpertzsch@gmail.com	Bethany	Pertzsch	N1779 Birchview Road	54601
2024/04/05 6:28:40 PM EST	crossthetrollbridge@gmail.com	Rebecca	Smith	324 Johnson St	54601
2024/04/05 6:42:22 PM EST	heilcm20@gmail.com	Chelsea	Barnes	1301 East ave S	54601
2024/04/05 7:03:11 AM EST	Lokidog.jj@gmail.com	Jack	Johnson	1234 Farnam Court	54601
2024/04/05 7:25:46 PM EST	lynsee.thompson@gmail.com	Lynsee	Thompson	3310 Elm Drive	54601
2024/04/05 7:26:35 PM EST	awiese624@gmail.com	Amanda	Wiese	1925 16th St S	54601
2024/04/05 7:30:09 AM EST	ehrsam88@yahoo.com	Betty	Ehram	1102 14th St S	54601
2024/04/05 7:52:53 AM EST	lhartung54601@yahoo.com	Linda	Hartung	2120 East Ave S	54601
2024/04/05 7:55:12 PM EST	sonjakmeehan@gmail.com	Sonja	Meehan	2325 State Street	54601
2024/04/05 8:50:31 PM EST	dpolo@hotmail.com	David	Polodna	2124 Park Ave	54601
2024/04/05 8:56:13 PM EST	cclements40@yahoo.com	Connie	Clements	2720 Ray Pl	54601
2024/04/05 9:01:30 PM EST	robinhogan@charter.net	Robin	Hogan	2116 Park Ave.	54601
2024/04/05 9:44:42 PM EST	Sk8toepick@gmail.com	Joleen	Swenson	1213 Denton St	54601
2024/04/05 9:45:31 AM EST	matthewbersagelbraley@gmail.com	Matthew	Bersagel Braley	809 19th St. S	54601
2024/04/05 9:45:51 PM EST	11torirae@gmail.com	Tori	Flanders	1417 15th St S	54601
2024/04/06 11:04:16 AM EST	jaltobelli54321@gmail.com	Joyce	Altobelli	1320 21st St S	54601
2024/04/06 11:14:19 PM EST	willyvr@gmail.com	Will	Van Roosenbeek	1236 Mississippi Street	54601
2024/04/06 12:00:46 PM EST	bobdoering77@gmail.com	Robert	Doering	1643 Park ave	54601
2024/04/06 12:02:57 PM EST	maryjdoering79@gmail.com	Mary	Doering	1643 park ave	54601
2024/04/06 12:12:15 PM EST	c2melin@gmail.com	Carrie	Melin	1512 Adams St.	54601
2024/04/06 12:46:25 PM EST	Jerryishere11@gmail.com	Jerry	Greider	1729 Adams St	54601
2024/04/06 2:25:27 PM EST	christkw86@gmail.com	Kyle	Christen	3180 28 Th St S	54601
2024/04/06 6:54:18 AM EST	boosmom54656@gmail.com	Renee	Kendall	1371 Shorewood Dr	54601
2024/04/06 6:56:54 PM EST	lvbunlops@gmail.com	Jackie	Smith	1700 Winnebago Street	54601
2024/04/06 7:32:58 AM EST	judithwodzak@gmail.com	Judith	Wodzak	1930 Adams St	54601
2024/04/06 7:58:36 AM EST	rahicksus@yahoo.com	Ruth	Hicks	1317 15th St S	54601



2024/04/06 8:00:05 PM EST	kristyellen23@gmail.com	Kristy	Honaker	2146 23RD ST S	54601
2024/04/06 8:22:44 PM EST	nessa95@hotmail.com	Vanessa	Kocar	1311 Farnam Street	54601
2024/04/06 9:24:01 PM EST	jrschrader@gmail.com	Jamie	Schrader	1641 Travis St	54601
2024/04/06 9:36:01 PM EST	teaturtle@gmail.com	Sheila	Grossman	3110 Robin Hood Dr.	54601
2024/04/06 9:52:40 AM EST	tsm7300@gmail.com	Tom	Mcdonald	W5752 thistledown drive	54601
2024/04/06 9:53:55 PM EST	crowejordan13@gmail.com	Jordan	Crowe	915 Piedmont Rd.	54703
2024/04/07 10:16:17 PM EST	gregorymanhart@gmail.com	Greg	Manhart	315 3rd St. S #523	54601
2024/04/07 10:22:43 PM EST	bookofjames34@gmail.com	James	Puckett	1326 Adams Street	54601
2024/04/07 10:27:04 PM EST	oreoroen@gmail.com	Orion	Roen	333 9th St N	54601
2024/04/07 10:33:22 AM EST	heather.walder@gmail.com	Heather	Walder	1234 Farnam St.	54601
2024/04/07 10:48:08 PM EST	bfeehan0450@yahoo.com	Rachel	Feehan	2925 Holly Place	54602
2024/04/07 10:48:36 PM EST	bonniefeehan@gmail.com	Barbara	Feehan	2906 North Marion Road	54602
2024/04/07 10:49:09 PM EST	mrfixitlawnmowers@gmail.com	Kenneth	Feehan	2906 North Marion Road	54601
2024/04/07 10:49:39 PM EST	jskrause76@gmail.com	Jared	Krause	2925 Holly Place	54601
2024/04/07 11:18:49 PM EST	nschmitz720@gmail.com	Nikki	Tripp	3013 33rd St S Apt 2	54601
2024/04/07 11:24:00 PM EST	Saravach4@yahoo.com	Sara	Vach	4636 Cliffside Dr	54601
2024/04/07 11:58:46 PM EST	tahemker@hotmail.com	Taylor	Hemker	1911 Green Bay street	54601
2024/04/07 12:21:28 AM EST	poffdaddy1974@yahoo.com	Chris	Poff	1246 Johnson st	54601
2024/04/07 2:55:35 PM EST	chyree83@gmail.com	Chyanne	Nuttall	1710 Loomis st	54603
2024/04/07 4:00:54 PM EST	sandy_stall@hotmail.com	Sandy	Stall	1010 Liberty St	54603
2024/04/07 4:39:35 PM EST	feitbreanna2139@gmail.com	Breanna	Feit	1813 PARK AVE LACROSSE	54601
2024/04/07 5:06:30 AM EST	catherinezetajooones@gmail.com	Jody	Hauser	805 Kime Street	54603
2024/04/07 5:13:32 PM EST	dodgenastefanski@aol.com	Dodgena	Stefanski	2512 hewitt st	54601
2024/04/07 6:05:05 PM EST	mhrnsman@gmail.com	Meagan	Ronsman	1309 29th St S La Crosse	54601
2024/04/07 6:17:34 PM EST	twelke26@gmail.com	Tina	Welke	3348 East Ave S	54601
2024/04/07 6:44:24 PM EST	jesse192004@yahoo.com	Jessica	Puckett	1326 Adams st	54601
2024/04/07 8:33:04 AM EST	andersonfamily608@gmail.com	Katie	Anderson	1117 6th St S	54601
2024/04/07 9:57:22 PM EST	suejbehnke@comcast.net	Susan	Behnke	4652 Westwood Lane	55122
2024/04/08 1:09:07 PM EST	gracejanssen9075@gmail.com	Grace	Janssen	2107 Farnam St	54601
2024/04/08 1:13:40 AM EST	larsen6141@yahoo.com	Lorene	Larsen	109 Hazelwood Lane	54650
2024/04/08 1:53:25 PM EST	jmkerrig72@gmail.com	John	Kerrigan	2137 Johnson St	54601
2024/04/08 10:19:50 AM EST	stumpf9175@uwlax.edu	Olivia	Stumpf	716 10th St N	54601
2024/04/08 10:28:08 AM EST	kasebion@gmail.com	Katie	Hawes	N4341 Pralle Road	54650
2024/04/08 10:47:29 PM EST	jtmdoglover@gmail.com	Jeanne	Malay	1922 Liberty St	54603

2024/04/08 12:30:31 AM EST	tjnimocks@gmail.com	Tara	Nimocks	10824 Bloomfield Street	91602
2024/04/08 2:14:01 PM EST	r3racr@aol.com	Rich	Hemker	2114 Sunrise Dr	54601
2024/04/08 6:05:30 PM EST	rmkendhammer@gmail.com	Rose	Kendhammer	622 bennora lee court # 3010	54601
2024/04/08 6:06:06 PM EST	moscowflourless@gmail.com	Sonja	Aliesch	1020 Farnam st	54601
2024/04/08 6:51:29 AM EST	deborah.jambois@yahoo.com	Deborah	Jambois	2403 losey blvd s la crosse, wi	54601
2024/04/08 7:40:36 PM EST	mcoady@eagle.uwlax.edu	Mary	Coady	2236 George St	54603
2024/04/08 7:42:35 AM EST	kariandmax@yahoo.com	Kari	Heckman	2004 21st Terrace S	54601
2024/04/08 7:45:53 AM EST	heather.lukas@gmail.com	Heather	Lukas	N889 Lauterbach Rd	54601
2024/04/08 8:15:33 PM EST	erinroup@gmail.com	Erin	Roup	214 West Avenue South	54601
2024/04/08 8:28:32 PM EST	twdw_77@hotmail.com	Teri	Williams	2520 Bainbridge Strret	54603
2024/04/08 9:14:56 AM EST	collinjudymcleod@gmail.com	Judy	McLeod	17949 Westwood Lane	56334
2024/04/08 9:52:37 AM EST	dkroll9192@gmail.com	Deb	Kroll	803 Losey Blvd N	54650
2024/04/09 12:39:10 PM EST	danandkellyrowley@gmail.com	Kelly	Rowley	2305 29th Ct	54601
2024/04/09 12:54:55 PM EST	patrkillian218@gmail.com	Patrick	Killian	1222 14th Street South	54601
2024/04/09 3:45:41 PM EST	noelke.ashley@gmail.com	Ashley	Noelke	3228 Glendale Ave	54601
2024/04/09 4:51:23 PM EST	laurakish88@gmail.com	Laura	Kish	W3489 Horstman Rd	54669
2024/04/09 7:03:35 AM EST	connor.lonning@gmail.com	Connor	Lonning	N1532 Hagen Rd La Crosse	54601
2024/04/10 1:37:35 PM EST	dasbootxii@aol.com	Mary Beth	Rendler	3590 Blue Lake Dr 302A Pompano Bch FL	33064
2024/04/10 10:06:29 AM EST	dr74junk@yahoo.com	David	Riel	1107 Caledonia Street	54603
2024/04/10 12:29:51 PM EST	dodge.his@gmail.com	Nine	Dodge	2839 Brook Ct	54601
2024/04/10 4:31:54 PM EST	margeknudtson@gmail.com	Marge	Knudtson	3400 South 28th street	54601
2024/04/10 8:54:04 AM EST	9fantasia9@gmail.com	Olivia	Kennedy	1628 Green Bay St	54601
2024/04/10 9:52:29 AM EST	pattyannhart@gmail.com	Patricia	Hart	3215 Cliffside dr	54601
2024/04/11 12:55:06 PM EST	egans_2kids3cats@yahoo.com	Sally	Egan	1528 Adams Street	54601
2024/04/11 12:55:31 PM EST	eganr@westerntc.edu	Richard	Egan	1528 Adams Street	54601
2024/04/11 2:43:03 PM EST	brivera4116@hotmail.com	Barbara	Rivera	1503 92nd St Unit 7	53177
2024/04/11 4:22:05 PM EST	millsfamof6@gmail.com	DAVID	MILLS	1553 DENTON	54601
2024/04/11 4:39:01 PM EST	bonniefeehan@gmail.com	Bonnie	Feehan	2906 No Marion Rd	54601
2024/04/11 4:44:16 PM EST	millsfamof6@gmail.com	Debra	MILLS	1553 DENTON	54601
2024/04/11 6:03:40 PM EST	markandiane@gmail.com	Diane	Dobbs	777 24th St N	54601
2024/04/11 6:59:03 PM EST	kjgmd10@gmail.com	Kari	Grabinski	1306 19th St S	54601
2024/04/11 9:21:34 PM EST	titanicfool2@gmail.com	Heidi	Harder	2814 robinsdale ave	54601
2024/04/11 9:22:00 PM EST	titanicfool2@gmail.com	lone	Harder	2814 robinsdale ave	54601
2024/04/12 1:52:18 PM EST	jdahlke2007@gmail.com	Janet	Dahlke	1622 Hyde Avenue	54601

2024/04/13 11:07:24 AM EST	maureenfreedland@gmail.com	Maureen	Freedland	2641 Schubert Place	54601
2024/04/13 2:56:54 PM EST	joeleinfelder@gmail.com	Joe	Leinfelder	2519 zephyr circle	54601
2024/04/13 8:29:06 AM EST	frosty_sci@yahoo.com	Richard	Frost	1210 19th St S	54601
2024/04/13 8:30:05 AM EST	wachutateri@yahoo.com	Teri	Wachuta	1210 19th St S	54601
2024/04/14 1:18:20 PM EST	willyhefti@yahoo.com	Willis	Hefti	4633 33rd st. so.	54601
2024/04/14 1:18:22 PM EST	johnsdh121@aol.com	Diana	Johnson	1827 Green Bay St.	54601
2024/04/14 1:25:45 PM EST	suemac776677@gmail.com	Susan	Macphetridge	1322 so. 23rd st	54601
2024/04/14 10:48:14 AM EST	palmfever7@gmail.com	Kim	Lichtie	2845 29th Ct S	54601
2024/04/14 10:48:47 AM EST	lisaquilts2002@yahoo.com	Lisa	Konkel	1521 Park Ave La Crosse	54601
2024/04/14 10:50:21 AM EST	lacrosseemiko@yahoo.com	Mike	Konkel	1521 Park Ave	54601
2024/04/14 11:06:59 AM EST	j_skrien@msn.com	jill	winberg	501 15th St S	54601
2024/04/14 11:15:41 PM EST	soprano2468@aol.com	Georgia	Stockman	2819 29th Court S	54601
2024/04/14 12:06:36 PM EST	bonnipic@yahoo.com	Bonnie	Pickett	622 Bennora Lee Court Apt. 102	54601
2024/04/14 12:56:21 PM EST	jackiemahlpaul@gmail.com	Jacalyn	Mahlum-Paul	2022 Liberty St.	54603
2024/04/14 2:04:39 PM EST	carikay@yahoo.com	CARI	KREGER	2112 PARK AVE	54601
2024/04/14 2:07:02 PM EST	lissacarlsonwins@gmail.com	Lissa	Carlson	1217 6th St. S.	54601
2024/04/14 2:40:55 PM EST	carriermh@yahoo.com	Jane	Olson	2143 Denton St	54601
2024/04/14 3:03:44 PM EST	j.mccarty7609@gmail.com	Jennifer	McClellan	1311 MISSISSIPPI ST	54601
2024/04/14 3:26:01 PM EST	larrypeg@gmail.com	Larry	Robinson	112 14th St S	54601
2024/04/14 4:21:19 PM EST	momdee39@icloud.com	Deanna	Hart	2607 Crestline Place	54601
2024/04/14 4:29:36 PM EST	tpotaracke518@gmail.com	Tammy	Potaracke	820 13TH ST S	54601
2024/04/14 4:34:10 PM EST	judy1939b@gmail.com	Judy	Brown	1715 31st St. S	54601
2024/04/14 5:14:33 PM EST	em2tru@gmail.com	Mary	Trussoni	421 Losey Blvd North	54601
2024/04/14 5:26:37 PM EST	boblee.com7@hotmail.com	Robert	Lee	208 8st so	54601
2024/04/14 6:30:01 PM EST	Becca.oney120@gmail.com	Rebecca	Oney	3413 29th Ct S	54601
2024/04/14 6:35:52 PM EST	rdmarcou@centurytel.net	Diane	Marcou	1427 Mississippi St	54601
2024/04/14 6:36:34 PM EST	bogarrity@gmail.com	Bridget	Garrity Brown	217 23rd St N	54601
2024/04/14 6:40:14 PM EST	clements.djc@gmail.com	David	Clements	2026 BARNABEE ROAD	54601
2024/04/14 7:25:22 PM EST	hjohn71@aol.com	Heather	Morales	2621 Losey Blvd. South	54601
2024/04/14 7:26:01 PM EST	ladybugmom_1@yahoo.com	Elizabeth	Corcoran	2621 Losey Blvd. South	54601
2024/04/14 7:40:01 PM EST	grmillerii@gmail.com	Gerald	Miller	360 21st St South	54601
2024/04/14 8:08:41 PM EST	laurenwcomb21@gmail.com	Laure	Newcomb	2006 19th St S	54601
2024/04/14 8:20:15 PM EST	ladyglaz55@gmail.com	Leona	Glazier	1519 11th Street South. Apt. 3	54601
2024/04/14 8:28:16 PM EST	sabrinaguerrero177@gmail.com	Sabrina	Riek	W4266 County Rd M TRLR 3	54601

2024/04/14 8:53:53 PM EST	genejane@charter.net	Jane	Radloff	3663 Bentwood Place	54601
2024/04/14 9:04:58 PM EST	lbechly@gmail.com	Linda	Bechly	1723 Adams St.	54601
2024/04/14 9:19:12 PM EST	judith.payne@rocketmail.com	Judith	Payne	141 13th Street S	54601
2024/04/14 9:41:28 PM EST	lsiitari@yahoo.com	Laura	Siitari	112 22nd street north	54601
2024/04/14 9:53:36 AM EST	lalimberg61344@gmail.com	Louise	Limberg	2117 Johnson St	54601
2024/04/15 1:26:21 PM EST	Daytona300@yahoo.com	Ralph	Dayton	4117 Cardinal Ln	54601
2024/04/15 10:24:19 AM EST	pbtz42@aol.com	Patricia	Betz	5020 33rd St.S.	54601
2024/04/15 11:18:49 AM EST	sjp9512005@gmail.com	S	Peterson	2605 17th st s	54601
2024/04/15 12:51:48 PM EST	seoulmom01@gmail.com	Norma	Arneson	313 22nd St. N	54601
2024/04/15 2:07:33 PM EST	chloeandmissy@aol.com	Noelle	Godfrey-Pfeifer	1508 Mississippi Street	54601
2024/04/15 2:18:18 PM EST	lenserc@gmail.com	Cynthia	Lenser	1009 Green Bay Street	54601
2024/04/15 3:05:39 PM EST	pedreaux@aol.com	Kim	Rostad	1620 Denton Street	54601
2024/04/15 3:42:15 PM EST	kittyq49@gmail.com	Kathryn	Quinn	N3113 Vista Court South	54601
2024/04/15 4:23:39 PM EST	karengenz@hotmail.com	Karen	Genz	2117 Cass Sf	54601
2024/04/15 4:54:38 PM EST	jenn_e_french@yahoo.com	Jennifer	French	702 cliffwood ln	54601
2024/04/15 5:16:29 AM EST	redshep1@gmail.com	Chris	Shepardson	2538 29th street south	54601
2024/04/15 5:27:59 AM EST	cglenz608@aol.com	Carolyn	Glenz	2219 Winnebago Street	54601
2024/04/15 5:28:50 AM EST	cglenz608@aol.com	Martin	Glenz	2219 Winnebago Street	54601
2024/04/15 6:13:30 PM EST	clutterfamily27@gmail.com	Nicole	Clutter	1515 Charles Street	54603
2024/04/15 7:07:51 PM EST	jannmpotter@hotmail.com	Jann	Kunz	2619 30th St S	54601
2024/04/15 7:08:21 AM EST	teddi.carini@yahoo.com	Teddi-Ann	Carini	531 24th Street N	54601
2024/04/15 7:08:38 PM EST	tkunz262@yahoo.com	Tom	Kunz	2619 30th St S	54601
2024/04/15 7:16:45 AM EST	pehresma@gmail.com	Paul	Ehresmann	531 24th St N	54601
2024/04/15 7:31:02 PM EST	lara.head@gmail.com	Lara	Heas	435 20th St S	54601
2024/04/15 7:44:47 PM EST	paige.swims@yahoo.com	Paige	Altmann	707 la crose street	54601
2024/04/15 7:46:04 PM EST	laxsamlindner@gmail.com	Sam	Lindner	717 23rd St N	54601
2024/04/15 7:48:30 AM EST	sjrpaulson@msn.com	susan	paulson	3027 Lakeshore Dr., La Crosse, WI	54603
2024/04/15 7:49:50 AM EST	ronaldrpaulson@gmail.com	ronald	paulson	3027 Lakeshore Dr., La Crosse, WI	54603
2024/04/15 8:03:56 AM EST	bpbritish@aol.com	Pat	Kessler	923 Adams St.	54601
2024/04/15 8:11:57 PM EST	camplax@charter.net	Mary Ann	Campbell	854 Janice Ct	54601
2024/04/15 8:12:14 AM EST	koryjo01@gmail.com	Kory	Stuempges	W6167 William Dr	54650
2024/04/15 8:23:20 AM EST	tbast@centurytel.net	Tracy	Bast	1104 22nd Dr S	54601
2024/04/15 8:28:09 PM EST	a.perrin7115@gmail.com	Amy	Perrin	2300 Park Ave	54601
2024/04/15 8:36:04 AM EST	lindyloou240@yahoo.com	Linda	Gloede	N2080 Irish Court	54601

2024/04/15 8:40:24 AM EST	alexmetry@outlook.com	Alex	Metry	2528 17th St S, La Crosse, WI	54601
2024/04/15 9:00:08 AM EST	tera.schleicher@gmail.com	Tera	Schleicher	923 15th St S	54601
2024/04/15 9:11:36 AM EST	barbarasmyth121@gmail.com	Barbara	Smyth	3412, Levy Lane	54601
2024/04/15 9:17:33 AM EST	cbhouin@gmail.com	Cameron	Houin	1527 Park Avenue	54601
2024/04/15 9:41:19 PM EST	sbrownjr1986@gmail.com	Steven	Brown	1615 Monroe street	54650
2024/04/15 9:41:39 AM EST	randerson529@gmail.com	Roxie	Anderson	1217 19th St. S.	54601
2024/04/15 9:44:33 AM EST	karamiahholm@gmail.com	Kara	Holm	600 28th Street S	54601
2024/04/16 10:14:49 AM EST	barbhallcpa@aol.com	Barbara	Hall	14283 Snowberry Dr	33414
2024/04/16 10:36:40 AM EST	don2839@gmail.com	Don	Garbers	3220 28th Street South	54601
2024/04/16 10:37:39 AM EST	carolf857@gmail.com	Carol	Froehlich	1709 Loomis Street	54603
2024/04/16 11:39:54 PM EST	laurieechard799@gmail.com	Laurie	Echard	2123 PARK AVE	54601
2024/04/16 12:34:11 PM EST	macappediva@icloud.com	Jean Marie	Walsh	2029 VINE ST	54601
2024/04/16 12:46:52 AM EST	kim123163@yahoo.com	Kim	Hansen	1726 Winnebago St	54601
2024/04/16 12:48:22 PM EST	knichols500@gmail.com	Kaia	Nichols	2420 loomis st	54601
2024/04/16 2:43:25 PM EST	capsgirl5@gmail.com	Janie	O'Rourke	2104 Adams St	54601
2024/04/16 5:41:25 PM EST	thisnutsfamily@gmail.com	Charlytte	Nuttall	1710 Loomis St	54603
2024/04/16 5:41:26 PM EST	downs2512@gmail.com	Patricia	Downs	1112 Liberty St	54603
2024/04/16 6:24:59 AM EST	justin_lambert@hotmail.com	Justin	Lambert	2508 South 16th St	54601
2024/04/16 6:30:24 PM EST	house.music@mail.com	Dae	Miles	170 Clark St S	54669
2024/04/16 6:56:04 PM EST	markandiane@gmail.com	Diane	Dobbs	24th St N	54601
2024/04/16 9:50:56 AM EST	alarrylee@charter.net	Donna	Lee	N1962 Orchard Valley Dr	54601
2024/04/16 9:59:11 PM EST	mandy.wilson55@yahoo.com	Mandy	Turner	1136 Losey Blvd S.	54601
2024/04/17 10:07:57 AM EST	aaronjames11485@gmail.com	Aaron	James	W7705 County Road ZB	54650
2024/04/17 10:53:36 AM EST	juleshal@hotmail.com	Julia	Marti	2311 State Street	54601
2024/04/17 11:12:18 AM EST	kjrasmuss@gmail.com	Kathy	Rasmussen	3103 29th ct s	54601
2024/04/17 12:29:18 PM EST	laxguy12307@yahoo.com	Michael	Walter	1327 4th St So, LaCrosse, WI	54601
2024/04/17 3:31:31 PM EST	carolarlt@centurytel.net	Carol	Arlt	2621 26th St S	54601
2024/04/17 3:38:46 PM EST	marypalzkill@gmail.com	Ted	Palzkill	510 Olson Court	53565
2024/04/17 4:48:30 PM EST	kelly.schiro.hewitt@gmail.com	Kelly	Hewitt	1816 Madison Street	54601
2024/04/17 4:53:59 PM EST	nanawillen@yahoo.com	Nancie	Willenberg	525 Losey Blvd N	54601
2024/04/17 5:10:48 PM EST	khorstman69@gmail.com	Karen	Horstman	1640 Park Avenue	54601
2024/04/17 5:24:02 PM EST	laxkings@spectrum.net	Jackie	King	3430 East Ave S	54601
2024/04/17 7:34:09 AM EST	naalens@gmail.com	Nancy	Stuber Alens	220 15th Ave no	54650
2024/04/17 7:51:13 PM EST	buehler.timothy@gmail.com	Tim	Buehler	2615 17th st s	54601

2024/04/17 10:23:03 PM EST	chnich@charter.net	Cyndy	Nichols	4016 Pineview St	54650
2024/04/17 10:57:24 PM EST	z@purplearth.net	Rosie	Brooks	948 Redfield	54601
2024/04/17 11:24:28 PM EST	Z@purplearth.net	Obbie	King	948 Redfield St.	54601
2024/04/18 1:50:15 AM EST	maid6mom@aol.com	Becky	Valentine	2812 29th ct s	54601

SUMMARY

Number of online signatures	411
Number of paper signatures	131
<b>Total</b>	<b>542</b>

BY ZIP CODE

54601 online signatures	347
54601 paper signatures	114
54602 and 54603 online	23
54602 and 54603 paper	6
Other zip code online	41
Other zip code paper	11
<b>Total</b>	<b>542</b>

# HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1	Dawn	Davis	107 E. McHugh St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Josua	Smoby	1115 Farnam St.	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
3	Yer	Yenny	1326 5th St S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
4	Deanne	Ruetz	1512 Park Ave	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Drake	Frideres	1403 15th St S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
6	Nancy	Waidel	1406 15th St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
7	LAUREN	MEIBEL	1406 15th St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
8	Katy	ROESTER	1331 Denton St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Jake	ROESTER	1331 Denton St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
10	Karla	Fisher	1450 Park Sts	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
11	Karlene	Fisher	1450 Park Sts	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
12	Roger	Fisher	1450 Park Sts	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
13	Aime	Heier	1502 Farnam St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
14	Tim	Miller	1411 15th Street S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
15	Miley	Miller	1411 15th Street S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
16	Tim	Miller Sr	1411 15th St S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
17	Nancy	Miller	1411 15th St S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
18	Becky	Miller	1411 15th St S	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
19	Paul	Fisher	1636 Farnam St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
20	Tim	Fisher	1636 Farnam St	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No

# HTLNA PETITION TO URGE THE ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA?
1	Nina <del>Keagy</del>	Yang	1919 19th St Lawrence	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Alicia	Thau	1303 Firman	54600			
3	<del>Tommy</del> Fin	Vin	1919 19th St S.	54601			
4	Bella Lee	Lee	1303 Firman	546001			
5	Genevieve	Zawacki	1330 Denton	54601			
6	Amber	Heffern	1992 Denton	54601			
7	Greg	Parameter	1375 Hyde Ave	54601			
8	Mandy	Parameter	1375 Hyde Ave	54601			
9	Sarah	Lichtenadel	1239 Winchester	54601			
10	Grace	Gaugust	1400 19th St S	54601			NO
11	Mackenzie	Torgerson	↓	54601			
12	Gillian	Foster	1308 Jackson	54601			
13	Nata	Shaker	1621 Denton St.	54601			
14	Joe	Hubbard	1621 Denton St	54601			
15	ADAM	REINSHOLD	1312 13th St	54601			
16	Deanna	Smith	1121 5th St	54600			
17	Mary	Callaway	1535 16th St. S0	54601			
18	Jenni	Adamovitch	1113 11th St S	54601			
19	Tara	Freick	1212 6th St S	54601			
20	Edward	Stule	1549 Denton St.	54601			



**HTLNA PETITION TO URGE THE ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1	Gene	Nickerson	1311 16th St So La Crosse WI	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Lick	Steger	1741 Chase St	54601			
3	PAUL	Schlemmer	1812 DENTON ST	54601			
4	MIKE	LANE	STODMARD 4404 MARBLE LA PAK RD	54658			
5	MARK	POTTS	La Crosse	54601			
6	Leicester	Cross	Holmes	54636			
7	Kim	Rostad	La Crosse	54601			
8	JAMES	CUMMINGS	LA CROSSE	54601			
9	Heather	Reinhold	La Crosse	54601			
10	Abigail	Peterson	La Crosse	54601			
11	Pamela	Wiggert	1648 Roddfield La Crosse WI	54601			
12	Robin	Christon	1240 13th St La Crosse WI	54601			
13	Barbara	Kimpton	1604 Denton La Crosse WI	54601			
14	U12	Stine	1539 Denton La Crosse WI	54601			
15	Sioth	Stine	Online				
16	Mark	BARTON	1544 Park	54601			
17	JOHN	MEDWEN	1809 16TH STS	54601			NO
18	Sharon	Wollenzen	1418 Denton	54601			
19	Dale	Wollenzen	1418 Denton	54601			
20	Manpreth	Brey	1325 Denton	54601			

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**HTLNA PETITION TO URGE THE ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1	Luke	Schuttenhelm	1425 Redford St	54601	-		<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Miranda	Schuttenhelm	1425 Redford St	54601	-		
3	Angela	Johnson	1421 15th St S	54601	-		Yes
4	Derek	Hamilton	1421 15th St S	54601	-		Yes
5	Saricid	Larson	1523 Denton S	54601	jarridylarson@gmail.com		Yes
6	Anthony	Page	1523 Denton S	54601	Page414@aol.com		Yes
7	Claire	Hale	1549 Denton St	54601	-		-
8	Ruthie	Hale	1549 Denton St	54601	-		-
9	Andr�e	Velan	1580 Denton St	54601	-		-
10	Tony	Nelem	1580 Denton	54601	-		-
11	Amber	Nelem	1580 Denton	54601	-		-
12	Brandly	Freit	711 54th St S	54601	-		-
13	Munssa	dus Santos	1701 Adams St,	54601	-		-
14	Bonnie	Cochran	1710 2nd St	54601	-		-
15	Jane	Brenzschawel	1624 Johnson St	54601	jbrenzschawel@gmail.com		Yes
16	Kesmier	W&W	1624 Johnson St	54601	kesmier@gmail.com		No
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**HTLNA PETITION TO URGE THE ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1 Anne	Breidel	1522 TRAVIS	54601			<input type="checkbox"/> Yes <input type="checkbox"/> No
2 William	Wegmiller	1522 TRAVIS ST	54601			
3 Scott	Tarnas	1513 Barlow	54601			
4 Michael	Koch	2211 HHS ST	54601			
5 Kaley	Poole	124 11th St S.	54601			
6 RYAN	JOHNSON	3039 27th ST S	54601			
7 Book	BREWSON					
8 Ben Heiler	Heiler	818 Dorton St.	54601			
9 Gophy	Wagner	3826 Criffside R	54601			
10 Rita	Wagner	3826 Criffside R	54601			
11 Kathy	Funder	3594 25th St	54739			
12 Scott	Zielke	626 23rd St. N.	54601			
13 Avery	Zielke	626 23rd St. N.	54601			
14 Dawson	Zielke	626 23rd St. N.	54601			
15 NWA	Kimpton	1026 73rd St N	54601			
16 Chuck	Johnson	1523 Cameron	54601			
17 Jill	Randall-Mohr	2916 29th Ct S	54601			
18 Keith	Malyshuk	2916 29th Ct S	54601			
19 Tom	Ludwigson	1866 4th Ave S	54603			
20 BARBY	CRIBSON	1227 58th Avenue Ave	54601			

**HTLNA PETITION TO URGE THE ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
1	Layne	Becker	2020 Park Ave	54601	Becker.lawie@mail.com	Layne & Beck	<input checked="" type="checkbox"/>
2	Dawn	Rueckert	1403 21st St	54601	rdawm@landow.com	Dawn Rueckert	<input checked="" type="checkbox"/>
3	Patty	Burr	1917 Lombard St	54603		Patricia Burr	
4	Nancy	Weise	2128 Greer Bay St	54601		Nancy Weise	
5	Sandy	Wendling	4317 Mariborn	54601		Sandy Wendling	
6	DAN	SOLLER	2409 Losey	54601		Dan Soller	
7	Sarah	Horton	1003 Brezey Pt	54603		Sarah Horton	
8	Mary	Horton	2940 Bayshore W	54603		Mary Horton	
9	Joel	Steigerwald	2890 Bayshore Dr	54603		Joel Steigerwald	
10	Frank	Kaiser	3633 Mormondale Rd	54601	54601	Frank Kaiser	
11	Steve	Foster	3804 33rd St S	54601		Steve Foster	
12	Tracy	Anderson	7016 Summit St	54650		Tracy Anderson	
13	Liselotte	Kuster	2907 Pierce Ave	54603		Liselotte Kuster	
14	Aaron	Miller	4511 Marlin Rd.	54601		Aaron Miller	
15	Clara	Wudiven	119 16th St	54603		Clara Wudiven	
16	Jeff	Reyer	614 S. 4th St.	55447		Jeff Reyer	
17	Scott	Slon	N7177 Oak St	54635		Scott Slon	
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SWIMMING POOL**  
**Select a proposal that reuses the existing library building instead of demolishing it.**

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA?
1	Kearn	Hanson	1447 Greenbay	54601		<i>Kearn Hanson</i>	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Malynn	Russell-Miller	3015 33rd St Apt 4	54601		<i>Malynn Russell-Miller</i>	
3	Sony	Hallett	4402 Maple Rd Apt 9	54601		<i>Sony Hallett</i>	
4	Krista	Schickel	1037 Redfish St.	54601	Schickel@yahoo.com	<i>Krista Schickel</i>	
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**  
 Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA?
1	Katie	Hutzenboehler	1404 21st St. S.	541001	khut2123@hotmail.com		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2	Brian	Heilmann	1401 S. 20th St	5461	bheilmann@gmail.com		No
3	Joel	Burnet	2174 Denton	54001			
4	Tricia	Exline	1619 Farnsworth	5401	triciaexline@gmail.com		Yes
5	Mary	Hubbert	1633 Park Ave				
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1	Gertrude	Fitch	1421 15 <sup>th</sup> St S	54601		Gertrude Fitch	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Linda	Fitch	<del>100</del> 253 1 51 S	54601		Linda Fitch	
3	Jacqui	Rumsey	137 Ridge Street <small>Desoto</small>	54624		Jacqui Rumsey	
4	Donna	Rumsey	137 Ridge St. Wt.	54624		Donna Rumsey	
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA?
1	GARY	PADESKEY	825 S. 20th	54601	GPADESKEY@yahor.com	<i>Gary Padeskey</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**

Select a proposal that reuses the existing library building instead of demolishing it.

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA? <input type="checkbox"/> Yes <input type="checkbox"/> No
1	Thomas	Graham S	2002 Adams St.	54601	tyrind@gmail.com	Thomas Graham	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2	JAV	Howard	1210 20th St. S.	54601	jannhuie@phn.com	Jon Howard	Yes
3	MIKE	Leites	1214 So 20th	54601	mikeleites@phn.com	Mike Leites	Yes
4	Mary Dee	Kerrigan	1235 So 20th	54601	mekerrigan@phn.com	Mary Dee Kerrigan	Yes
5	Kenna	Mathison	1218 So 20th	54601	knmath@phn.com	Kenna Mathison	Yes
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**HTLNA PETITION TO URGE the ECDC: DON'T BULLDOZE THE SOUTH COMMUNITY LIBRARY BUILDING!**  
**Select a proposal that reuses the existing library building instead of demolishing it.**

	First Name	Last Name	Street Address	Zip Code	Email	Signature	Emails from HTLNA?
1	Sue	Bluske	3321 28 <sup>th</sup> St.	54601	Susanbluske@yaho <sup>o</sup>	Sue Bluske	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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**Elsen, Nikki**

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**From:** Colson1961 <colson1961@gmail.com>  
**Sent:** Friday, April 19, 2024 5:50 PM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from colson1961@gmail.com. [Learn why this is important](#)

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I'm sending this with my thoughts for each option:

**Mt. Calvary daycare:** Good option. With Mt. Calvary school right across street, perfect place. Parents could drop kids off at both places in 1 shot; daycare kids would know what future school looks like and not be so nervous about grade school.

**Spies Construction (Residential):** - Don't select. Plenty of new housing, renovations being completed.

**Girl Scouts:** Good selection. Centrally located for them and easy access.

**Tostrud & Temp office (to be owned by Matt & Mindy Durtsche):** Don't select. Other office spaces in town would be fine for them.

**Scenic Bluffs Community Health Center:** Best choice. Having worked in the dental field, i know it is very difficult for people on Badgercare or with low income concerns to find a general dentist that accepts Badgercare. Scenic Bluffs is good as it would widen options for the patients; currently they have a long waiting list for treatment and their office is not centrally located like library is.

**Willow Grove Residential:** Don't select. There are alot of new living spaces being built or renovated and the 16th and Farnam intersection is already busy.

Thank you!

Cheryl Olson  
1533 Farnam Street  
La Crosse, WI. 54601  
Phone: 608 780-1576  
[colson1961@gmail.com](mailto:colson1961@gmail.com)

## Elsen, Nikki

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**From:** Laura Siitari <lsiitari@yahoo.com>  
**Sent:** Saturday, April 20, 2024 8:18 AM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from lsiitari@yahoo.com. [Learn why this is important](#)

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Please do not raze the 16th Street Library building. I see there are some good alternative uses for that attractive building as is. In the name of sustainability, traffic safety and neighborhood cohesiveness, it makes sense to keep it intact.

In the past years I've seen several very nice, sound buildings ripped down just to replace them with "brand" structures (the Walgreens up near the mall and the former Pier 1 building). Such a waste of materials!

Laura Siitari  
112 22nd Street North  
La Crosse. 54601

[Yahoo Mail: Search, Organize, Conquer](#)

**Elsen, Nikki**

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**From:** jwittenb@mchsi.com  
**Sent:** Saturday, April 20, 2024 9:18 AM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from jwittenb@mchsi.com. [Learn why this is important](#)

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I support the keeping the Southside library building intact. I feel the Mt Calvary Daycare proposal is a perfect solution. The city of LaCrosse has a daycare shortage and current facilities all have waiting lists. Mt Calvary church and school is right across the street and a daycare would make a great addition to the neighborhood.

--

**John Wittenburg**  
**N1466 Red Oaks Dr.**  
**LaCrosse WI 54601**

## Elsen, Nikki

---

**From:** Jennie Sauer <jsauer@centurylink.net>  
**Sent:** Saturday, April 20, 2024 8:25 PM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

You don't often get email from jsauer@centurylink.net. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello,

I am writing in support of reuse of the South community library building. I grew up in that area and spent many hours at the library and playing on the property in back. I know it can be reused now to support other organizations. There's no need to tear it down nor to make it into townhomes.

I particularly support the idea of using it for Mount Cavalry Day Care or Badgerland Girl Scouts.

Respectfully,

Jennifer Sauer

622 Harvey Street

La Crosse, Wi 54603

608-534-5585

## Elsen, Nikki

---

**From:** Larry Lee <larryanddonnalee@gmail.com>  
**Sent:** Sunday, April 21, 2024 12:35 PM  
**To:** Elsen, Nikki  
**Subject:** Support for reuse of South Community Library Building at 1307 16th Street S

You don't often get email from larryanddonnalee@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

I sent an email before and I'm not sure if it went through. We support using the existing building for another use and NOT tearing it down.

I'm sorry if this is coming from us a second time. I sent it before from the email: [alarrylee@charter.net](mailto:alarrylee@charter.net)

Thank you!

Larry and Donna Lee  
N1962 Orchard Valley Dr  
La Crosse, WI 54601

608-788-0225

## Elsen, Nikki

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**From:** James Longhurst <jlonghur@gmail.com>  
**Sent:** Sunday, April 21, 2024 3:20 PM  
**To:** Elsen, Nikki  
**Subject:** Item 24-0563, support housing proposals for "Former South Community Library"

You don't often get email from jlonghur@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello, please attach the following email to Item 24-0563, "Former South Community Library"

My name is James Longhurst; I live one block away from the former South Community Library site. I'm also a longstanding member of the Holy Trinity Longfellow Neighborhood Association and worked over the years not only in support of its founding, but to mount a past campaign to defend the South Branch Library from closure.

I write to encourage the committee to prioritize housing on the site of the former library. Housing is and should be the priority for the city. I especially mean new housing that adds to the availability, variety, and therefore the affordability of housing in the city. All new and infill housing projects add to the supply of housing, which is a significant factor in market prices. This parcel, on an MTU stop, is an excellent location for multi-unit housing, townhomes, shared-wall construction and the like. Amidst a housing crisis, an affordability crisis, and in a policy system that prioritizes unaffordable, large single-family construction, we need to take every opportunity to build more missing-middle housing.

Secondarily, I would ask the committee to pay attention to the proposals with guaranteed taxable revenue for use of this publicly-owned site. Building the capacity of the city to respond to the housing crisis includes increasing the tax base where possible, which is why the RFP specified that the proposals "must be taxable." To keep property taxes at attractive levels for future La Crosse residents, we need to spread the burden across an expanded tax base. It is a responsibility of the committee members to get the most significant return on this public property.

I find it unfortunate that I have split with the neighborhood association on this topic, but I find that the response of the neighborhood association was largely anti-housing. In my opinion, the wording and promotion of the petition was misleading and manipulative, and brought out the worst tendencies among current residents who work against adding new residents; this dynamic is one of the greatest causes of the housing crisis in our city and the nation. Unfortunately I have to write to tell you that the neighborhood association does not speak for me on this topic.

James Longhurst  
[jlonghur@gmail.com](mailto:jlonghur@gmail.com)



TO: Economic and Community Development Commission

FROM: Catherine Roraff  
1649 Park Avenue, La Crosse, WI 54601

DATE: April 21, 2024

SUBJECT: Support for Reuse of South Community Library Building  
at 1307 16<sup>th</sup> St. South

My parents built the home at 1649 Park Avenue and occupied it in August of 1950 (from a home at 1539 Denton St). As a 9 month old infant I don't remember moving in but I do remember getting my library card when the Library first opened. When the Head Librarian came to my kindergarten class to sign up my classmates for cards, she couldn't believe I was only 5 since I had been checking books out for "at least a couple of years".

The Library acted as a focal point for the families in and around it for blocks in all directions. It was where we went to vote, to research new developments, to read other newspapers and magazines and to work our first job (I was 14 when I started). The land behind the Library wasn't always such a nice park. I remember sand burrs and mud puddles, but it attracted plenty of kids from the neighborhood for bike riding, playing ball, flying kites and later, using the swings.

When asked where I lived, I always responded, by the South Branch Library! It identified the area. That would be lost if the building was torn down and with it a valuable part of La Crosse neighborhoods' history. If the building was falling down and in need of extensive repairs, I might feel differently but the building is in very usable shape and can be repurposed. There are a number of proposals submitted which would do just that. **I wholly support the idea of saving the building and reusing it for another purpose.**

I have significant concerns about the building of homes on the existing land. There is a significant number of homes in the immediate neighborhood with single car garages. This results in many cars which are regularly parked on the surrounding streets. The current lot on the south end of the Library land is usually full when any event is held at the school or the church. If that lot is removed, more cars would end up on the streets and would, most likely, make exiting from those homes' garages/parking spaces more difficult. If there are designated parking spaces, not in a garage or immediately adjacent to the home, those spaces may be taken by visitors to the school/church or park. Just talk to people in the UW-L area regarding their parking problems.

Community development, in this case, community or neighborhood identity seems to be running second to economic development. I understand the need for additional tax base, but not if it would compromise the neighborhood feel of the area. In my opinion, it could also reduce the use of the park and may open the park area to activity which could be detrimental to the neighborhood.

I appreciate the Commission accepting input from the neighborhood residents and hope you will give our comments due consideration in your decision.

**Elsen, Nikki**

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**From:** Vicky Gates <fiveluckycharms@hotmail.com>  
**Sent:** Monday, April 22, 2024 5:09 AM  
**To:** Elsen, Nikki  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

[You don't often get email from fiveluckycharms@hotmail.com. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification> ]

\*\*\* CAUTION: This email originated from an external sender. DO NOT click links or open attachments unless you recognize the sender and know the content is safe. \*\*\*

This is Vicky Gates. I live at 1214 20th St So in La Crosse. I'm a PreK teacher at Mt. Calvary Grace Lutheran School. My contact number 607-769-3091.

I am writing you in support of reusing the library building vs demolishing it. I grew up in this neighborhood and have visited this library many times. It is a part of this neighborhood. Demolishing the library and putting in pocket housing or condos would not fit in the family homes surrounding this library building. The adjacent park is also a part of this neighborhood and is busy all the time, every day of the week. I understand any housing projects will take away part of this neighborhood park. There are several other options to consider before you would decide to demolish this part of La Crosse history. I'm not partial to any of the proposals but I would definitely like to see someone using this building instead of demolishing a part of this neighborhood.

Vicky Gates

Sent from my iPad

## Craig, Sondra

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**From:** Amy Olson <amykaylafleur@gmail.com>  
**Sent:** Tuesday, April 23, 2024 10:25 AM  
**To:** ZZ City Clerk External  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

Some people who received this message don't often get email from amykaylafleur@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello,

I would like to write to voice my support for the sale of the former La Crosse Public Library Southside Branch to the Girl Scouts of WI Badgerland Council. The sale to a local non-profit would mean this building could continue being a valuable asset to the community for years to come. It would support our youth as well as provide jobs and economic benefits to the community. We really enjoy all the opportunities our troop offers to kids. This location is perfect with the beautiful park. My kids also really enjoy riding bike to the park there and I hope it will remain open to the public. Please consider this positive transformation of a space that is a vital part of our community. Thank you!

Amy Olson  
2210 30th St S  
La Crosse Wi

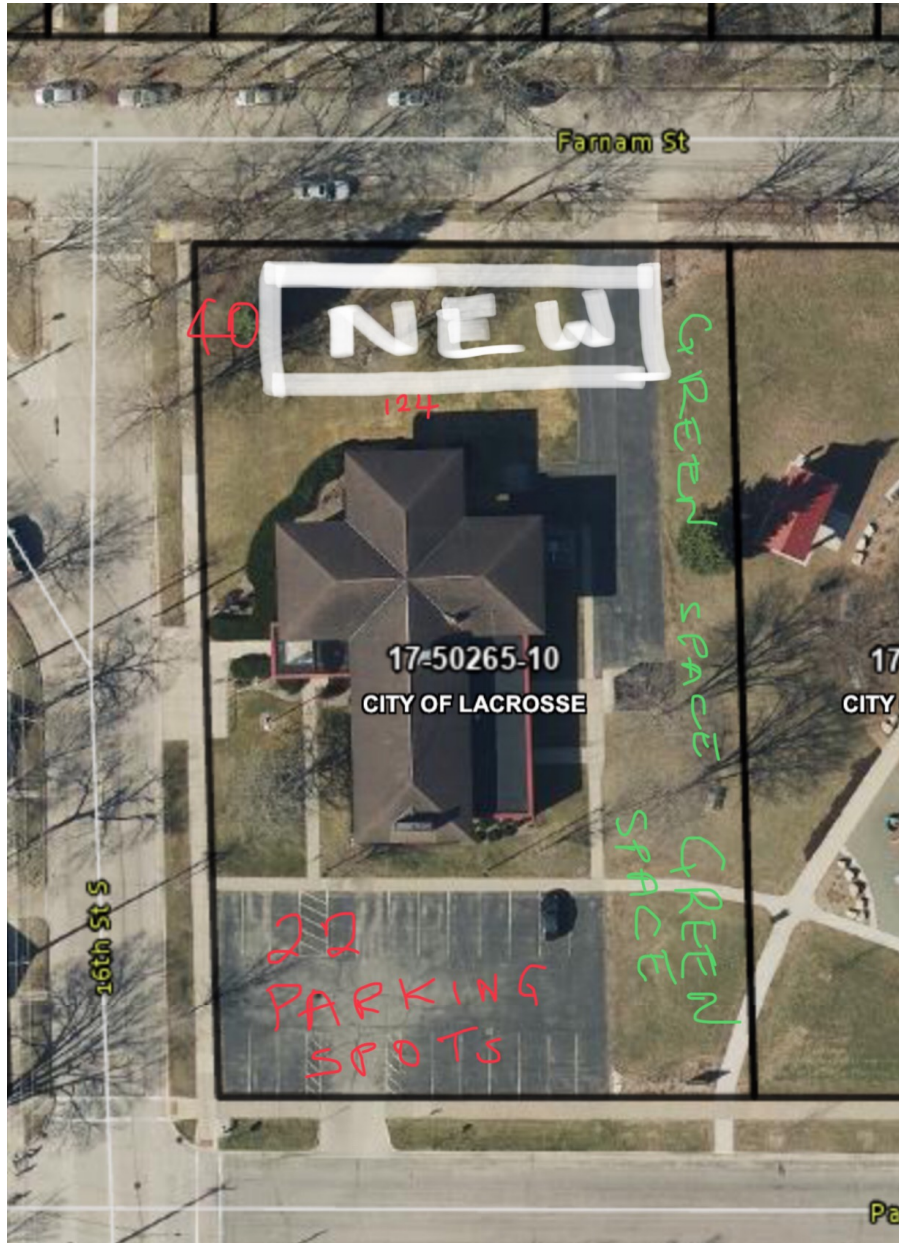
## AMENDMENTS TO THE PROPOSAL FOR PURCHASE OF THE SOUTH COMMUNITY LIBRARY FROM WILLOW GROVE LLC

After attending Holy Trinity and Longfellow neighborhood association's meeting on Monday April 22nd, it was obvious that there is overwhelming support for keeping and repurposing the existing library building. This aligns perfectly with our vision and proposal.

To address the concerns about traffic and parking and to be sensitive to the neighborhood's concerns about overdevelopment, we propose the following amendments

1. Redevelop the library building as planned but add only one instead of two buildings. This maintains the 22 parking spots on the property and provides more green space.
2. Change the purchase price to \$351,000 to reflect the reduction in the scope of the project.

This adds up to twenty new housing units and households and over 2 million dollars worth of new assessments on one acre of land. This is the most fiscally sound and the best use of the property.





## Craig, Sondra

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**From:** Kristen Nyholm <knyholm84@gmail.com>  
**Sent:** Tuesday, April 23, 2024 8:21 PM  
**To:** ZZ City Clerk External  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

Some people who received this message don't often get email from knyholm84@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello,

I would like to express my support for the South Community Library Building to be reused by the Girl Scouts of Badgerland. This organization has been searching for a new home for quite some time and the South Community Library Building is the perfect space. It would continue to be a space that supports youth in the area as a goal of the Girl Scouts organization is to become more involved in the community. The leaders of the organization would plan to create a STEM suite, a MakerSpace and a meeting room, which the community would be invited to utilize. Minimal renovations would need to be done - the outside of the building wouldn't change at all and they would keep the green space. The South Community Library building is also highly accessible to the members of Girl Scouts, being only a seven minute drive from the current office.

Please consider allowing Girl Scouts of Badgerland to use the South Community Library Building.

Thank you,

Kristen Nyholm  
3023 Robin Hood Dr, La Crosse, WI 54601  
(608) 434-0233  
[knyholm84@gmail.com](mailto:knyholm84@gmail.com)

## Craig, Sondra

---

**From:** Lexi Schroeder <lexschrdr@gmail.com>  
**Sent:** Tuesday, April 23, 2024 8:38 PM  
**To:** ZZ City Clerk External  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th St South

Some people who received this message don't often get email from lexschrdr@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

**From:** Lexi Schroeder <lexschrdr@gmail.com>  
**Date:** April 23, 2024 at 6:54:59 PM CDT  
**To:** Elsenn@cityoflacrosse.org  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th St South

Hello,

My name is Lexi Schroeder and I live at 621 20th St S, La Crosse, WI 54601. I am writing to voice my support for the reuse of the former south community library building by the Girl Scouts of Wisconsin Badgerland Council. The sale to a local non-profit will provide similar benefits that the community saw from the library. Our community needs more safe spaces for youth and less office buildings/businesses/houses. The sale would mean that the green space and building itself would stay largely the same versus adding to the concrete jungle that La Crosse is becoming. The space could continue to be an asset for community member use, provide economic benefits to the city through taxes, and be a local employer.

Please vote in favor of the proposal by the Girl Scouts, thank you!

Lexi Schroeder  
621 20th St S, La Crosse, WI 54601

**Craig, Sondra**

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**From:** Cynthia Kocik <cynthiakocik@gmail.com>  
**Sent:** Tuesday, April 23, 2024 9:15 PM  
**To:** ZZ City Clerk External  
**Subject:** SUPPORT FOR REUSE of South Community Library Building at 1307 16th Street South

Some people who received this message don't often get email from cynthiakocik@gmail.com. [Learn why this is important](#)

**\*\*\* CAUTION:** This email originated from an external sender. **DO NOT** click links or open attachments unless you recognize the sender and know the content is safe. **\*\*\***

Hello,

My name is Cynthia Kocik, and I am writing to support the Girl Scouts of Wisconsin-Badgerland, Inc.'s (Badgerland Council's) proposal to reuse the South Community Library building, which is on the agenda for the April 24th meeting of the Economic and Community Development Commission.

To begin, the Badgerland Council's use of the South Community Library building would allow it to remain a place for community members to grow and thrive. It would support Girl Scouts learning to meet their potential and positively impact their community. In addition, the building is in an ideal location for La Crosse area Girl Scouts, volunteers, and Badgerland Council staff, and it is easier to access than the current Girl Scout office on Quarry Road off Highway 16. The space itself would also benefit the Girl Scouts considerably. The Badgerland Council plans to minimally renovate the building with accessibility in mind and create spaces for a STEM lab, a makerspace, a resource area with educational and technology resources, and office space for administration and volunteer coordination. As a volunteer with a local Girl Scout troop, I can attest that these spaces would be a great upgrade from the current Girl Scout office facilities and would help troop members pursue creative endeavors, explore the wonders of science and technology, and develop skills to not only navigate today's rapidly changing world, but make it a more vibrant, just, and peaceful place. In summary, the Badgerland Council proposal would maintain the South Community Library building as an important community resource; provide a great location and facilities for Girl Scouts, employees, and volunteers; and help La Crosse area Girl Scouts learn and grow into active, knowledgeable, and conscientious community members.

Thank you for taking the time to record my comments.

Sincerely,  
Cynthia Kocik

3630 Calvert Road  
Apt. 103  
La Crosse, WI 54601





# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 24-0578

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**Agenda Date:** 4/24/2024

**Version:** 1

**Status:** Agenda Ready

**In Control:** Economic and Community Development Commission

**File Type:** Review



# ARPA Funding Proposal

## *Shop Local Rewards Program*

03/20/2024

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### Primary Contact:

Mary Larson, Downtown Mainstreet, Inc.  
422 Main Street La Crosse, WI 54601

[mary@lacrossedowntown.com](mailto:mary@lacrossedowntown.com)

Cellular: 608-769-6707



## Project Synopsis

A “Shop Local” rewards program to incentivize consumers to shop at the eligible local businesses.

## Businesses Served

250+

## ARPA Eligibility

Downtown businesses are within the census tracts and have been and continue to be negatively impacted by the Covid-19 pandemic.

## Project Dates

6/1/24 until funds are exhausted

## Project Costs

\$25,000

## Proposal

### I. Statement of Need

Local small businesses have been severely impacted by the recent COVID pandemic and are in need of support to attract customers and recover sales. A program that incentivizes consumers to shop at the small businesses not only directly stimulates the economic recovery by boosting local business sales, but creates long lasting impacts by introducing local consumers to businesses that they may not have visited before, encouraging repeat visits and community loyalty, and in general increasing community engagement and inclusive growth.

### II. Proposed Project

The proposed project is a shop local rewards program that directly incentivizes consumers to shop at the local businesses in our community.

Rewards programs have been widely used in the industry as a method of incentivizing consumer spending and loyalty. Countless brands operate successful rewards programs to boost their revenue. Many studies have shown its effectiveness.

The proposed shop local rewards program aims to bring those proven benefits to the local businesses, thus stimulating local economy, strengthening consumer loyalty, and delivering tangible benefits to the local businesses in the form of increased revenue and growth of customer base.

The program will be run on a mobile app called Open Rewards that lets consumers earn and redeem rewards while shopping at the eligible local businesses. Consumers would download the app on their mobile devices and create a free account. Once their account is created, they will be able to earn rewards when they shop locally.

It is important to emphasize that consumers can earn rewards no matter how they pay, whether it be credit cards, debit cards, or cash. This is to ensure that any member of the community will be able to benefit from the program equally. If a consumer linked their credit or debit card with their Open Rewards account, which is an option, not a requirement, their rewards earning will be automatic. In all other scenarios (i.e. the consumer does not have a card, did not want to link their card, paid by cash), the consumer would open the app and submit a photo of the receipt, which will be processed and the rewards will be issued accordingly. This process is illustrated in Figure 1.

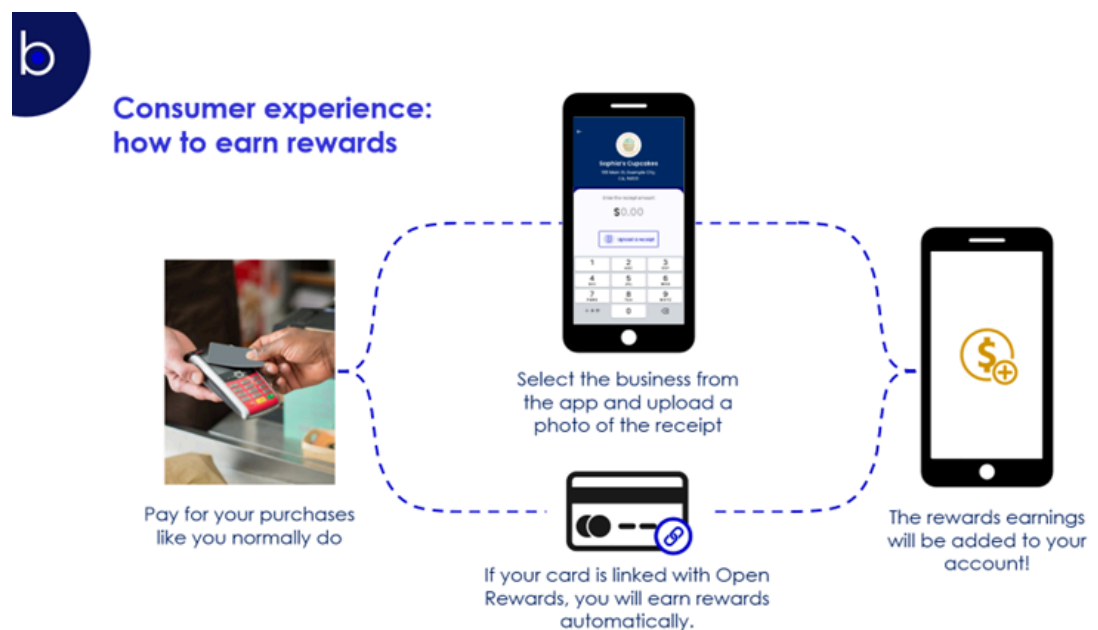


Figure 1. Illustration of earning rewards

Rewards earnings are added to each consumer's La Crosse Wallet in their Open Rewards account. The earnings must be redeemed by making another purchase at an eligible business within the same community. For example, a consumer that earns rewards by getting dinner at a restaurant can redeem the rewards by getting coffee, ice cream, etc, within La Crosse. This is to ensure that consumers are incentivized to return for a repeat purchase, but with the flexibility that they can choose from a wide variety of local businesses.

To redeem the rewards towards a purchase at an eligible business, the consumer would first pay for the purchase in full at the business, then return to the app, click “Redeem”, and submit a photo of the receipt. Once processed, the consumer will receive their redemption via their selected payout method. This process is illustrated in Figure 2.

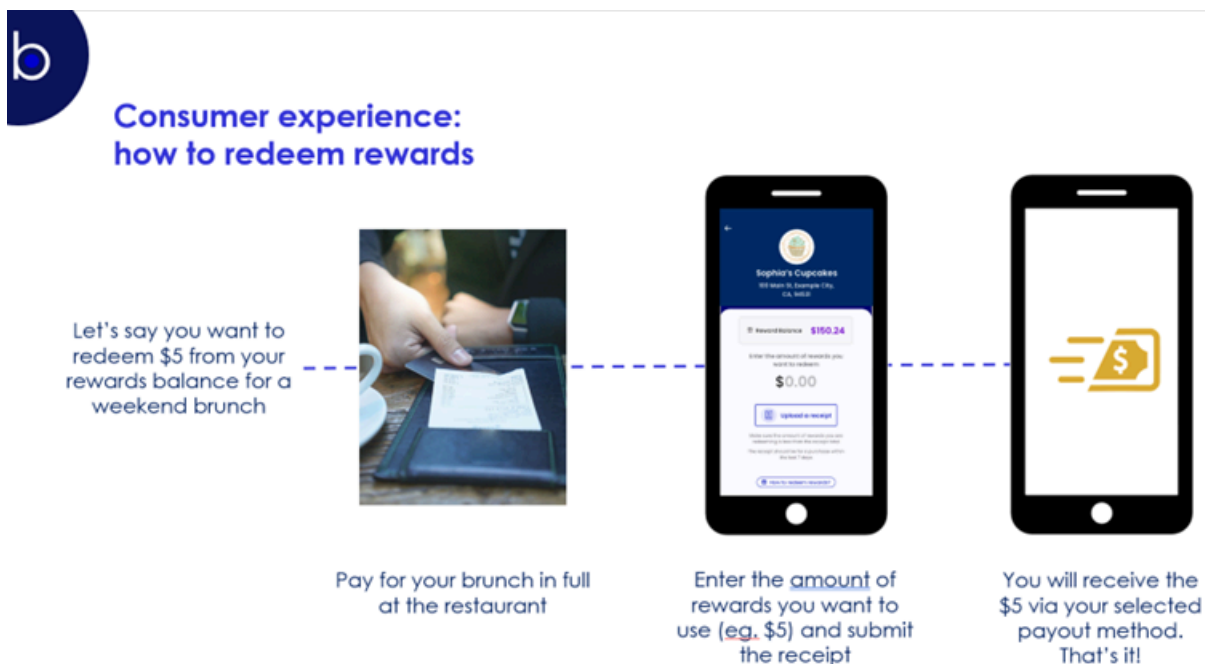


Figure 2. Illustration of redeeming rewards

The operations of this program does not require any actions from businesses. That means all eligible businesses can be added to the program from day one. It eliminates the burden for business owners to have to train any of their staff, learn a new system, add anything to their POS, or do anything outside of their usual operation. This method substantially reduces friction for businesses and minimizes the potential for consumers to have a bad experience.

All program statistics are available via a dashboard where the administrators can access analytics around where consumers are shopping, businesses frequently visited, and overall impact of the investment.

### III. Impact

Since launching in 2022, Open Rewards has generated over 20X ROI in local economic impact at a number of communities across the country, such as Arlington County VA and City of Hermiston OR. Every dollar that communities invest into this program stays local. Over 85% of users have indicated that Open Rewards has positively influenced their decision to shop local.

Case studies from other communities:

- Arlington County, VA:

<https://www.bludot.io/post/how-arlington-county-va-s-bizlaunch-is-building-a-strong-business-community-with-open-rewards>

- Lancaster, CA

<https://www.bludot.io/post/shopping-locally-is-now-easier-than-ever-in-lancaster-ca>

Testimonials from business owners:

- Starburst Parlor: <https://www.youtube.com/watch?v=jKklU9-hVns>
- Caren's Cakes: <https://www.youtube.com/shorts/x6QdbF754nM>
- B&C Camera: <https://www.youtube.com/shorts/-JjId5Ng3jU>

### IV. Partners/Collaborators

In addition to the support of the City of La Crosse through ARPA funding, Downtown Mainstreet will conduct this project in partnership with BluDot Technologies Inc., a woman-owned technology company, developer of the Open Rewards app. **Founded in 2019 through a 16-week partnership with a local city's economic development team**, Bludot has grown to 180+ public agencies across the country. Bludot is featured on Govtech100 and a frequent presenter at national and statewide conferences. Bludot brings the expertise and experience in the Economic Development space to ensure the successful execution of this program.

### V. Organizational Fit

Downtown Mainstreet seeks out innovative ways to adapt to changing economies. DMI has effectively managed campaign programs in the past including Shop Small Sundays and ongoing Gift Certificate Program. We will create an efficient and effective program marketing campaign.

## Project Evaluation

### Goals and Objectives

The goal of this program is to drive sales to the eligible local businesses, help attract new customers, create customer loyalty, and increase community engagement.

### Evaluation

The impact of this program can be measured by the following metrics:

- Number of businesses served
- Number of consumers participating
- Total \$ economic impact measured by amount of revenue brought to the businesses
- ROI for the invested funding

## Project Budget

### I. Detailed Budget & Narrative

Monthly fee through Bludot for 0-250 businesses = \$395

Remaining funds = Rewards dollars

### II. Sustainability

The approval of the use of ARPA funding for a small business rewards program will encompass the main round of funding. If the program is successful, we will look to other means of funding to keep the program running.





# ARPA Funding Proposal

## *Small Business Grants*

03/20/2024

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### Primary Contact:

Mary Larson, Downtown Mainstreet, Inc.

422 Main Street La Crosse, WI 54601

[mary@lacrossedowntown.com](mailto:mary@lacrossedowntown.com)

Cellular: 608-769-6707

## Project Synopsis

A grant opportunity for small businesses to expand their reach through technical support and marketing.

## Businesses Served

The grant will serve up to 50 businesses, based on \$1000 grants.

## ARPA Eligibility

Downtown businesses and other small businesses that are within the census tracts and have been and continue to be negatively impacted by the Covid-19 pandemic.

## Project Dates

6/1/24 until funds are exhausted

## Project Costs

\$50,000

## Proposal

### I. Statement of Need

Small businesses continue to grapple with constant challenges within the economy and it is imperative they adapt to changing demographic trends, consumer preferences, and market dynamics.

### I. Proposed Project

Downtown Mainstreet proposes a grant program specifically tailored to the needs of small businesses, offering financial assistance for a variety of marketing initiatives, including advertising campaigns, digital marketing strategies, website development, and more. Grants will be allocated to eligible small businesses based on their specific marketing needs and potential for impact.

## II. Impact

With this grant, small businesses will have tools they may not have the funding, expertise or time to execute otherwise.

## III. Partners/Collaborators

Downtown Mainstreet will request assistance from the La Crosse Chamber to determine eligibility requirements, to provide input and feedback on grant specifics, and to market the opportunity to ARPA qualified small businesses.

## IV. Organizational Fit

Downtown Mainstreet uses a four point approach of Promotions, Economic Vitality, Design and Organization to seek out effective and innovative ways to advocate for and create a more vibrant downtown. DMI has effectively managed several grant programs in the past including the Ignite and Accelerate grants through DMI's Economic Vitality committee. We will use data from these and other similar programs to create a detailed and efficient grant process.

# Project Evaluation

## Goals and Objectives

The goal of this project is to provide a framework for success for small businesses through investing in technology such as online sales channels, improving website functionality, or platforms to launch marketing campaigns aimed at attracting customers and driving sales. This can include forms of advertising, promoting, or loyalty programs to encourage repeat business and enhance overall business performance.

## Evaluation

Success will be measured through recipient growth through grant funding initiatives such as brand awareness, generating leads, driving website traffic, or increasing sales. Key performance indicators that align with these objectives could include website visits, social media growth and revenue generated. Grant recipients will be required to adhere to program guidelines, use funds for eligible expenses, and provide periodic updates on business operations and financial status.



## Project Budget

### I. Detailed Budget & Narrative

\$50,000 directly toward grants.

### II. Sustainability

The approval of the use of ARPA funding for a small business grant program will encompass the main round of funding. If the program is successful, we will look to other means of funding to keep the program running.



# ARPA Funding Proposal

## *“Gift Certificate Giving” Program*

03/20/2024

---

### Primary Contact:

Mary Larson, Downtown Mainstreet, Inc.

422 Main Street La Crosse, WI 54601

[mary@lacrossedowntown.com](mailto:mary@lacrossedowntown.com)

Cellular: 608-769-6707

## Project Synopsis

Downtown Mainstreet (DMI) seeks funding to distribute downtown gift certificates as in-kind contributions. DMI can provide much-needed support to local businesses while fostering economic resilience through donating gift certificates to nonprofits as in-kind contributions, providing a valuable and tangible item that can attract and generate additional revenue for the organization.

## Project Dates

5/1/24 until funds are exhausted

## Project Costs

\$25,000

## Proposal

### I. Statement of Need

Downtown businesses are within the census tracts and continue to be negatively impacted by economic changes caused by the Covid-19 pandemic. The “Gift Certificate Giving” program supports downtown businesses and the efforts of other local organizations who are re-evaluating and re-building after the pandemic.

### II. Proposed Project

Downtown Mainstreet proposes a “Gift Certificate Giving” program. Nonprofits and like organizations can use gift certificates as prizes or auction items at fundraising events, galas, or silent auctions. The grant will provide 1,000 (\$25.00) downtown gift certificates to distribute to non-profit organizations who approach DMI for donations. These gift certificates can also be used by DMI for in-kind sponsorship of events such as Stepping Out in Pink, Juneteenth and Oktoberfest.

### III. Impact

Redemption of downtown certificates generates economic value for small businesses. Offering gift certificates as part of joint fundraising or outreach initiatives can strengthen community relationships and provide additional resources to support the missions of local organizations.

### IV. Partners/Collaborators

Downtown Mainstreet will collaborate with many organizations as we distribute downtown gift certificates to their causes. Potential partners we can engage include Boys and Girls Club, local universities and the La Crosse Chamber First Friends program.

### V. Organizational Fit

DMI has effectively managed a gift certificate program for several decades. We will efficiently and effectively distribute gift certificates.

## Project Evaluation

### Goals and Objectives

For local organizations to use downtown gift certificates to raise funds, recognize supporters and engage stakeholders. Gift Certificates also enhance the effectiveness of nonprofit programs and initiatives while fostering positive relationships with donors, volunteers, clients, and community partners.

### Evaluation

Success will be measured by the number of organizations/causes impacted through receiving downtown gift certificates. DMI will track and share the results and success stories of the gift certificate program with stakeholders, policymakers, and the public to demonstrate the impact of ARPA funding on downtown revitalization efforts.

### I. Detailed Budget & Narrative

\$25,000 directly toward gift certificates



## II. Sustainability

The approval of the use of ARPA funding for A “Gift Certificate Giving” program will encompass the main round of funding. If the program is successful, we will look to other means of funding to keep the program running.



# PROPOSAL

## Cover Letter

Thursday, April 4, 2024

Revby LLC  
75 Arlington St., Suite 500  
Boston, MA 02116  
[michael@revby.co](mailto:michael@revby.co)

City of La Crosse  
400 La Crosse Street  
La Crosse, WI 54601  
[emslej@cityoflacrosse.org](mailto:emslej@cityoflacrosse.org)

Re: RFP American Rescue Plan Act (ARPA) Funding for Small Business Organizations

Judy Emslie:

Revby LLC is pleased to submit our proposal to the City of La Crosse for small business assistance services. Our team is experienced and qualified to provide small business technical assistance (TA) to diverse small business owners. We provide business planning services to established and start-up small businesses and microenterprises. The small businesses we work with are often minority, women, immigrant, and LGBT -owned and those located in lower-moderate income (LMI) neighborhoods. It is our mission to create and deliver TA designed for diverse audiences, including those with limited financial, technical, and other business acumen. Many of our TA programs are funded by ARPA, CDBG, or other federal sources. We are experienced and have the capacity to comply with federal reporting guidelines. Our reports are designed in collaboration with our municipal partners.

Revby is qualified to provide business consulting services in the following areas:

- Access to Capital
- Accounting / Bookkeeping / QuickBooks
- Business Planning
- Financial Advising
- Human Resources (employee recruitment, engagement, and retention; HR software)
- Marketing and Sales
- Operational Excellence
- Strategic Planning
- Workforce/Talent Development
- Technology Consulting (e.g., CRM, project management, POS system, and eCommerce)
- Graphic Design (e.g., logo design, branding, web and social content, etc.)

Revby LLC is an MBE-certified business with the Commonwealth of Massachusetts's Supplier Diversity Office. We are a certified LGBT-owned business with the NGLCC (National LGBT Chamber of Commerce).



Michael Aparicio, Founder and CEO, Revby LLC

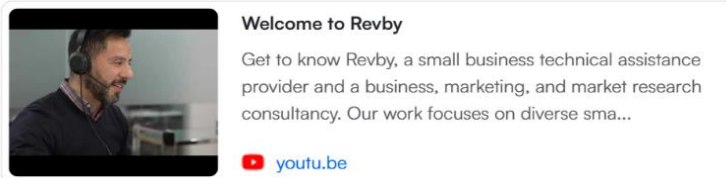
## General Information and Proposal Overview

### Primary contact:

Michael Aparicio  
Founder and CEO  
[michael@revby.co](mailto:michael@revby.co)  
617-553-4343

We are registered at Sam.gov.  
UEI: JLDTVXGEZTJ7

A video introduction to our company and the work we do may be viewed [here](#).



### Brief synopsis of the Project to be supported/Purpose of the Request (1-2 sentences)

Revby's proposal is to provide one-on-one small business technical assistance (business planning, marketing, financial analysis, general business management assistance) to La Crosse small business that fit the eligibility criteria for ARPA funding technical assistance. We will establish an application process to qualify small businesses and microenterprises (less than 25 employees, for example) that have demonstrated a financial hardship due to the Covid-19 pandemic.

### Anticipated number of businesses served.

10-25 businesses.

## Qualified Census Tracts served and/or other ARPA eligibility requirements being met.

We will create an application with a set of questions for business owner applicants can attest to a financial hardship due to the Covid-19 pandemic. Financial hardship will be defined as having experienced decreased revenue or gross receipts, financial insecurity, increased costs, capacity to weather financial hardship at risk, challenges covering payroll, rent or mortgage, and other operating costs. A Covid-19 hardship attestation with signature and notary can also be implemented for ARPA compliance.

We will request a copy of a business license to confirm business location and identify if the business is located in a qualified census tract for priority.

## Project Start and End date

We are prepared to begin work as early as May 1, 2024 and have our project run through December 15, 2024. We can be flexible on end date according to the City of La Crosse's preferences.

## Total Project Cost and Amount Requested

We have prepared three project cost amount requests, tiered on number of businesses served.

10 businesses through one-on-one technical assistance: \$33,000

15 businesses through one-on-one technical assistance: \$45,000

25 businesses through one-on-one technical assistance: \$65,625

Our project cost requests to City of La Crosse represent 80% of the total project cost. Expenses that are NOT included in our request and will be covered by Revby's general operating budget, funding by retained earnings, are the following:

- Administrative / Reporting / Back Office Tasks
- Software
- Office overhead
- Travel budget

Detailed figures are provided in the Project Budget section of our proposal.

## Request Details

**The following statement and sub-sections addresses our statement of need, proposed work, our impact objectives, partner plan, and organizational fit.**

Revby's broad experience working with small and medium sized municipalities across the country makes our firm uniquely prepared to assist businesses with business recovery, resilience, and strategic expansion as intended through this program. Although not based in La Crosse, one of our senior consultants has visited La Crosse and has family connections at UWL and across Wisconsin. La Crosse and its small business community bear striking similarities to medium sized towns across Wisconsin. La Crosse's local economy has been anchored by generations of German Catholic and Scandinavian Lutheran workers, contributing to the city's heritage of industry. However, La Crosse has also faced a historic economic shift as its chief employers have shifted from industrial manufacturing and production (Cargill, Heileman Brewery/LaCroix, agriculture), to healthcare, services, and education (KwikTrip, Mayo Clinic, Gundersen Health, UWL, banking and financial services). These new employers have attracted new and diverse workers to La Crosse, as well as molded the existing residents of the city, as shown by La Crosse's growing young, diverse, and college-educated population. As a similar shift has played out across the US, industry towns from Massachusetts to Kansas have seen a corresponding change in the dynamics of their local residents, consumers, and small business economy. Revby has discovered that it is small and community-centric businesses that struggle the most to adapt to this environment of expensive credit, digital marketing, and changing demographics, and we specialize in guiding these businesses in capturing new customers and reexamining their operations so they may continue to thrive in the future.

When working in a community, we often partner with local entrepreneurial ecosystem organizations, such as SCORE, a local SBDC, and a local non-profit with an overlapping audience, to coordinate collaboration on program marketing outreach and ensuring differentiation in programming. We have experience with this approach in Tacoma, WA and Lynn, MA, for example. This will be part of our plan for this project.

The following represent *examples* of the subject matter we plan to focus on through our proposed technical assistance, which can be delivered virtually through video conference and in person.

Technical Assistance Service Area	Example Methodology & Deliverables (Scopes of Work are tailored to fit the specific needs of the business owner and program budget)
<b>BUSINESS PLANNING &amp; OPERATIONS/TECHNOLOGY:</b>	<ol style="list-style-type: none"> <li>Evaluate which one or more of the following business plan elements: <ul style="list-style-type: none"> <li>Uncover the company’s mission and values / brand story.</li> <li>SWOT analysis / Market research / competitor analysis.</li> <li>Value proposition development.</li> <li>Customer segments, inbound &amp; outbound marketing plan.</li> <li>Operations and technology plan; Lean principals.</li> <li>Staff needs and capabilities / workforce management plan.</li> <li>Industry-specific knowledge development.</li> </ul> </li> <li>Work alongside business owners to develop an understanding of these elements and how they fit in their unique environment.</li> <li>Create a living document with actionable steps and recommendations for informed and focused decisions on their business.</li> </ol>
<b>FINANCIAL ANALYSIS, FINANCIAL MANAGEMENT, AND ACCESS TO CAPITAL:</b>	<ol style="list-style-type: none"> <li>Evaluate business financial documents (income statement, cash flow, and balance sheet) and assess their current situation.</li> <li>Evaluate and assist with implementation of financial elements: <ul style="list-style-type: none"> <li>Review general financial structure, including banking set up. Bookkeeping and accounting software setup. Training on expense categorization.</li> <li>Provide financial modeling and analysis reports. Discuss sales targets by customer segment and sales execution strategies.</li> <li>Provide guidance on how to source capital from various sources.</li> <li>TA on loan application, due diligence, and loan readiness.</li> </ul> </li> </ol>
<b>MARKETING, ADVERTISING, BRAND/GRAPHIC DESIGN, WEBSITE:</b>	<ol style="list-style-type: none"> <li>Conduct an audit of the business’s current digital presence, website, technology infrastructure, and use of a digital marketing plan. This includes review of Google Business Profile and social media accounts.</li> <li>Provide a report and conduct brainstorming sessions to help the business owner improve digital presence.</li> <li>Assess marketing opportunities that match their business type, stage, and budget. Introduce marketing KPIs / metrics. <ol style="list-style-type: none"> <li>Create a marketing plan that includes Inbound Marketing (i.e., social media, landing pages, Google Business Profile, etc.) and Outbound Marketing (i.e., sales outreach, conferences).</li> </ol> </li> <li>Introduce SaaS platforms that are relevant to the business type and strategic goals / metrics (CRM, POS system, other software).</li> <li>Training and maintaining on a website or eCommerce platform. Assistance with website improvements.</li> </ol>

*Similar Program Experience*

- City of Boston, Office of Economic Opportunity and Inclusion, Boston, MA**  
**Scope:** Provide small business technical assistance in the areas of business planning, financial analysis and modeling, marketing, operations, technology, website development, and general management to business owners based in lower-moderate income

neighborhoods of Boston.

**Work Experience Examples:**

- Revby provided TA in Spanish to help a business owner with a strategy and customer acquisition plan. Revby assisted in website revision, brand development, and bookkeeping. **The work resulted in new revenue that exceeded expectations for the year.**
- Revby provided TA in Spanish for a business owner who needed help to develop a business strategy and customer acquisition plan. Revby managed a transition from one eCommerce site to a Shopify account. **The work resulted in an increase in eCommerce revenue.**
- Revby curated and led a 12-week Entrepreneurship Training Program for at-risk / court-involved young adults. The workshop training provided education, mentorship, and skills applicable for each of the participants' business ventures. **The work resulted in several new business entities created with early revenue.**

2. **Arlington Economic Development, BizLaunch's ReLaunch Program, Arlington, VA**

**Scope:** We provide general business advisory services and specialist services in business planning, marketing, digital marketing, digital enablement, operations, financial analysis, access to capital assistance, website development, and human resources.

**Work Experience Examples:**

- Affected by covid-19 business disruption, a business owner needed help securing working capital and finding alternate revenue streams. Guidance was provided on funding options and applications. A strategic plan was created to help the business owner increase delivery revenue and organizational contracts. **The work resulted in the business accessing capital.**
- Economic resilience and business model pivot planning was provided to a business that relied on tourism traffic in-store. Assistance was provided to the business so they could establish a new eCommerce operation to augment their in-store revenue stream and use that revenue to expand/hire. **The work resulted in new eCommerce revenue.**

**Other small business technical assistance engagements include:**

1. **Lake Champlain Lake George Regional Planning Board (LCLGRP), Lake George, NY**

Our multi-year contract with LCLGRP represents Revby's most recent rural small business technical assistance engagement. We serve small businesses located in a five-county region in New York's Adirondack area, providing TA in business planning, financial analysis, and marketing planning.

2. **The Alliance for Economic Development of Oklahoma City, Inc., Oklahoma City, OK**

We provide general business advisory services and specialist services in business planning, marketing, digital marketing, digital enablement, operations, financial analysis, access to capital assistance, website development, and human resources.

**3. City of Detroit Motor City Match Small Business Technical Assistance Program, Detroit, MI**

We provide general business advisory services and specialist services in business planning, marketing, digital marketing, digital enablement, operations, financial analysis, access to capital assistance, website development, and human resources.

**4. City of Tacoma, Department of Community and Economic Development, Tacoma, WA**

We provide one-on-one small business technical assistance in the areas of digital literacy building and digital capacity building projects. Our scopes of work often begin with business strategy work which then leads to digital marketing and online presence tangible deliverables such as website development.

**5. County of Barnstable, Cape Cod, MA**

We prepared small business and retail business recovery and resiliency toolkits to help Cape Cod small businesses recover from the Covid-19 pandemic. Toolkit components included digital presence, financial literacy, and general business and marketing resiliency.

## Project Evaluation

Our project will have the high-level objectives of increasing a business owner’s state of recovery and resilience through digital capacity and financial capacity building. Our business planning technical assistance is designed to achieve these objectives in a way that is practical and relevant for their business, their customers, and their own business goals.

Revby LLC utilizes cloud-based project management and customer relationship management (CRM) software to organize project data and reporting. We report on business type, a project’s primary scope, intake summary, project milestones, quantitative outcomes, qualitative outcomes.

Outcomes include increased digital capacity in the form of online presence (website) and systems (POS system). Increased financial capacity in the form of increased revenue, new customers, new customer contacts, and other metrics defined by the business owner. Other metrics include new jobs created and improved compliance with financial or labor requirements.

## Project Budget

Item	Hourly Rate	Hours per Client	# of Businesses served	Total Amount Requested
Small Business Technical Assistance (One-on-One Consulting). Inclusive of materials/deviverables to the small business / microenterprise owner client	220	15	10	33,000.00
Item	Hourly Rate	Hours per Client	# of Businesses served	Total Amount Requested
Small Business Technical Assistance (One-on-One Consulting). Inclusive of materials/deviverables to the small business / microenterprise owner client	200	15	15	45,000.00
Item	Hourly Rate	Hours per Client	# of Businesses served	Total Amount Requested
Small Business Technical Assistance (One-on-One Consulting). Inclusive of materials/deviverables to the small business / microenterprise owner client	175	15	25	65,625.00

Other costs (not included in our funding request)	Cost
Administrative / Reporting / Back Office Tasks	2500
Travel budget	3000
Software	850
Office overhead	950
	\$7,300

All our projects include "living document" deliverables so all our work can be leveraged for continued guidance and for sustainable value. We also provide additional recommendations for further learning and support.



## Supporting Documents

See attached municipal client evaluations as our letters of support.

### Small Business Owner Client Reviews

The following represent our 5 most recent reviews provided by small business owner clients following the completion of a technical assistance project. Please note that the reviews are unedited. Some spelling or grammar errors may be present.

1. I cannot speak highly enough of my experience with Revby. I had the pleasure of working with Shaashwat and Kristen, and from the moment I engaged with them, their down-to-earth demeanor and relatable approach immediately put me at ease. They fostered an environment where I felt comfortable being open and honest about the areas where I needed assistance. Overall, this was not just a consulting experience, it was a partnership that drove me towards my goals with clarity and confidence. I wholeheartedly recommend Revby to any entrepreneur seeking knowledgeable, personalized guidance for their business endeavors.
2. Everything was valuable. I appreciated Gergana's knowledge and experience. The plan she put together was phenomenal. She reviewed and explained the plan very well. I feel confident that I can put her ideas into action.
3. Alex was very easy to work with. He listened to my ideas and helped me to articulate them in a way that benefitted the business. I also appreciated the questions that he asked. Alex was consistent, kind, and genuinely a major help in preparing a roadmap for my business to be successful. I am so grateful for the time and opportunity to work with the incredible team at Revby!
4. It was a good experience working with Revby. I worked with a team of experts and they helped with marketing strategic plan. They did a digital audit of my website, social media platforms and gave useful feedback on wording, photos and SEO. They gave some good suggestions for ads and what to focus on for social media. They helped with branding, logo, colors and font. I even got a sample blog post for my business. They reviewed sales data and provided financial projections and operational model so I can see how to achieve sales goals. Everyone on the team was knowledgeable and the resources provided are very helpful. Overall I will highly recommend Revby.
5. Initially, I harbored skepticism about the assistance Revby could provide. I worried that the meetings and details might not result in actionable insights for my business. However, as we concluded and reviewed months of work bundled into one comprehensive package – I was blown away! The revelation that aligning my business with specific colors, fonts, and communication rules could be transformative was unexpected. Empowered with newfound motivation, I received the guidance needed to update my website, eliminate underperforming ancillary services, and optimize my Google Ads using the customer journey. The experience instilled the confidence to properly value my services and products. In essence, Revby not only may have saved my business but also revitalized my entrepreneurial spirit.

**RFP REFERENCE QUESTIONNAIRE**

**REFERENCE SUBJECT:** Revby LLC

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- (1) **What is the name of the, company, organization, or entity responding to this reference questionnaire?**

City of Boston

- (2) **Please provide the following information about the individual completing this reference questionnaire on behalf of the above-named individual, company, organization, or entity.**

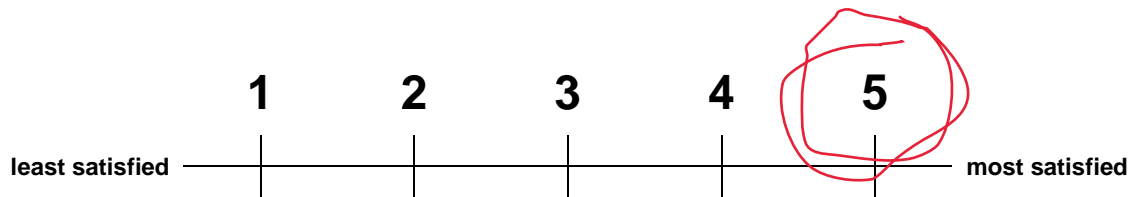
<b>NAME:</b>	Emily Patrick
<b>TITLE:</b>	Senior Neighborhood Business Manager
<b>TELEPHONE #</b>	617-869-1622
<b>E-MAIL ADDRESS:</b>	emily.patrick@boston.gov

- (3) **What goods or services does/did the reference subject provide to your company or organization?**

Revby has worked as a consultant with us for about five years, providing a variety of services to our constituents of small business owners, chiefly business strategy and business planning

- (4) **What is the level of your overall satisfaction with the reference subject as a vendor of the goods or services described above?**

*Please respond by circling the appropriate number on the scale below.*



**RFP REFERENCE QUESTIONNAIRE — PAGE 2**

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**If you circled 3 or less above, what could the reference subject have done to improve that rating?**

- (5) If the goods or services that the reference subject provided to your company or organization are completed, were the goods or services provided in compliance with the terms of the contract, on time, and within budget? If not, please explain.**

They were yes. If there was ever a situation where the scope of work needed to be revisited or hours needed to be lengthened, there was always a conversation beforehand to make sure it was done with the City's approval.

- (6) If the reference subject is still providing goods or services to your company or organization, are these goods or services being provided in compliance with the terms of the contract, on time, and within budget? If not, please explain.**

Yes they are.

- (7) How satisfied are you with the reference subject's ability to perform based on your expectations and according to the contractual arrangements?**

Very satisfied. Revby has routinely provided exemplary service to our constituents.

- (8) In what areas of goods or service delivery does/did the reference subject excel?**

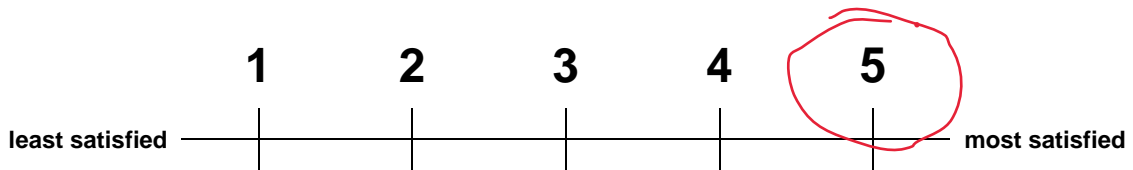
Business planning and strategy. They've also done work when it comes to coaching, financing, website building, and others.

- (9) In what areas of goods or service delivery does/did the reference subject fall short?**

NA

- (10) What is the level of your satisfaction with the reference subject's project management structures, processes, and personnel?**

*Please respond by circling the appropriate number on the scale below.*



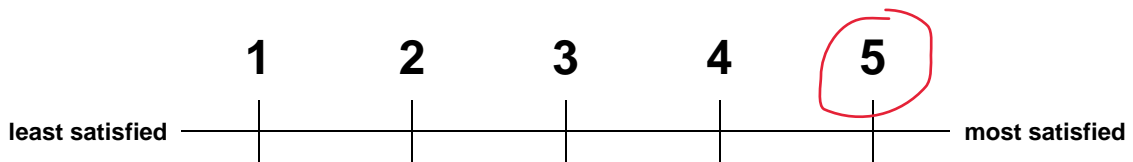
What, if any, comments do you have regarding the score selected above?

**RFP REFERENCE QUESTIONNAIRE — PAGE 3**

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- (11) Considering the staff assigned by the reference subject to deliver the goods or services described in response to question 3 above, how satisfied are you with the technical abilities, professionalism, and interpersonal skills of the individuals assigned?

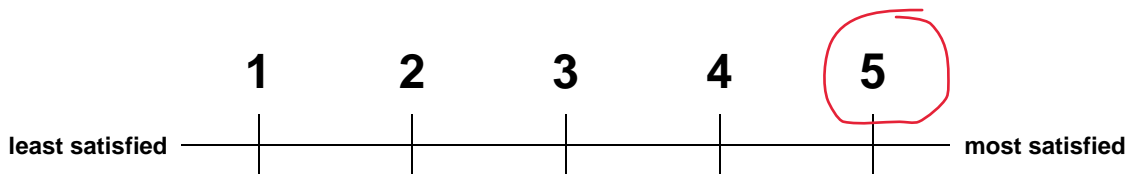
*Please respond by circling the appropriate number on the scale below.*



What, if any, comments do you have regarding the score selected above?

- (12) Would you contract again with the reference subject for the same or similar goods or services?

*Please respond by circling the appropriate number on the scale below.*



What, if any, comments do you have regarding the score selected above?

**REFERENCE SIGNATURE:**

(by the individual completing this  
request for reference information)



A handwritten signature in black ink, appearing to read "Emily F. [unclear]", positioned above a horizontal line.

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**DATE:**

January 19, 2024

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RFP REFERENCE QUESTIONNAIRE

REFERENCE SUBJECT: Revby LLC

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(1) **What is the name of the, company, organization, or entity responding to this reference questionnaire?** Arlington County Government, Office of Economic Development

(2) **Please provide the following information about the individual completing this reference questionnaire on behalf of the above-named individual, company, organization, or entity.**

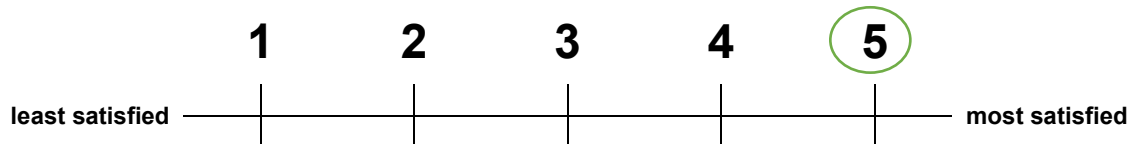
<b>NAME:</b>	Tara Palacios
<b>TITLE:</b>	Director, BizLaunch (Small Business)
<b>TELEPHONE #</b>	703-228-0853
<b>E-MAIL ADDRESS:</b>	tpalacios@arlingtonva.us

(3) **What goods or services does/did the reference subject provide to your company or organization?** Revby provides technical assistance to up to 15 small businesses throughout Arlington County as part of [BizLaunch's ReLaunch](#) program. Specifically, Revby addresses the following areas as part of the County initiative:

- **Financial Management and Sourcing Capital** — How to create a budget, ensure profitability, how and where to access capital
- **Strategic Planning** — How to build a plan for your business: product, pricing, target audiences
- **Marketing and Branding** — How to create a brand and use marketing to connect your business to your best prospects
- **Digital Presence** — Development of website or e-commerce solutions and how to use social media to grow your business
- **Basic Legal Structure, Documentation and Policy Requirements** — Ensure your business has a sound legal foundation and maintains proper records

- (4) **What is the level of your overall satisfaction with the reference subject as a vendor of the goods or services described above?**

*Please respond by circling the appropriate number on the scale below.*



**RFP REFERENCE QUESTIONNAIRE — PAGE 2**

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**If you circled 3 or less above, what could the reference subject have done to improve that rating?**

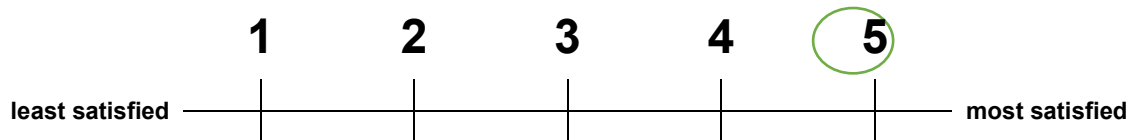
- (5) **If the goods or services that the reference subject provided to your company or organization are completed, were the goods or services provided in compliance with the terms of the contract, on time, and within budget? If not, please explain.** The ReLaunch program has been in existence since 2021. We have worked with Revby for 3 fiscal years, and they have been in compliance throughout the project. They've delivered services on time and within budget.
- (6) **If the reference subject is still providing goods or services to your company or organization, are these goods or services being provided in compliance with the terms of the contract, on time, and within budget? If not, please explain.** Yes. Revby is doing an exemplary job on the contract for the past three years. They are in compliance and the contract continues to be on time and within budget.
- (7) **How satisfied are you with the reference subject's ability to perform based on your expectations and according to the contractual arrangements?** Extremely satisfied. Our clients have provided extremely positive feedback regarding the work received. We have been making impact in our small business ecosystem.

(8) **In what areas of goods or service delivery does/did the reference subject excel?** Revby excelled in their customer service and attention to detail. They provided key tools and resources to businesses who needed direct technical assistance during the pandemic and current day.

(9) **In what areas of goods or service delivery does/did the reference subject fall short?** We did not experience a shortfall of service delivery working with Revby under our contract.

(10) **What is the level of your satisfaction with the reference subject's project management structures, processes, and personnel?**

*Please respond by circling the appropriate number on the scale below.*



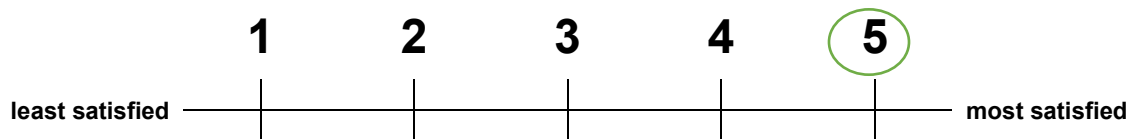
**What, if any, comments do you have regarding the score selected above?** We have found the Revby Team to be extremely empathetic and professional when working with our clients. They are able to meet our clients where they are – no matter the challenges to provide excellent service.

**RFP REFERENCE QUESTIONNAIRE — PAGE 3**

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(11) **Considering the staff assigned by the reference subject to deliver the goods or services described in response to question 3 above, how satisfied are you with the technical abilities, professionalism, and interpersonal skills of the individuals assigned?** Extremely satisfied.

*Please respond by circling the appropriate number on the scale below.*

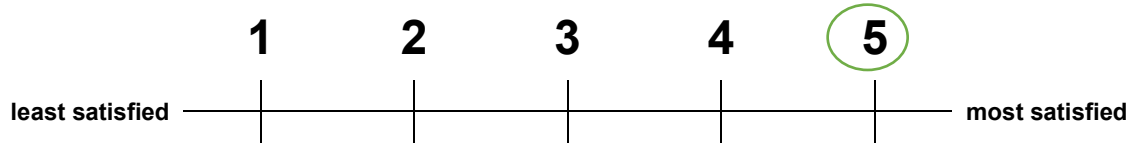


**What, if any, comments do you have regarding the score selected above?** Everyone on the team is extremely professional and offers 100% to the clients.



(12) **Would you contract again with the reference subject for the same or similar goods or services? Yes. I can highly recommend their organization.**

*Please respond by circling the appropriate number on the scale below.*



**What, if any, comments do you have regarding the score selected above?** I would enthusiastically agree to contract with Revby for our program. We are really pleased with the results and the positive impact they have made on our community.

**REFERENCE SIGNATURE:**

(by the individual completing this request for reference information)

*Tara Palacios*

**DATE:** January 18, 2024

**Proposal: "Diversity Enterprise Empowerment Program (DEEP)**

**Submitted by Black Leaders Acquiring Collective Knowledge in response to the City of La Crosse RFP – American Rescue Plan Act (ARPA) Funding for Small business Organizations.**

Black Leaders Acquiring Collective Knowledge (BLACK or Applicant) has an established presence and/or office in the City of La Crosse. BLACK works to empower and elevate the Greater La Crosse Black Community through innovative leadership, education, and advocacy. Its goal is to develop a sustainable community where Black people can heal, live authentically, feel safe, and have real access to opportunities. This includes the work that we do with small businesses in the city.

The applicant has no outstanding municipal obligations to the city (i.e. property taxes, past due bills, etc.).

Applicant is able to comply with federal reporting guidelines, including but not limited to submitting quarterly project and expenditure reports. At a minimum, Applicant will be required to provide annual grant reports. The applicant will retain accounting support to assist with such compliance.

BLACK Unique Identity number is current and validated.

Applicant's project proposal is to provide technical assistance, counseling, or other services to support business planning. Applicant will identify small businesses impacted by the pandemic by one or more of the following ways:

- o Decreased revenue or gross receipts
- o Financial insecurity
- o Increased costs
- o Capacity to weather financial hardship
- o Challenges covering payroll, rent or mortgage, and other operating costs
- o Small businesses located in a [Qualified Census Tract \(QCT\)](#)

Black Leaders Acquiring Collective Knowledge is actively seeking funding to serve as a vital conduit for supporting 25 Black and diverse businesses in our community by providing essential resources for sustainability, expansion, and startup endeavor.

Applicant's project proposal is to provide support to businesses at incubators, or seeking start-up or expansion assistance, and/or enhanced support to microbusinesses. When applicable, Applicant will identify such small businesses as small businesses located in a [Qualified Census Tract \(QCT\)](#)

All funding requests will be for expenses incurred **after** May 1, 2024, and will cover up to two years of support, with a final completion deadline of June 30, 2026. Applicant expects most

program activities funded by this proposal will occur during the 18-month period starting in or about June 2024.

This proposal supports a new project to provide training, financial support, and assistance to primarily underserved businesses affected by the pandemic and/or interested in starting or growing businesses in La Crosse.

This proposal will enhance existing resources and leverage access to training and consulting support in La Crosse, with an emphasis on persons and businesses that lack equitable access to financial and other resources. Building substantive support for such persons/businesses will lead to a stronger and more equitable small business community in La Crosse.

## **Proposal Requirements**

### **General Information and Proposal Overview**

#### **Primary Contact Information:**

Shaundel Washington- Spivey- Executive Director and Co-Founder

Email: [sspivey@blacklax.org](mailto:sspivey@blacklax.org)

Phone number: 414-759-4017

#### **Brief Synopsis of the Project to be supported/Purpose of the Request:**

Black Leaders Acquiring Collective Knowledge is actively seeking funding to serve as a vital conduit for supporting at least 25 Black and diverse businesses in our community, particularly those affected by the pandemic and facing challenges in accessing capital and resources for effective startup and growth endeavors. We aim to provide essential resources for sustainability, expansion, and startup initiatives.

**Anticipated Number of Businesses Served:** At least 25 businesses.

#### **Qualified Census Tracts served and/or other ARPA eligibility requirements being met**

As noted above/specified in the RFP.

**Project Start and End date:** Start in or about May 2024 and end no later than June 30, 2026. Applicant expects most project activities as described in those proposal will occur during the 18-month period starting in or about June 2024.

**Total Project Cost and Amount Requested:** \$100,000

#### **Request Details**

See also attached Exhibit A

**Statement of Need:** La Crosse has increasingly become a more diverse city with an increase in population. Our organization has worked to promote and stay connected to diverse businesses. Through our connections we have hosted a few network events focusing on Business owners, through this there were shared sentiments that highlighted a broader socioeconomic landscape in La Crosse reflects deeply entrenched systemic inequities that hinder the progress of Black-owned and diverse businesses. Persistent racial biases, both explicit and implicit, influence decision-making processes within the business community, stifling opportunities for Black and diverse entrepreneurs to access markets, secure contracts, and establish strategic partnerships. For example, in La Crosse (zip codes 54601 and 54603), from 2010 to 2020, the number of people identifying as Black or African American increased by 36% (from 1,187 to 1,616), *U.S. Census Data*. These demographic changes indicate a need to build resources to support the development of successful business ventures for diverse populations to ensure a stronger and more equitable business community.

**Proposed Work/Project:** DIVERSITY ENTERPRISE EMPLOWERMENT PROGRAM (DEEP). See Exhibit A for additional details and proposal budget.

**Impact:** Expect to serve at least 25 primarily underserved businesses; project to focus on La Crosse based underserved populations (such as minority, women, and/or veterans) adversely affected by the pandemic and trying to start or grow a business in La Crosse, WI.

**Partners/Collaborators:** UWL SBDC, WWBIC Southwest, SCORE, other regional economic development organizations, financial institutions/funders, and non-profits.

**Organizational Fit:** BLACK's organizational fit stems from its mission that centers on the experiences, voices, and needs of Black and diverse communities. This includes the needs of the Black and diverse business community, aiming to provide essential resources for sustainability, expansion, and startup endeavors. By focusing on addressing challenges like limited access to capital and resources, BLACK intends to foster economic empowerment among underrepresented entrepreneurs. Its new commitment to serving at least 25 businesses underscores its dedication to making a tangible impact, particularly considering the pandemic's disproportionate effects on marginalized communities. Overall, BLACK's targeted approach to supporting Black and diverse businesses contributes to economic development and prosperity within the communities it serves.

## **Project Evaluation**

### **Goals and Objectives:**

1. Assist 25 businesses in an approximate 18-month period

- a. Objective: Develop a comprehensive outreach strategy to identify and engage with at least 25 Black and diverse businesses within the community.
  - b. Objective: Provide tailored support and guidance to each of the 25 identified businesses to address their specific needs and challenges.
2. Provide economic resources to 25 or more businesses.
    - a. Objective: Organize workshops, seminars, and training sessions to educate business owners on financial management, access to capital, and other economic strategies.
    - b. Objective: Distribute grants, loans, or other forms of financial assistance to at least 25 businesses, ensuring equitable distribution based on need, potential impact, and requirement completion.
3. Assist a minimum of 5 start-up businesses.
    - a. Objective: Offer workshops and training sessions specifically tailored to the needs of startup businesses, covering topics such as business planning, marketing, and legal considerations.
    - b. Objective: Provide access to incubator spaces, technology resources, and networking opportunities to facilitate the growth and development of startup businesses, aiming to assist a minimum of 5 new ventures in successfully launching and establishing their operations.

### **Evaluation:**

Black Leaders Acquiring Collective Knowledge (BLACK) is committed to assessing the effectiveness of its initiatives aimed at supporting Black and diverse businesses in our community. To evaluate our progress toward achieving our goals and objectives, we will employ a comprehensive evaluation framework that encompasses both quantitative and qualitative measures. We will track the number of businesses assisted within the designated time period, monitoring their growth and sustainability over time. Additionally, we will measure the impact of the economic resources provided to businesses, assessing changes in financial indicators such as revenue growth and profitability. We will evaluate the success of our efforts in assisting startup businesses by monitoring their progress through key milestones and collecting feedback from participants. Through regular data collection, analysis, and stakeholder engagement, we will continuously assess our performance, identify areas for improvement, and ensure that our programs and services effectively meet the needs of the Black and diverse business community.

### **Project Budget**

**Detailed Budget:** See Exhibit A

**Narrative:** See Exhibit A

**Sustainability:**

Applicant will continue to work with community partners to seek local, state, and federal funding and resources to continue supporting Black and diverse small businesses. Applicant has connected with regional business support resources and considers this funding as a catalyst to its development of targeted resources to enhance such other resources in the region to support Black and diverse owned businesses more effectively. Applicant will leverage such resources, seek additional funding, and enhance regional assistance for the targeted businesses that will improve the resources needed to attract and retain sustainable Black and diverse owned businesses in La Crosse, WI.

**Supporting Documents:** See Exhibit A

**Letters of Support** (see attached)

## EXHIBIT A

### Project Overview and Budget

#### *"Diversity Enterprise Empowerment Program (DEEP)*

Support at least 25 businesses from Summer 2024 to June 30, 2026 (with most work to occur in an approximate 18-month period starting in the summer of 2024) as described below.

□ **Scholarship/Grants to Develop Business/Financial Plans.** \$5,000

Run/participate in 2 to 3 cohorts of Entrepreneurial Training Program (ETP) with UWL Small Business Development Center (SBDC). Target number of scholarships: 20. Scholarships of \$250 each to enable program participants to access ETP program and follow on support to develop financial and/or business plans. Such funds may be used to support access to other financial and planning assistance and training. It is anticipated that most of the funds will be used in connection with ETP to access additional grant support for program participants.

*Goals to be met:*

- Bring established curriculum and training to underserved businesses/communities to strengthen businesses and encourage the startup of new businesses in La Crosse.
- Leverage funding to enable program participants to access business training grants available for businesses interested in completing ETP training program.
- Collaborate with UWL SBDC to enhance programming and technical support resources in La Crosse to serve minority and other underserved populations.
- Enable BLACK to support new and existing black owned businesses and others owned by underserved populations by encouraging training participation that can lead to access capital and regional resources to strengthen business startup and growth.

Note: These funds will support these program participants to access the ETP cohort training program offered by the UWL SBDC by reimbursing the \$250 participant fee for ETP paid by the program participants. UWL SBDC will co-facilitate the training with BLACK. Any funds not used to reimburse program participants for participant fees will be used to help businesses access other financial/business training or be added to and used for Business Grants as described below.

□ **Business Grants.**

\$35,000

Provide \$1,000-\$2,500 grants/reimbursement of costs for up to 25 targeted businesses completing ETP and/or other business/financial planning or management training. Targeted businesses are those meeting the criteria specified in the RFP as affected by the pandemic, engaged in startup activities, or eligible based on location or business situation. Such funds are to be used by program participants to cover business needs, costs to start, grow, or more effectively manage the business and/or improvements to support startup and growth-related activities.

*Goal to be met:* Many businesses lack capital to cover initial start-up costs such as insurance, license fees, inventory, etc. New and existing businesses would benefit from access to tools and technology to improve operations and efficiencies. These grants will help businesses cover such costs to put them in a better position to start and grow. These grants also may be leveraged to access other capital to support business start-up and growth.

□ **Staff and/or Student Intern Support.**

\$40,000

Grant and Program Management, Outreach, Facilitation and Business Assistance.

- Shaundel Spivey, BLACK Executive Director – 10-20% program support - program management (estimate) - \$19,200 – this effort will include outreach, overall program coordination, grant management and administration;
- Other staff (estimated 400 hours at \$25-\$30/hour cost with \$28 average per hour cost) - \$11,200 – this effort will include direct program coordination and logistics, assist with grant management and administration, support administrative related activities and outreach; and/or
- Student Intern(s) – 600 hours at \$16 average per hour cost (\$9,600) – this effort provides one or more internship opportunities for college aged student(s) to gain real life skills related to business development, marketing, financial management, business operations, and program delivery support. In collaboration with the UWL SBDC, the student(s) will be able to access additional support and, if desired, internship experience and/or credits. Student(s) and the



businesses being supported may access UWL SBDC consultants and resources to support BLACK’s businesses and program outreach. Student activities may include: assisting businesses with ETP, developing financial and business plans, developing and implementing marketing strategies, and facilitating start-up activities and ongoing business management. Estimated hours during the period: 600 hours.

Note: Staff/student estimates may vary based on program activities and needs. As such, it is expected the amounts actually paid to staff/students may vary from the estimates. It is expected that the total (\$40,000) represents the maximum expected to be spent from this funding for staff/student support.

- **Program Outreach and Support** \$6,000
  - Equipment/supplies (\$3,500)
  - Event support (\$1,500)
  - Program materials, etc. (\$1,000)

- **Instruction and Program Participant Support** \$8,000

Provide consulting and technical assistance related to startup, financial, and business management.

  - Up to 200 hours for contracted business specialists (primarily related to financial, HR, marketing, business management and operations, technical assistance, etc.). Estimate hourly rate between \$30-\$50 with an average of \$40/hour.

Note: UWL SBDC and other regional instructional/technical assistance providers (such as SCORE and WWBIC) will assist Applicant by providing access to their existing programs and resources and will assist BLACK to mentor program participants. BLACK anticipates contracting with business specialists to provide additional 1x1 instructional, technical assistance, and program support for individual businesses on specific matters to access specialized knowledge and expertise. These funds will be used to pay for such support.

- **Program Compliance Support** \$6,000

BLACK will retain accounting and other support services to satisfy federal and ARPA related compliance requirements. UWL SBDC also is

willing to share its knowledge, awareness of resources, and/or experience in grant management and administration to support BLACK and its program initiatives.

**TOTAL PROPOSAL FUNDING REQUEST: \$100,000\***

\*This proposal is intended to build and enhance technical resources for underserved communities and businesses in La Crosse. The proposal seeks to provide substantive support to better position businesses at the time of start-up and to help existing businesses address weaknesses caused by the pandemic and its aftermath. This project is targeted to support at least 25 La Crosse businesses (start-ups and existing) who were adversely affected by the pandemic and its aftermath and/or are starting a new business, with efforts to reach Black and diverse businesses needing more targeted assistance to succeed. The program activities will support such businesses with financial/business planning, marketing, direct financial support to defray costs that impede a business from starting or accessing technology or other resources to improve efficiencies to grow, and technical assistance to be better positioned for success. Should the projected activities not fully use the estimated funds for each item as specified above, BLACK proposes that unused funds for any item may be used to provide further direct support for eligible businesses (*i.e.*, start-up and existing) to access other training, technical assistance, and business grants to assist with startup and growth-related costs.

Note: Applicant, BLACK, will work with collaborating organizations to leverage resources available to businesses seeking business planning support, such as grants or other funding. BLACK will provide facilitation support for the cohorts. The UWL SBDC, one such collaborator, is willing to support the development of additional capabilities of BLACK to expand and build enhanced resources to enable BLACK to be positioned to support the needs of the eligible businesses that participate. This funding and the DEEP efforts will help better position participants to be able to access funding and other support. This will complement and leverage the training and support provided with this funding.

# Budget

<b>Scholarship/Grants</b>		5,000
\$250 X 20		
<b>Business Grants</b>		35,000
\$1,000-\$2,500 per grant		
Grant provided to up to 25 businesses		
<b>Staff and/or Student Intern Support</b>		40,000
Executive Director	19,200 (Estimate)	
10-20% effort		
Other Staff	11,200 (Estimate)	
400 hours at \$28/ahr		
Students	9,600 (Estimate)	
600 hours \$16/ahr		
<b>Program Outreach and Support</b>		6,000
Equipment/Supplies	3,500	
Event Support	1,500	
Program Materials	1,000	
<b>Instruction and Program Participant Support</b>		8,000
200 hours contracted at \$40/ahr		
<b>Program Compliance Support</b>		6,000
Accounting professional services		
	<b>Grand Total</b>	<b>100,000</b>



Wisconsin Small Business Development Center Network  
Local office | UW-La Crosse  
1101 Wittich Hall  
1725 State St., La Crosse, WI 54601  
608-785-8782  
[wisconsinsbdc.org/lacrosse](http://wisconsinsbdc.org/lacrosse)



April 4, 2024

Grant Selection Committee  
City of La Crosse, WI

Selection Committee: Re: ARPA RFP for Small Business Support Organizations

On behalf of the Wisconsin Small Business Development Center at UW-La Crosse (UWL SBDC), we provide this letter in support of the proposal submitted by Black Leaders Acquiring Collective Knowledge ("BLACK") for the City's Request for Proposal (RFP) for Small Business Support Organizations to provide support to businesses in La Crosse. This funding will assist BLACK in assisting diverse-owned businesses in La Crosse access resources to start, grow, and manage businesses.

BLACK's proposal supports a new initiative known as the Diversity Enterprise Empowerment Program (DEEP). This program focuses on improving La Crosse Black and diverse business access to essential resources for sustainability, expansion, and start-up activities. This initiative will increase support for such businesses and help build a more positive business environment.

DEEP will provide training, financial support, and assistance primarily to underserved businesses. The program will assist those affected by the pandemic and/or interested in starting or growing businesses in La Crosse. The proposal will leverage access to training and consulting support in La Crosse, with an emphasis on people and businesses that lack equitable access to financial and other resources. By providing substantive support for such persons/businesses, this effort will lead to a stronger and more equitable small business community in La Crosse.

The UWL SBDC supports regional entrepreneurs in launching, growing, managing, and transitioning businesses. We often are involved in providing business training programs and one-on-one consulting for participating businesses. In 2023 (with SBA related core funding only), the UWL SBDC served 516 clients, supported 1,096 jobs, assisted in starting 24 businesses, and facilitated more than \$7.58 million in small business financial support. The UWL SBDC is supported by the Universities of Wisconsin and is funded in part through a cooperative agreement with the U.S. Small Business Administration. The UWL SBDC primarily serves seven counties in western Wisconsin, including La Crosse.

Our organization supports efforts like DEEP to effectively reach and meet the needs of the regions we serve. The UWL SBDC supports BLACK's initiative and will assist it by collaborating to provide greater access to training, providing access to existing programs and support, supporting BLACK's staff and students connect to and build resources that will enable BLACK to successfully perform and meet the goals of DEEP.

BLACK's proposal provides a collaborative partnership with the UWL SBDC and others, which will enable the funding to be leveraged and participating businesses to become more sustainable and better positioned to access capital and other resources to be successful.

We consider BLACK's proposal to be an important step to the development of resources to fill unmet needs. It will help businesses be better positioned to thrive in La Crosse. We look forward to working with BLACK and are prepared to offer training, consulting, and other support to assist this effort to enhance business and economic development in La Crosse.

Sincerely,



Anne Hlavacka

Director

Wisconsin Small Business Development Center at UW-La Crosse



April 3, 2024

City of La Crosse  
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La Crosse, WI 54601

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RE: Black Leaders Acquiring Collective Knowledge Inc.  
Letter of Support for the ARPA RFP for Small Business Support Organization

The Wisconsin Women's Business Initiative Corporation (WWBIC) is writing in support of the Black Leaders Acquiring Collective Knowledge, Inc. for their proposal to the City of La Crosse SSARP Funding.

WWBIC is a leading, statewide, innovative economic development corporation that is "Putting Dreams to Work" by assisting microenterprise and small businesses. WWBIC is AERIS rated and is Wisconsin's first Community Development Financial Institution (CDFI) with a primary focus on women, people of color, lower-wealth individuals, and veterans. WWBIC opens the doors of opportunity by providing direct lending and access to fair and responsible capital, quality business training, one-on-one technical assistance, and personal financial wellness coaching.

WWBIC is aware of great work being done by the Black Leaders Acquiring Collective Knowledge, Inc. and would like to extend our services and expertise in support of the deployment of the program to the communities we serve. We believe the program would bring real opportunity and transformation to clients and communities served.

We are in favor of the plan in the proposal, and we express a willingness to serve as a potential partner in the economic development aspect of this strategy.

Sincerely,

Wendy K. Baumann  
President/Chief Visionary Officer



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Text File

File Number: 24-0577

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**Agenda Date:** 4/24/2024

**Version:** 1

**Status:** Agenda Ready

**In Control:** Economic and Community Development Commission

**File Type:** General Item





## Executive Summary

### AP-05 Executive Summary - 24 CFR 91.200(c), 91.220(b)

#### 1. Introduction

The City of La Crosse (the City) anticipates expending nearly \$1.25 million in HUD Community Development Block Grant and HOME Investment Partnership (CDBG/HOME) resources this year to address housing and community needs in La Crosse. These investments are estimated to leverage over \$8 million in other sources of funding, resulting that every \$1 spent in CDBG will leverage \$6.78. The City of La Crosse has taken a comprehensive approach to addressing the challenges surrounding housing availability. In this upcoming year, we will be entering a plan with La Crosse County to align resources and focus efforts to reduce homelessness in our community. The City plans to utilize the CDBG and HOME-ARP funding to provide a greater variety of housing stock. This strategic partnership with the County of La Crosse will ensure priorities and resources are aligned and leveraged. Key components of this plan include

In year five of the City's Consolidated Plans, the City of La Crosse will continue to prioritize and fund:

1. Neighborhood revitalization through acquisition and demolition of blighted structures, improving housing structures, and in-fill ownership housing.
2. Creation of Affordable housing through the development of mixed income, mixed use rental housing focused on meeting the needs of low-income families, ending homelessness, and housing for persons with disabilities.
3. Support businesses that create economic opportunity for LMI persons and in LMI neighborhoods.

#### 2. Summarize the objectives and outcomes identified in the Plan

This could be a restatement of items or a table listed elsewhere in the plan or a reference to another location. It may also contain any essential items from the housing and homeless needs assessment, the housing market analysis or the strategic plan.

These key objectives have been set and aligned with “Pathways HOME, the 5-Year Plan To End Homelessness” in collaboration with La Crosse County.

In addition to this valuable tool, The City of La Crosse is completing a Housing Study and creating an updated Consolidated Plan to identify gaps in current housing stock. This will assist with understanding of where to focus our efforts and funding to maximize impact. With the recency of our City/County Plan and these upcoming strategic planning sessions, we anticipate these goals to be adaptable to needs we hear from the community.

### **3. Evaluation of past performance**

This is an evaluation of past performance that helped lead the grantee to choose its goals or projects.

The City of La Crosse community partnerships are key for completing successful outcomes. Western Technical College and Central High School provide great programs for workforce skill development and support affordable housing. Due to this unique relationship, 4 replacement homes have been built. In the next year we anticipate to sell these four properties. The housing rehab program operations in conjunction with a Lead Safe Homes program from the Wisconsin Department of Health Services. These funds act as a grant to eligible property owners and allow us to maximize impact of the rehab program. The rehab program has supported [redacted] homeowners in the last year. Recognizing the need for multi family and multi-unit housing, the City has entered development agreements on two major projects adding 172 total affordable units

There have been some challenges in the previous year. Contractor availability and reliability can directly impact project timelines. The team has remained adaptable, and solutions focused. For example, leveraging our relationship with Western Technical College. Western has expanded their program and are now able to complete landscaping design and installation on the homes. This is just one example of ways we explore to address the challenges with contractors availability.

The housing rehab program is continuing to operate within the city in conjunction with a Lead Safe Homes program from the Wisconsin Department of Health Services. The City has been utilizing the lead program as much as possible because these funds are structured as a grant to eligible property owners. Contractor capacity continues to be a challenge which has reduced the number of projects the city could complete. The city closed on two large Multi family units that will add 184 units. We have been working on these two projects for a number of years and we are very excited to see the outcome.

### **4. Summary of Citizen Participation Process and consultation process**

Summary from citizen participation section of plan.



**Public Services Partners**

**5. Summary of public comments**

This could be a brief narrative summary or reference an attached document from the Citizen Participation section of the Con Plan.

See attached.

**6. Summary of comments or views not accepted and the reasons for not accepting them**

All comments were accepted.

## 7. Summary

The City of La Crosse continues to maintain focus on achieving the goals outlined in its Consolidated Plan. See charts above.

## PR-05 Lead & Responsible Agencies – 91.200(b)

### 1. Agency/entity responsible for preparing/administering the Consolidated Plan

Describe the agency/entity responsible for preparing the Consolidated Plan and those responsible for administration of each grant program and funding source.

Agency Role	Name	Department/Agency
CDBG Administrator	LA CROSSE	Planning and Development Department
HOME Administrator	LA CROSSE	Planning and Development Department

Table 1 – Responsible Agencies

### Narrative (optional)

The City of La Crosse was the lead agency that prepared this Action Plan.

### Consolidated Plan Public Contact Information

For questions or comments about the Annual Action Plan, please contact Mara Keys, Community Development Manager, [keyesm@cityoflacrosse.org](mailto:keyesm@cityoflacrosse.org) or 608-789-7362.

## **AP-10 Consultation – 91.100, 91.200(b), 91.215(l)**

### **1. Introduction**

The City of held a public hearing on April 24, 2024. Feedback is received as well through written in addition to this hearing. **Provide a concise summary of the jurisdiction’s activities to enhance coordination between public and assisted housing providers and private and governmental health, mental health and service agencies (91.215(l))**

The City serves as a member of the La Crosse Collaborative to End Homelessness which seeks to coordinate these efforts. The increases collaboration across all agencies is an important focus. Key representatives have been actively involved in the 5-Year Plan to End Homelessness. We anticipate these efforts will strengthen the relationship.

**Describe coordination with the Continuum of Care and efforts to address the needs of homeless persons (particularly chronically homeless individuals and families, families with children, veterans, and unaccompanied youth) and persons at risk of homelessness.**

The City coordinates with the Continuum of Care through its participation in the Coulee Collaborative to End Homelessness.

**Describe consultation with the Continuum(s) of Care that serves the jurisdiction's area in determining how to allocate ESG funds, develop performance standards for and evaluate outcomes of projects and activities assisted by ESG funds, and develop funding, policies and procedures for the operation and administration of HMIS**

N/A, the City does not receive ESG funds.

**2. Describe Agencies, groups, organizations and others who participated in the process and describe the jurisdiction’s consultations with housing, social service agencies and other entities**

**Table 2 – Agencies, groups, organizations who participated**

1	<b>Agency/Group/Organization</b>	COULEECAP INC
	<b>Agency/Group/Organization Type</b>	Housing Services-homeless Services-Employment
	<b>What section of the Plan was addressed by Consultation?</b>	Housing Need Assessment Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Strategy
	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Agency applied for public service funding to specifically address permanent supportive housing in our community. There is a need for additional permanent supportive housing to ensure wrap around services meet needs to keep households housed.
2	<b>Agency/Group/Organization</b>	NEW HORIZONS
	<b>Agency/Group/Organization Type</b>	Services-Victims of Domestic Violence Services-homeless Services - Victims
	<b>What section of the Plan was addressed by Consultation?</b>	Homeless Needs - Chronically homeless Homeless Needs - Families with children
	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	New Horizons is the homeless shelter provider in the community that specifically targets domestic violence survivors. There is a great need for these services in our community.

3	<b>Agency/Group/Organization</b>	FAMILY AND CHILDREN'S CENTER
	<b>Agency/Group/Organization Type</b>	Housing Services - Housing Services-homeless
	<b>What section of the Plan was addressed by Consultation?</b>	Homeless Needs - Chronically homeless Homeless Needs - Families with children Homelessness Needs - Veterans Homelessness Needs - Unaccompanied youth Homelessness Strategy
	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Agency applied for public service funds to focus on healing and recovery of abused victims and their families. They primarily focus on children that have been involved in sexual abuse, physical abuse, severe neglect, drug endangerment, and witnesses to violent crime.
4	<b>Agency/Group/Organization</b>	La Crosse County
	<b>Agency/Group/Organization Type</b>	Other government - County
	<b>What section of the Plan was addressed by Consultation?</b>	Anti-poverty Strategy
	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	The City of La Crosse staff met with the La Crosse Area Family Collaborative to discuss homeless prevention, public housing, and how to help low-income families in La Crosse.
5	<b>Agency/Group/Organization</b>	La Crosse Public Housing Authority
	<b>Agency/Group/Organization Type</b>	PHA
	<b>What section of the Plan was addressed by Consultation?</b>	Public Housing Needs



	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Staff met with the Executive Director of La Crosse Public Housing Authority.
6	<b>Agency/Group/Organization</b>	Cia Siab, Inc
	<b>Agency/Group/Organization Type</b>	Housing Services - Housing Service-Fair Housing
	<b>What section of the Plan was addressed by Consultation?</b>	Housing Need Assessment
	<b>Briefly describe how the Agency/Group/Organization was consulted. What are the anticipated outcomes of the consultation or areas for improved coordination?</b>	Agency applied for public service funding to assist primarily the Hmong population in our community to teach them do to simple housing repairs and connect them to further resources for larger home repairs. They will also assist tenants/landlord communication barriers to ensure households are living in safe housing.

**Identify any Agency Types not consulted and provide rationale for not consulting**

**Other local/regional/state/federal planning efforts considered when preparing the Plan**

<b>Name of Plan</b>	<b>Lead Organization</b>	<b>How do the goals of your Strategic Plan overlap with the goals of each plan?</b>
Continuum of Care	Couleecap	Our goals coincide with addressing homelessness and creating more affordable housing.

**Table 3 – Other local / regional / federal planning efforts**

## **Narrative (optional)**

During the process of creating the 5-Year Plan to End Homelessness in the City of La Crosse worked in close collaboration with these key partners. There were multi day sessions to address prevention, crisis management and outflow. The HUD funding and goals are focused on the outflow phase of this implementation. Knowing there is alignment across agencies and municipalities in all of these key areas ensures maximized impact.

**AP-12 Participation – 91.105, 91.200(c)**

**1. Summary of citizen participation process/Efforts made to broaden citizen participation  
Summarize citizen participation process and how it impacted goal-setting**

The City of La Crosse used an intensive Citizen Participation process to identify its goals for its 2019-2024 Consolidated Plan. Citizens overwhelmingly wanted to see the city to continue its efforts to stabilize neighborhoods through investment in housing- especially affordable housing. The public participation process also had active participation from homeless advocates and social workers. They both noted the need for affordable rental housing and code enforcement. These have been the continued focus of our Action Plan.

This is the final year of our Consolidated Plan. We anticipate there to be similar themes but look forward to getting updated feedback from the community and partners in our next Action Plan.

A public hearing was held on proposed plan April 26<sup>th</sup> at the Economic and Community Development Commission.

**Citizen Participation Outreach**

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (If applicable)
0	Internet Outreach	Non-targeted/broad community	The city utilized it's Facebook account to reach citizens.			
1	Newspaper Ad	Residents of Public and Assisted Housing	La Crosse Tribune			

Sort Order	Mode of Outreach	Target of Outreach	Summary of response/attendance	Summary of comments received	Summary of comments not accepted and reasons	URL (if applicable)
2	Public Hearing	Non-targeted/broad community	On February 22, 2023 a public hearing will be held at 3p.m during the Economic and Community Development Commission meeting.			

**Table 4 – Citizen Participation Outreach**

## Expected Resources

### AP-15 Expected Resources – 91.220(c)(1,2)

#### Introduction

The City anticipates a balance in Business Assistance carry over funds.

#### Anticipated Resources

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
CDBG	public - federal	Acquisition Admin and Planning Economic Development Housing Public Improvements Public Services	875,839	475,000	541,000	1,891,839	1,730,000	The City of La Crosse shall set aside 20% of its receipted program income funds for Administration and Planning and then receipt the balance of funds to the respective revolving loans.

Program	Source of Funds	Uses of Funds	Expected Amount Available Year 1				Expected Amount Available Remainder of ConPlan \$	Narrative Description
			Annual Allocation: \$	Program Income: \$	Prior Year Resources: \$	Total: \$		
HOME	public - federal	Acquisition Homebuyer assistance Homeowner rehab Multifamily rental new construction Multifamily rental rehab New construction for ownership TBRA	339,415	350,000	50,950	740,365	0	The City of La Crosse will expend the Program Income as it is received on its Replacement Housing Program.

Table 5 - Expected Resources – Priority Table

**Explain how federal funds will leverage those additional resources (private, state and local funds), including a description of how matching requirements will be satisfied**

The City of La Crosse has leveraged resources to maximize impact in the community. The Affordable Housing RLF has funded 120 affordable housing units in the City of La Crosse. This is an overall project of \$21.5 million. This includes \$4.75 million in TIF Funds, \$1.1 million of ARPA. A significant match for HOME funds is thanks to our strong partnership with Western Technical College. This

The HOME match exceeded the necessary \$90,000 of donated labor hours.

leveraging CDBG/HOME funds with approximately \$8.3 million on local funds, private donors, Continuum of Care Funding, city funding, loans and state resources. The City will continue its history of matching nearly \$6.76 for every \$1 of CDBG investment. One advantage for the City of La Crosse looking at the next five years is the energy and commitment to affordable housing and neighborhood revitalization from all public agencies (county, city, council and boards), the private sector, and non-profit organizations. The City has committed \$1.7 million in TIF funds towards neighborhoods and just over \$1 million in American Rescue Plan Act funds. In addition, the City of La Crosse has also received a grant from the State of Wisconsin for Lead Abatement. HOME Match requirements will be satisfied through donated time and labor from our technical college partner who builds homes. In 2021, HOME match exceeded \$90,000 of donated labor hours. Additionally, the City's strategy of leverage CDBG/HOME funds with housing tax credits has been very successful.

**If appropriate, describe publically owned land or property located within the jurisdiction that may be used to address the needs identified in the plan**

The City of La Crosse continues to identify opportunity to develop under-utilized land for both single family homes and multi-unit affordable housing options.

**Discussion**



## Annual Goals and Objectives

### AP-20 Annual Goals and Objectives

#### Goals Summary Information

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
1	Repair aging housing infrastructure	2020	2024	Affordable Housing	City-Wide Area Northside Neighborhood Revitalization Strategy Area Southside Neighborhood Revitalization Strategy Area	Improve housing quality	CDBG: \$267,850	Homeowner Housing Rehabilitated: 8 Household Housing Unit
2	Replace or rehab dilapidated housing structures	2020	2025	Affordable Housing	City-Wide Area Northside Neighborhood Revitalization Strategy Area Southside Neighborhood Revitalization Strategy Area	Improve housing quality	CDBG: \$163,068 HOME: \$671,424	Homeowner Housing Added: 4 Household Housing Unit
3	Increase affordable housing	2020	2025	Affordable Housing Homeless	City-Wide Area Northside Neighborhood Revitalization Strategy Area Southside Neighborhood Revitalization Strategy Area	Affordable Rental Housing (In-fill or rehab)	CDBG: \$849,679	Rental units constructed: 182 Household Housing Unit

Sort Order	Goal Name	Start Year	End Year	Category	Geographic Area	Needs Addressed	Funding	Goal Outcome Indicator
4	Increase economic opportunities	2020	2025	Non-Housing Community Development	City-Wide Area	Economic Development: Food Access and Child Care	CDBG: \$166,075	Businesses assisted: 62 Businesses Assisted
5	Prevent and end homelessness	2020	2025	Homeless	City-Wide Area	Poverty Alleviation	CDBG: \$25,000	Homeless Person Overnight Shelter: 75 Persons Assisted
6	Alleviate poverty and increase self-reliance.	2020	2025	Non-Housing Community Development	City-Wide Area	Poverty Alleviation	CDBG: \$150,000	Public service activities for Low/Moderate Income Housing Benefit: 701 Households Assisted
7	Administer CDBG/HOME Program	2015	2020	Administration	City-Wide Area	Housing and Neighborhood Plans	CDBG: \$270,167 HOME: \$68,941	Other: 1 Other

Table 6 – Goals Summary

## Goal Descriptions

1	<b>Goal Name</b>	Repair aging housing infrastructure
	<b>Goal Description</b>	These funds will be used to fund the City's Housing Rehabilitation Loan Program. In addition, the City will leverage these funds to bring up to 8 units of housing in lead-safe home compliance. It is expected that about 30% of the Housing Rehabilitation Loans will be for homes in a NRSA.
2	<b>Goal Name</b>	Replace or rehab dilapidated housing structures
	<b>Goal Description</b>	Increase the number of quality and affordable owner-occupied homes in target neighborhoods. This will be accomplished through single-family owner-occupied development by Couleecap and the City of La Crosse.

3	<b>Goal Name</b>	Increase affordable housing
	<b>Goal Description</b>	Build mixed-income, affordable, multi-family housing, with set-aside units for homeless individuals
4	<b>Goal Name</b>	Increase economic opportunities
	<b>Goal Description</b>	In addition to the CDBG Entitlement indicated below, the City will also undertake activities related to supporting Women and Minority-Owned Business previously described in its 2020 Action Plan. The activities will principally benefit low-and-moderate income families.
5	<b>Goal Name</b>	Prevent and end homelessness
	<b>Goal Description</b>	
6	<b>Goal Name</b>	Alleviate poverty and increase self-reliance.
	<b>Goal Description</b>	
7	<b>Goal Name</b>	Administer CDBG/HOME Program
	<b>Goal Description</b>	

## **AP-35 Projects – 91.220(d)**

### **Introduction**

The projects listed below are aimed at achieving the City's Consolidated Plan goals

### **Projects**

<b>#</b>	<b>Project Name</b>

**Table 7 - Project Information**

### **Describe the reasons for allocation priorities and any obstacles to addressing underserved needs**

Allocation priorities were based on priorities identified in the Consolidate Plan. A lack of resources and high needs of the homeless population are obstacles to addressing underserved needs.

## AP-38 Project Summary

### Project Summary Information

Project Name	Target Area	Goals Supported	Needs Addressed	Funding	Description	Target Date	Esti and tha from acti
<TYPE=[pivot_table] REPORT_GUID=[54A4ED67473EDAEE248792836A1D83B0]>							



## **AP-50 Geographic Distribution – 91.220(f)**

### **Description of the geographic areas of the entitlement (including areas of low-income and minority concentration) where assistance will be directed**

The City of La Crosse will concentrate its effort in Census Tract 4, 9, and 2. These areas are known locally as Washburn, Powell Poage Hamilton, and Lower Northside Neighborhoods. These areas are of the greatest priority for the City. Census Tract 2 and 9 have the highest concentrations of minority populations within the city being 27.5% and 17% respectfully. Census Tract 4 has the highest poverty at 70%.

### **Geographic Distribution**

<b>Target Area</b>	<b>Percentage of Funds</b>
City-Wide Area	41
Northside Neighborhood Revitalization Strategy Area	41
Southside Neighborhood Revitalization Strategy Area	18

**Table 8 - Geographic Distribution**

### **Rationale for the priorities for allocating investments geographically**

Research demonstrates that concentrating resources in smaller areas creates the largest impact on home values and neighborhoods. Additionally, the NRSA areas represent the City's areas of greatest need and potential to impact low-moderate income households.

### **Discussion**

## Affordable Housing

### AP-55 Affordable Housing – 91.220(g)

#### Introduction

The goals are also listed under the goals section of the Consolidated Plan.

One Year Goals for the Number of Households to be Supported	
Homeless	75
Non-Homeless	700
Special-Needs	0
Total	775

Table 9 - One Year Goals for Affordable Housing by Support Requirement

One Year Goals for the Number of Households Supported Through	
Rental Assistance	182
The Production of New Units	4
Rehab of Existing Units	8
Acquisition of Existing Units	0
Total	195

Table 10 - One Year Goals for Affordable Housing by Support Type

#### Discussion

Assistance will be provided to households through the construction of new affordable housing, housing rehabilitation programs, and code enforcement.



## **AP-60 Public Housing – 91.220(h)**

### **Introduction**

The City of La Crosse continues to improve its level of collaboration with the public housing authority but does not directly fund their projects. The City continues to collaborate with the Housing Authority on advancing the analysis of impediments to fair housing, working with landlords, and addressing homelessness.

### **Actions planned during the next year to address the needs to public housing**

The City of La Crosse will continue to collaborate with the public housing authority. While the city does not directly fund any projects specifically, we will continue to work together to identify needs and options to address those needs.

### **Actions to encourage public housing residents to become more involved in management and participate in homeownership**

No action being undertaken.

### **If the PHA is designated as troubled, describe the manner in which financial assistance will be provided or other assistance**

N/A

### **Discussion**

The City of La Crosse's relationship with the City of La Crosse Housing Authority has significantly improved.

## **AP-65 Homeless and Other Special Needs Activities – 91.220(i)**

### **Introduction**

The City of La Crosse, in addition to the actions listed below, coordinates with the Continuum of Care which is led by the La Crosse Collaborative to End Homelessness and CouleeCap.

- The City of La Crosse will help New Horizons shelter provide emergency shelter to homeless women.
- The YWCA Ruth House will help women transition into a drug-free independent lifestyle by providing them transitional housing services.
- Couleecap will operate a Permanent Housing Program which will provide case management and housing for homeless persons.
- In 2021 the REACH center opened. This center includes multiple service providers in one location to better serve our homeless population.
- The City is also using ARPA funds to address critical needs for this population including ensuring additional shelter space is made available during extreme cold weather.

### **Describe the jurisdictions one-year goals and actions for reducing and ending homelessness including**

#### **Reaching out to homeless persons (especially unsheltered persons) and assessing their individual needs**

The City of La Crosse continues to partner with the non- profit agencies working to address this need. In 2021, the city hired a Homeless Service Coordinator to help improve the coordination between all groups working to address this critical need. The City has also allocated \$1.5 Million towards eliminating homelessness in our community.

#### **Addressing the emergency shelter and transitional housing needs of homeless persons**

The City works with multiple homelessness providers. The need for more affordable housing and specifically housing designed for households exiting homelessness has been identified. The City is targeting our HOME ARP funds to help construct additional units as well as supportive services to ensure those that are placed in housing have the supports necessary for success.

The City created a Housing Affordable Revolving Loan fund with a TIF closure. We have been utilizing our CDBG funds in conjunction with this program to leverage our resources to build additional affordable housing in our community.

#### **Helping homeless persons (especially chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth) make the transition to**

**permanent housing and independent living, including shortening the period of time that individuals and families experience homelessness, facilitating access for homeless individuals and families to affordable housing units, and preventing individuals and families who were recently homeless from becoming homeless again**

The City of La Crosse will support the Couleecap program to transition individuals to permanent supportive housing (75 people served).

**Helping low-income individuals and families avoid becoming homeless, especially extremely low-income individuals and families and those who are: being discharged from publicly funded institutions and systems of care (such as health care facilities, mental health facilities, foster care and other youth facilities, and corrections programs and institutions); or, receiving assistance from public or private agencies that address housing, health, social services, employment, education, or youth needs.**

The city works very closely with the county to support efforts to connect households to public benefits.

## **Discussion**

## **AP-75 Barriers to affordable housing – 91.220(j)**

### **Introduction:**

The City of La Crosse will continue its strong efforts to support affordable housing opportunities in the region, continue to de-concentrate pockets of poverty and create mixed-income neighborhoods, promote home ownership for minorities, collaborate with the Housing Authority, and continue to promote housing for all abilities.

### **Actions it planned to remove or ameliorate the negative effects of public policies that serve as barriers to affordable housing such as land use controls, tax policies affecting land, zoning ordinances, building codes, fees and charges, growth limitations, and policies affecting the return on residential investment**

- Work with landlords to participate in the Housing Choice Voucher program
- Examine ways to reinstate the rental registration and rental inspection program
- Deliver annual fair housing education
- Use CDBG funds to support the construction of affordable housing
- Review family definitions and review permitted locations of housing serving people recovering from alcohol or substance abuse
- Examine a local code amendment that would provide an alternative to a variance application for people requesting modifications related to a disability
- Conduct a housing study to identify needs
- Zoning Update – in the next year, The Planning Department plans to undergo a restructure of our zoning. This is in early phases now.
- Changes to City policies like greenspace and parking requirements have created more opportunities for development

In 2024, The City approved Accessory Dwelling Units

### **Discussion:**

## **AP-85 Other Actions – 91.220(k)**

### **Introduction:**

The City of La Crosse completed an Analysis of Impediments to Fair Housing Choice in June 2019. In alignment with this plan, the City of La Crosse will work specifically on the following impediments in PY23:

#### **Poor Rental Housing Conditions Limit Access to Quality Housing**

Program staff continue to work with landlords to identify property owners willing to accept housing vouchers within our community. Often, property owners charge \$25 over the voucher limit to prevent households for accessing units. In addition, in October 2022 the city created a Landlord Mitigation Program utilizing private funding to make up to \$5,000 available to a landlord if the rent to a person who is homeless and either damages the unit or stops paying rent. While this program is still in its infancy, we hope this will encourage landlords to make units available to people experiencing homelessness.

#### **Need for Coordinated Fair Housing Education and Enforcement**

Program staff will work with the Human Rights Commission (HRC) to plan training and/or education on overcoming racism and fair housing rights. Staff intend to dedicate CDBG administrative funding to cover costs, such as travel, for a speaker to come present within the City of La Crosse. Invitations will be extended to city and county government, schools, housing authority as well as corporate leaders in the community. Staff will further work with the HRC to assess and determine what additional training and/or education actions should follow.

### **Actions planned to address obstacles to meeting underserved needs**

Cuts to HUD funding has meant that it's more difficult to address underserved needs. The City is addressing this issue by prioritizing its funds towards only projects that meet a high priority in its Consolidated Plan. It also evaluates applicants for funding based on whether applicants are using CDBG funds to leverage additional funds. Finally, the City has committed over \$3 million of ARPA and a revolving loan fund dedicated to meeting one of the highest underserved needs- affordable housing for renters.

Good Neighbor Agreement?

### **Actions planned to foster and maintain affordable housing**

The City funds its Housing Rehabilitation Loan program and Replacement Housing program also aimed at

fostering and maintaining affordable housing.

### **Actions planned to reduce lead-based paint hazards**

The City of La Crosse applied for and received a grant from the State of Wisconsin to reduce lead-based paint hazards in homes and completely abate lead hazards. In the City of La Crosse there are 8 households experiencing lead poisoning. The City's rehab efforts are targeted to these homes.

### **Actions planned to reduce the number of poverty-level families**

The City of La Crosse and its partners support a diverse range of programs and services funded through multiple sources to help low income families.

1. Assist families and individuals access to resources that may help them move into self-sufficiency (stable and affordable housing, neighborhood-based sources, after-school programs, job training) through a partnership with La Crosse County La Crosse Area Family Collaborative;
2. Prevent poverty through assistance to City of La Crosse's youth, building communities, and supporting affordable housing initiatives;
3. Alleviate poverty by improving family and individual economic opportunities that lead to a sustainable living wage.

### **Actions planned to develop institutional structure**

- The City of La Crosse will convene its affordable housing partners both formally and informally to enhance coordination and carry out joint projects.
- The City of La Crosse is also providing technical support to a non-profit organization, La Crosse Promise, to leverage private funds to re-develop its priority neighborhoods.
- The City of La Crosse Community Development Manager serves on the Action Team for the Pathways Home: A 5 Year Plan to End Homelessness. This allows for consistent open communication with partners and other municipalities.
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### **Actions planned to enhance coordination between public and private housing and social service agencies**

The City of La Crosse will continue to improve its efforts to bring together multiple public and private housing and social service agencies for improved collaboration, to assist with strategy and policy-making, and leverage joint resources.

### **Discussion:**

## Program Specific Requirements

### AP-90 Program Specific Requirements – 91.220(I)(1,2,4)

#### Introduction:

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

#### Community Development Block Grant Program (CDBG)

##### Reference 24 CFR 91.220(I)(1)

Projects planned with all CDBG funds expected to be available during the year are identified in the Projects Table. The following identifies program income that is available for use that is included in projects to be carried out.

1. The total amount of program income that will have been received before the start of the next program year and that has not yet been reprogrammed	\$500,000
2. The amount of proceeds from section 108 loan guarantees that will be used during the year to address the priority needs and specific objectives identified in the grantee's strategic plan.	0
3. The amount of surplus funds from urban renewal settlements	0
4. The amount of any grant funds returned to the line of credit for which the planned use has not been included in a prior statement or plan	0
5. The amount of income from float-funded activities	0
<b>Total Program Income:</b>	<b>0</b>

#### Other CDBG Requirements

1. The amount of urgent need activities	0
2. The estimated percentage of CDBG funds that will be used for activities that benefit persons of low and moderate income. Overall Benefit - A consecutive period of one, two or three years may be used to determine that a minimum overall benefit of 70% of CDBG funds is used to benefit persons of low and moderate income. Specify the years covered that include this Annual Action Plan.	65.00%

#### HOME Investment Partnership Program (HOME)

##### Reference 24 CFR 91.220(I)(2)

1. A description of other forms of investment being used beyond those identified in Section 92.205 is

as follows:

None that have not already been described previously.

2. A description of the guidelines that will be used for resale or recapture of HOME funds when used for homebuyer activities as required in 92.254, is as follows:

The La Crosse HOME Program/CHDO Loan Payment Repayment Agreement signed at closing will indicate which provision will apply to each property. The Agreement enforces the resale or recapture obligation through a lien, deed restriction, or covenant running with the land. The City's homes will use the recapture provision in the case that there is a second mortgage on the property. The CHDO homes will always use the recapture provision. In most cases, recapture will be used by the City but the resale provision will be used by the City of La Crosse in the case that there was no direct subsidy to the homebuyer.

The Declaration of Restrictive Covenants (Deed Restrictions) requires that units utilizing HOME funds meet the affordability requirements of the HOME program at 24 CFR 92.254 for homeowner housing. To ensure affordability, recapture or resale restrictions will be triggered by any transfer of title, either voluntary or involuntary, during the established HOME period of affordability. A copy of the recorded deed restrictions will be on file with the City.

1. In the event that the property is sold during the affordability period, the following recapture conditions will be met:
  - a. Under the recapture option, the period of affordability is based upon the direct HOME subsidy provided to the homebuyer that enabled the homebuyer to purchase the unit.
  - b. The CHDO and/or PJ will recapture the full amount of the HOME direct subsidy out of the net proceeds of the sale of the property. The net proceeds mean the sale price minus non-HOME loan repayment and closing costs.
  - c. If there are no net proceeds or insufficient proceeds to recapture the full amount of HOME investment due, the amount subject to recapture must be limited to what is available from net proceeds.
  - d. If the net proceeds are not sufficient to recapture the full amount of HOME investment plus enable the homeowner to recover the amount of the homeowner's down payment and any capital improvements made to the property during the period of occupancy, the homeowner's investment will be repaid in full before any HOME funds are recaptured.
  - e. If no direct subsidy is provided to the homebuyer to allow for the purchase of the unit, then



the resale provisions must be imposed.

3. A description of the guidelines for resale or recapture that ensures the affordability of units acquired with HOME funds? See 24 CFR 92.254(a)(4) are as follows:

A resale provision will be used for projects that involve HOME assistance paid to the CHDO/PJ, but with no additional assistance to the buyer, meaning no direct subsidy was provided to the homebuyer that enabled the homebuyer to purchase the unit. This is because there are no funds that are subject to recapture.

- a. The affordability period will be based on the total amount of HOME funds used to assist the property and the buyer. The homebuyer must sell to another Low-Income homebuyer who earn less than 80% of the CMI, with the new home being affordable to the new buyer. The new homebuyer may not pay more than 33 percent of gross income for Principal, Interest, Taxes and Insurance (PITI).
- b. In the event that the resale provisions will be used, the CHDO/PJ must inform the homebuyer prior to the closing of the sale of the property and incorporate the resale provisions in the written agreements with the homebuyer.

In certain circumstances, the CITY may permit a new homebuyer to assume the City/CHDO loan and affordability restrictions, i.e., the CITY will not require the full repayment of the initial HOME subsidy. The HOME subsidy would be transferred to the new buyer and the remaining affordability period will remain with the property unless additional HOME assistance is provided to the new buyer.

The homebuyer for whom a resale restriction is enforced will be allowed a fair return when selling to another income eligible buyer. The seller (i.e., the original buyer) will be allowed to retain their original investment in the property (i.e., down payment) plus the cost of any improvements made to the property.

During the period of affordability, the last recorded purchase price will generally be the minimum restricted price at the time of resale. Neither the minimum nor the maximum restricted resale price is guaranteed to the owner. If the restricted price exceeds the actual market value, the owner may have to accept the lower price. HOME-assisted units must be maintained in good condition receive the maximum restricted price.

Foreclosure and Resale – Foreclosure also triggers Resale provisions. Under a foreclosure scenario the CHDO/PJ must ensure the house is sold to another low-income buyer, as defined by HUD, at an affordable price. The CITY has a right of first refusal under a foreclosure scenario.

4. Plans for using HOME funds to refinance existing debt secured by multifamily housing that is rehabilitated with HOME funds along with a description of the refinancing guidelines required that will be used under 24 CFR 92.206(b), are as follows:

N/A

5. If applicable to a planned HOME TBRA activity, a description of the preference for persons with special needs or disabilities. (See 24 CFR 92.209(c)(2)(i) and CFR 91.220(l)(2)(vii)).
6. If applicable to a planned HOME TBRA activity, a description of how the preference for a specific category of individuals with disabilities (e.g. persons with HIV/AIDS or chronic mental illness) will narrow the gap in benefits and the preference is needed to narrow the gap in benefits and services received by such persons. (See 24 CFR 92.209(c)(2)(ii) and 91.220(l)(2)(vii)).
7. If applicable, a description of any preference or limitation for rental housing projects. (See 24 CFR 92.253(d)(3) and CFR 91.220(l)(2)(vii)). Note: Preferences cannot be administered in a manner that limits the opportunities of persons on any basis prohibited by the laws listed under 24 CFR 5.105(a).

N/A

