



Paint and Fix-Up Program Guidelines

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City-wide Paint and Fix-Up Grant Program Guidelines

Approved by the Neighborhood Revitalization Commission
on November 3, 2014

Approved by the Common Council on _____, 2014

PAINT AND FIX UP PROGRAM

City-Wide Paint and Fix-Up Grant Program Guidelines

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CHAPTER 1 – BACKGROUND

The City of La Crosse Paint and Fix-Up Program was developed to empower residents to improve the appearance and quality of their neighborhoods and to promote investment in La Crosse's housing stock. Stagnant residential values; older, lower-mid quality housing development from the 1900-1960's; and high property tax rates dating back to the 1960's, especially in contrast to surrounding municipalities, has led to disinvestment in La Crosse's housing stock. This trend, coupled with demographic and economic conditions, has led to an overall decline in both the structural and aesthetic condition of La Crosse's housing stock. The resulting decline in housing value leads to the perception of disinvestment on a neighborhood level, which leads to further disinvestment in housing. Housing represents 53% of La Crosse's tax base, making this downward spiral of lower housing quality and value significant for the overall municipal tax rate, as well as the City's ability to attract new investment.

Residential property values in La Crosse are among the lowest in the state, when compared to other Wisconsin cities with fewer than 70,000 people. This paints a bleak picture, but these low values also present a broad opportunity for improvement. The Paint and Fix-Up Program is not meant to be a cure-all for the issues with the City's tax base. Rather, this program aims to improve neighborhood perception and aesthetic appeal by funding exterior repairs and improvements. When home exteriors are improved (aesthetically and/or structurally), household and neighborhood perceptions of quality are raised, as well as expectations of tenure. As a result surrounding neighbors do not want to be perceived as having the "worst" house on the block and are more likely to improve their homes as a result. These collective improvements increase the perceived economic viability of the neighborhood and help to attract further investments (i.e. new homeowners and further improvements).

The Paint and Fix-Up Program provides a one-time grant of up to \$800 for exterior paint and stain, and materials for exterior repairs and improvements. This grant is available to both owner- and renter-occupied properties; however, renter-occupied property participants must provide 100% matching funds and be registered under the City of La Crosse's Rental Registration Program. Program participants are encouraged to go above grant caps with their improvements and to complement funds from this program with other housing grants whenever possible. This program has consistently leveraged twice the public investment through private investment and this trend is expected to continue. In 2013, the grant leveraged nearly four times the public investment. The investment on the part of the City may be recouped over time by the increased improvement activity and maintenance levels resulting in higher valuations on grant-assisted homes.

The City of La Crosse Paint and Fix-Up program was primarily administered by the City Planning Department and was first implemented in 1999 through a Wisconsin Housing and Economic Development Authority (WHEDA) grant for \$15,000. Approximately 15-20 property owners benefited. The City also received a grant from WHEDA in 2004 for \$20,000. This grant was divided equally among the Powell-Poage-Hamilton, Lower

Northside and Depot Neighbors, Washburn, and Goosetown Neighborhood Associations, with the expectation that those neighborhoods would assist in the administration and review of the applications. Approximately 25-30 property owners benefited. In 2006 WHEDA again awarded a grant of \$10,000 to La Crosse for the Paint and Fix-Up Program which was divided up between the Lower Northside and Depot Neighbors and Washburn Neighborhoods. Approximately 10-15 property owners benefited. The City has not been awarded any additional funding from WHEDA since 2006. WHEDA has not consistently approved funding for this Program every year, and has not provided a funding opportunity for some time.

Upon creation in 2012, the Neighborhood Revitalization Commission has been a strong advocate for the Paint and Fix-Up Program and decided to pursue funding to administer the program in 2013. \$50,000 was requested, and approved by the Common Council in the 2013 Capital Budget for paint and fix-up projects City-wide. The La Crosse Community Foundation funded \$16,000 for paint and fix-up projects in the Washburn Neighborhood. In addition there was approximately \$10,000 approved by the Common Council for a paint and fix-up projects within Tax Incremental District (TID) #14 for a total amount of approximately \$76,000. (Appendix 1) To date, 125 properties were awarded grants and it is estimated that the \$76,000 has leveraged approximately \$250,000-\$300,000 of project costs in 2013. It is anticipated that this amount may be higher as some applicants did not provide information on all of the projects they completed, only the ones for which they were seeking reimbursement.

In 2014 the Neighborhood Revitalization Commission reviewed and revised the Program's Guidelines and \$50,000 was approved by the Common Council in the 2014 Capital Budget. (Appendix 2) The Paint and Fix-Up Program Coordinator received 127 applications within 1 ½ weeks of opening the application process. The application process was closed at that point and funding only allowed for 62 applications to move forward. A request of \$52,000 was made to the Common Council by the Neighborhood Revitalization Commission to fund the remaining 65 applications. A grant application was also submitted to the La Crosse Community Foundation, for which they agreed to fund \$27,500 of the \$52,000 request as long as the City of La Crosse funds the remaining \$24,500.

The Neighborhood Revitalization Commission and the City Attorney have requested this document to support the public purpose of the Program and therefore, to allow the Common Council to provide for future funding of the Program.

CHAPTER 2 - PUBLIC PURPOSE/AUTHORITY

A. PUBLIC PURPOSE

The Paint and Fix-Up Program was created for the purpose of empowering residents to improve their homes and, through collective action of several improved homes on a neighborhood scale, to allow the preservation, enhancement, and promotion of the physical and aesthetic qualities of La Crosse's housing stock and neighborhoods. Economic, social, and demographic trends that began in the 1960's have resulted in a downward spiral of housing value and condition wherein both real and perceived disinvestment in housing leads to further real disinvestment in the form of deferred or neglected maintenance. The mixed condition and overall low value of La Crosse's housing stock and the perceptions that result are significant for the municipal tax base and future developments/investments. This program is not meant to address issues with the City's tax base. Rather, the program aims to improve the structural and aesthetic qualities of La Crosse's housing stock, which can raise perceived economic viability and expectations of tenure. It is not the intent of the Paint and Fix-Up Program to create, establish or designate any particular class or group of persons who may benefit or be protected by the terms of this grant program and guidelines.

The downward spiral of housing condition and increasing housing development external to La Crosse has resulted in both low-quality housing and poverty being concentrated in specific areas of the City. Powell-Poage-Hamilton, Washburn, and Lower Northside Depot neighborhoods have high concentrations of poverty and the overall lowest housing values in the City, as well as high concentrations of pre-1900 homes. These conditions led to the first three iterations of the Paint and Fix-Up Program being focused in these neighborhoods. However, in 2013, the program was opened to all within the City. The result was a broad distribution of participants that crosscut neighborhoods and housing values (Figure 1).

The distribution of Paint and Fix-Up grants in 2013 illustrates a City-wide need for a program of this nature. Improvements and repairs covered in this program are likely to be needed City-wide. La Crosse's housing stock is aging; over 30% of the housing stock was built before 1939 and there are significant concentrations of pre-1900 homes (Figures 2 and 3) in areas of both low and high assessed improvement values. Older homes are more likely to need exterior repair and improvements, and the recent economic and housing downturn may have hindered homeowners in making many of these repairs and improvements. These issues are more evident in areas with lower residential values and with higher numbers of rental poorer quality rental properties. According to a report on housing trends in 2010 (*Challenging Trends Facing Housing in La Crosse*, Karl Green), 64% of La Crosse's housing stock has a total assessed improvement value below \$100,000. Average assessed improvement values in 2013 show that this trend continues (Figure 1).

The Paint and Fix-Up Program provides a one-time \$800 grant for exterior paint and stain, and materials for exterior repairs and improvements. As shown above, the overall

condition and age of La Crosse's housing stock combined with recent economic conditions means that there is a large amount of deferred or neglected exterior maintenance. This grant is meant to jumpstart these activities and empowers residents to use the grant money as part of a larger project. On a neighborhood level, this activity by individual households raises the perceived costs of not maintaining a home for others and helps to create more improvement activity. While this program does not significantly address overall tax base issues, the improvement in neighborhoods builds to a collective effect for the entire city and helps to raise perception of economic viability and increases the potential for further investment.

B. LEGAL AUTHORITY FOR PAINT AND FIX-UP GRANTS

Paint and Fix-Up Grants are authorized under the broad grant of authority in the Wisconsin statutes regarding home rule as found in Sec. 62.11 (5), Stats.

C. PROGRAM OBJECTIVES

1. To provide property owners in the City of La Crosse resources to make repairs and improvements to their homes.
2. To bring residents together to improve the appearance and quality of their neighborhoods.
3. To help leverage larger home improvement projects and investment in the neighborhoods that may not otherwise have been completed.
4. To assist in the overall initiative to revitalize La Crosse's neighborhoods.
5. To create a positive influence on surrounding properties and encourage further investment by neighboring homeowners.

D. FUNDING SOURCE FOR GRANTS/PROJECT CONTINUATION

The Paint and Fix-Up Program has been funded by the following sources:

1. Wisconsin Housing and Economic Development Authority (WHEDA): This funding source has provided La Crosse with approximately \$45,000 over three separate years. WHEDA requires that the funds are used in the more distressed areas of the city. WHEDA only sporadically makes funding for Paint and Fix-Up programs available to communities and is, therefore, not a reliable source of funding for yearly administration of the program. The Paint and Fix-Up Program Coordinator will continue to monitor WHEDA's grant opportunities yearly to apply for funding as available.
2. La Crosse Community Foundation. This funding source supports efforts and programs including the Paint and Fix-Up Program. In 2013 they awarded a

grant to the City for \$16,000 for Paint and Fix-Up projects in the Washburn Neighborhood only. In 2014 the La Crosse Community Foundation awarded the City \$27,500 to help fund 62 applications with the condition that the Common Council approve funding the remaining \$24,500 needed. The La Crosse Community Foundation is a local non-profit that acts a resource for community programs that enrich the quality of life in the La Crosse area. While they are a supporter of the program and an application for funding can be submitted each year, there is no guarantee that funding will be awarded. Therefore it is not a reliable source of funding for yearly administration of the program. A matching of funds from the City and a directive of where in the City funds can be used may be factors in utilizing this source of funding.

3. Tax Incremental Districts. This source of funding was utilized for TID #14 (Gundersen) as this program was listed in the Project Plan as a public improvement. Funding was approved by the Common Council in the 2008 and 2009 Capital Improvement Budget and was administered in 2013. The Paint and Fix-Up Program is also listed as a public improvement for the newly created TID #15 (Chart) and TID #16 (Trane Plant 6) Districts allowing projects to be funded within those districts as well as within ½ mile of the boundaries.
4. Capital Improvement Budget. The Capital Budget was used as a source of funding for 2013 and 2014 and was made available city-wide.

Future Expenditures: The continuation of the program on a yearly basis will be dependent on the City's annual allocation of funds via the Capital Improvement Budget process. This source of funding is the most reliable in order to administer the program year to year and to collect data to quantify the value of the program. It is anticipated the program is a multi-year grant program, as the issue of neighborhood revitalization will take significant effort to noticeably realize. In addition to the Capital Improvement Budget the City will actively pursue other sources of funding to help fund the program each year.

E. USE OF UNUSED GRANT FUNDS

Any grant awards that were not used in full or in part by the applicant are considered program income for the Paint and Fix-Up Program. These funds will be reprogramed to another grant application with eligible projects under these guidelines.

F. AUTHORITY TO ADMINISTER PAYMENT AGREEMENTS

The Planning and Development Department and the Neighborhood Revitalization Commission are authorized, by the Common Council of the City of La Crosse to administer both capital and grant funds in connection with the Paint and Fix-Up Program. Administration includes, but is not limited to, promoting and advertising the program, accepting and reviewing completed applications, interpreting program

guidelines, approving or disapproving applicants and grants, reviewing reimbursement requests, and obligating the City in accordance with the objectives and provisions of the Program's guidelines.

G. PUBLIC PURPOSE MEASUREMENTS

Since each project is individually administered by the Planning and Development Department the City is able to track if Paint and Fix-Up grants are used to leverage larger projects. Each project is individually tracked at the start by listing on the application form the proposed projects and their total cost. Part of the program's effectiveness will be measured against the program objectives in section C.

H. PROGRAM DATA COLLECTION - EFFICACY OF THE PROGRAM

The City will track the following data:

- 1) Total number of completed projects.
- 2) Total amount of investment by the homeowners each year as a means to determine whether the program helps leverage larger investments in the neighborhoods.
- 3) Type of Projects
- 4) Current and future Assessment values of property. (If applicable)
- 5) Current and future Assessment values of neighboring properties. (If applicable)

This data will help determine the direct impact the program has on La Cross's housing stock and neighborhoods.

CHAPTER 3 - ELIGIBILITY REQUIREMENTS

A. ELIGIBLE PROPERTIES

This program is available to any Owner-Occupied or Rental Properties within the corporate limits of the City of La Crosse as long as all other program requirements are met. This includes:

1. All owner-occupied dwelling units. This includes owner-occupied rental properties provided that they are registered under the City of La Crosse's Rental Registration Program.
2. All non-owner-occupied residential rental properties provided that they are registered under the City of La Crosse's Rental Registration Program.
3. Mobile Homes
4. Commercial Properties with upper floor residential units provided that the funding is only used for the residential portion of the building and they are registered under the City of La Crosse's Rental Registration Program.

B. INELIGIBLE PROPERTIES

A property which has any one or more of the following conditions is ineligible:

1. A property with rental units that is not registered under the City of La Crosse's Rental Registration Program.
2. A property that has not completed a previous year's Paint and Fix-Up Program grant project.
3. Pursuant to Section 2-292 of the Code of Ordinances of the City of La Crosse any property where the owner of that property owes the City of La Crosse any money or debt, including, but not limited to, personal property taxes and real estate taxes which are delinquent one or more years.
6. A property which is in the Floodway on the Federal Emergency Management Agency Flood Insurance Rate Map.
7. A property which is not located within the corporate limits of the City of La Crosse.
8. A property that has an open or issued Order to Correct with the City Building and Inspections Department. Applications that are submitted for projects that will close any Order to Correct may be considered on a case by case basis.

C. GRANT GUIDELINES

1. Applicants must submit a completed application packet, including “before” photos, prior to any work being completed in order to be considered for a Paint and Fix-Up Program grant.
2. The Paint and Fix-Up Grant Program is a reimbursement grant. The applicant is required to pay for all expenses related to their approved project and then submit for reimbursement from the City.
3. Owner-Occupied Properties may receive a grant, not to exceed \$800, for exterior paint, stain and materials for exterior repairs and improvements.
4. Non-Owner-Occupied (rental) properties may receive a grant, not to exceed \$800, for exterior paint, stain and materials for exterior repairs and improvements but must provide 100% matching funds.
- 3 For any painting or staining projects applicants are required to scrape and prime all surfaces prior to painting or staining. Photo documentation of the finished prep work is required.
- 4 Any non-painting, exterior projects must involve the replacement or repair of existing features, materials, or fixtures.
- 5 Homeowner must agree to obtain all necessary permits (e.g. building, plumbing, electrical, roofing, permits, etc.).

CHAPTER 4 - ELIGIBLE GRANT EXPENDITURES

A. REIMBURSABLE EXPENDITURES

Items/projects that are eligible for reimbursement under the Paint and Fix-Up Program include, but are not limited to, the following:

1. PAINTING/STAINING

- a. Eligible Items for reimbursement
 - i. Exterior Paint/Primer/Stain
 - ii. Brushes
 - iii. Rollers
 - iv. Painting Tape
 - v. Drop cloths
 - vi. Scrapers or cleaners to remove existing paint
 - vii. Paint pans
 - viii. Brushes
 - ix. The renting of equipment to complete the project (scaffolding, power washer, etc) is an eligible expense under this Program but may not exceed 25% of the cost of your project or \$800, whichever is less.
 - x. Other items may be eligible for reimbursement upon approval of the Paint and Fix-Up Program Coordinator or the Neighborhood Revitalization Commission.
- b. Eligible Projects
 - i. Exterior painting of the primary building.
 - ii. Exterior painting of a detached garage.
 - iii. Exterior painting of an accessory building. (Shed)
 - iv. Painting or staining of porches.
 - v. Painting or staining of decks.
 - vi. Painting or staining of fences.
 - vii. Painting or staining of any railings.
 - viii. Other projects may be eligible for reimbursement upon approval of the Paint and Fix-Up Program Coordinator or the Neighborhood Revitalization Commission.

2. EXTERIOR MATERIALS

- a. Any material or part required to complete the exterior project that was stated on the approved application. This does not include permanent tools, such as ladders, nail guns, etc.
- b. Eligible Projects
 - i. Re-roofing & residing of the primary building, detached garage, or accessory building.
 - ii. Tuck-pointing, masonry repair or reconstruction of the primary building, detached garages, existing masonry walls, or any

- accessory structures.
- iii. Repair or replacement of existing fences.
- iv. Repair or replacement of existing windows on the primary building, detached garage, or accessory building.
- v. Repair or replacement of existing features on the primary building, detached garage, or accessory building including, but not limited to, the following:
 - a) Doors
 - b) Overhead garage doors
 - c) Light fixtures
 - d) Gutters
 - e) Soffit and fascia
 - f) Trim
 - g) Porches, including railings
 - h) Decks, including railings
- vi. Repair or reconstruction of existing interior sidewalks, including masonry steps.
- vii. Repair or reconstruction of existing driveways.
- viii. Exterior Security Lighting. (This is on the only project/item that does not have to be an existing feature to be eligible for reimbursement.)
- ix. The renting of equipment to complete the project (scaffolding, tools, etc) is an eligible expense under this Program but may not exceed 25% of the cost of your project or \$800, whichever is less.
- x. Other projects may be eligible for reimbursement upon approval of the Paint and Fix-Up Program Coordinator or the Neighborhood Revitalization Commission.

3. LABOR

- a. Only professional labor can be claimed for reimbursement. Professional labor is generally considered work done by someone other than the property owner/applicant who is trained and engaged in such work for a career. An invoice outlining the work performed/completed and that indicates the invoice has been "Paid in Full" is required in order to be considered for reimbursement.

C. INELIGIBLE GRANT EXPENDITURES

Items/projects that are NOT eligible for reimbursement under the Paint and Fix-Up Program include, but are not limited to, the following:

1. The repair or replacement of dog houses or any other structures for animals.
2. The construction or installation of exterior features, items, or elements that do not currently exist. (Example; if the primary building does not have gutters, the installation of new gutters is not an eligible project.)

3. Landscaping.
4. Any interior projects to the primary building, detached garage, or accessory buildings.
5. Rental companies may not use this program to reimburse their own staff's labor expenses to complete their projects.
6. Materials that have been purchased or projects that are completed or underway prior to issuance of a signed Contract for Services and Grant Award Letter by the Paint and Fix-Up Program Coordinator.

CHAPTER 5 - ADMINISTRATIVE PROCEDURES

A. APPLICATION PROCESS

Once grant funding is made available for disbursement to applicants, the Planning and Development Department begins accepting completed applications. Program guidelines, application forms and reimbursement information is made available on the City of La Crosse's website <http://www.cityoflacrosse.org/index.aspx?NID=706>. Application packets may also be mailed or are available for pickup in the Planning and Development Department for individuals who do not have access to a computer.

All completed applications can be emailed to the Paint and Fix-Up Program Coordinator or mailed directly to the Planning and Development Department, c/o Paint and Fix-Up Program, 400 La Crosse Street, La Crosse, WI 54601. The Paint and Fix-Up Program Coordinator shall ensure a complete application is submitted and then will process them on a "first-come first-serve" basis. A waiting list of applicants shall be kept for the current program year's funding only.

B. PROCEDURES FOR PROCESSING A GRANT APPLICATION

- 1 All applicants must submit a completed application in order to be considered for a Paint and Fix-Up Grant. A completed application includes:
 - a. A completed Pre-Documentation Form. (Appendix 3) This Form must include an itemized description of the proposed project and an estimated cost for each item. Any item not listed on the worksheet will not be considered for reimbursement. If the project is being completed by a contractor a copy of their estimate to complete the work must be attached. *Due to the length of time it may take for a contractor to provide an estimate of the cost, applications may be submitted without an estimate at the discretion of the Paint and Fix-Up Program Coordinator. However, an estimate must be submitted prior to the start of work.*
 - b. Before photos of the proposed project. Items will not be considered if before photos are not submitted. Photos may be digital.
 - c. A completed W-9 Form. (Appendix 4) A completed W-9 form must be completed and submitted in order to be eligible for the program. This form is required by the City of La Crosse's Finance Department in order to process reimbursement requests. If applicants have concerns about providing the form to the Paint and Fix-Up Program Coordinator the applicant may mail it directly to the Finance Department directly at: City of La Crosse Finance Department, Paint and Fix-Up Program, 400 La Crosse St, La Crosse, WI 54601.
 - d. A signed Contract For Services Form. (Appendix 5) Submit a signed Contract For Services Form. If approved, Item #1 and Item #3 under General Conditions will be filled in by the Paint and Fix-Up Program

Coordinator and a signed copy of the Contract from the City will be sent back to the applicant.

2. Once the application is considered complete the Paint and Fix-Up Program Coordinator will review the application to ensure that the proposed project(s) is/are eligible under the Program's guidelines. Completed applications are reviewed on a first come first serve basis and are stamped with the date and time that they are received.
3. The Paint and Fix-up Program Coordinator determines whether the applicant owes money to the City, has any Orders to Correct on the property, and, if necessary, whether the property is registered as a rental with the City of La Crosse's Rental Registration Program.
4. If the application meets all of the program requirements the Paint and Fix-up Program Coordinator determines the amount to award based on the estimated cost of the project. For example:

	Project Request	Likely Grant Award Amount
Owner Occupied Property	\$500	\$500
Owner Occupied Property	\$1,200	\$800
Non-Owner-Occupied Property	\$1,200	\$600*
Non-Owner-Occupied Property	\$1,600+	\$800*

*Non-Owner-Occupied properties must provide a 100% match not to exceed \$800

5. Once an award amount is determined, the Paint and Fix-up Program Coordinator sends an award letter to the applicant informing them that their application has been approved and indicating the amount awarded. The Paint and Fix-up Program Coordinator also sends a signed Contract for Services Form. The applicant has one (1) year from the date signed by the Paint and Fix-up Program Coordinator to complete the project(s).
6. The Paint and Fix-up Program Coordinator then sends a copy of the award letter, a copy of the signed Contract for Services, and a copy of the Pre-Documentation Form to the applicant.

C. APPLICANT FILE

A copy of all pertinent records such as the Pre-Documentation Form, Contract for Services Form, "Before" Pictures, Award Letter, Paint Prep Pictures, Reimbursement Form, "After" Pictures, receipts, contractor invoices and other pertinent information shall be maintained in the project file which shall be organized by property address and year. A copy of the applicant's W9 Form is not kept in the project file, but is on file in the City of La Crosse's Finance Department. Copies of all records are also kept electronically.

E. PROCEDURES FOR REIMBURSEMENT

1. To receive reimbursement for completed projects the applicant must submit the following:
 - a. A completed Final Reimbursement Form/Worksheet. (Appendix 6) This Form must include a description of the proposed project(s) and the final cost for each project. Any items for projects not listed on the Pre-Documentation Form are not considered for reimbursement.
 - b. Copies of receipts/paid invoices showing proof of purchase of the approved/completed items/materials for each project. The applicant is required to mark on their receipts which item(s) is/are being requested for reimbursement and what project they were for.
 - c. Final photo documentation of the completed project. “After” Photos)
2. After the applicant submits all of the required information for reimbursement the Paint and Fix-up Program Coordinator reviews all information submitted to ensure it is eligible for reimbursement. The Paint and Fix-up Program Coordinator also reviews the applicant’s requested reimbursement amount to make sure the correct amount is stated on the form.
3. Once the Paint and Fix-up Program Coordinator determines the request is complete, copies are made of the Reimbursement Form and all receipts and/or paid invoices are forwarded to the City of La Crosse’s Finance Department along with the Resolution # approving the Program Year and the dollar amount to be reimbursed back to the applicant.
4. Reimbursements are mailed out to applicants on the second Friday of every month provided the Paint and Fix-up Program Coordinator forwards the required information to City of La Crosse’s Finance Department by the Wednesday of the week prior.
5. In the event a dispute exists between the applicant and the Paint and Fix-up Program Coordinator, the Neighborhood Revitalization Commission may review the case and take appropriate action at a regularly scheduled meeting.

APPENDIX 1- Common Council Resolution #2013-03-038

Resolution releasing funds for a Paint and Fix-up Program and establishing guidelines to administer said program.

AMENDED RESOLUTION

WHEREAS, there is concern for La Crosse's older neighborhoods and the need for promoting and improving these neighborhoods; and

WHEREAS, the City is encouraging people to reside in La Crosse's older neighborhoods; and

WHEREAS, the City is looking for opportunities that empower residents to improve their neighborhoods; and

WHEREAS, the Common Council adopted Resolution 2008-05-042 appropriating \$5,000.00 from the General Obligation Promissory Notes, Series 2008-A and Resolution 2009-04-034 releasing \$4,961.37 from the 2009-A.P.N. (TIF#14) to fund the TID #14 Paint and Fix-Up Program for those properties located within TID #14 and within a ½ mile of TID #14; and

WHEREAS, the Common Council adopted Resolution 2013-01-037 accepting a \$16,000.00 grant from the La Crosse Community Foundation to implement a Paint and Fix-up Program in the Washburn Neighborhood; and

WHEREAS, the Common Council approved \$50,000.00 for a City-wide Paint and Fix-Up Program in the 2013-2017 Capital Improvement Program; and

WHEREAS, the Planning and Development Department intends to administer all the funding for Paint and Fix-Up Programs at one time; and

WHEREAS, the Planning and Development Department has successfully administered past Paint and Fix-Up Grant Programs in cooperation with the Neighborhood Associations.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF LA CROSSE: that the City hereby releases \$50,000.00 from the 2013-B Promissory Note Fund (Misc.) upon successful completion of the sale of the 2013 Capital Improvement Program Bonds, in order to fund and administer a Paint and Fix-Up Program.

BE IT FURTHER RESOLVED: that the Paint and Fix-Up Program will be eligible for those residential properties throughout the City of La Crosse ~~located within the Washburn, Lower Northside & Depot, Powell-Hood-Hamilton, Grandview-Emerson, and~~

~~Goosetown Neighborhood Associations and the 10th and Cass, Cass & King, Edgewood Place, and 23rd & 24th Street National Register Historic Districts.~~

BE IT FURTHER RESOLVED: that owner occupied program participants are to receive vouchers up to \$300.00 worth of exterior paint or stain and rebates of up to \$500.00 for exterior repairs and improvements, for a total Paint & Fix-up Services Program grant not to exceed \$800.00 per property and non-owner-occupied (rental) program participants will be eligible for the same funding but must provide 100% matching funds and be registered under the City of La Crosse's Rental Registration Program.

BE IT FURTHER RESOLVED: that the Planning and Development Department is authorized to execute any documents that are necessary for the implementation of the Paint and Fix-Up Program.

BE IT FURTHER RESOLVED: that the Director of Finance is authorized to take any and all steps necessary to effectuate this Resolution.

BE IT FURTHER RESOLVED: that the Planning and Development Department is authorized to partner with the Neighborhood Revitalization Commission and all Neighborhood Associations to solicit Paint and Fix-Up projects and assist with the administration of the program.

APPENDIX 2 – 2014 Common Council Resolution Requesting additional funding

AMENDED Resolution allocating additional funding (~~\$52,000~~) \$24,500 for the 2014 Paint and Fix-up Program.

AMENDED RESOLUTION

WHEREAS, the Common Council adopted Resolution #2014-03-048 which approved \$50,000 for a City-wide Paint and Fix-Up Program; and,

WHEREAS, once the application process was opened to the public the Planning and Development Department received 127 applications before closing the process; and,

WHEREAS, of the 127 applications only 62 were able to be funded with the initial \$50,000; and,

WHEREAS, the Planning and Development Department applied for a grant from the La Crosse Community Foundation for \$52,000 to fund the remaining applications; and,

WHEREAS, at their April 28, 2014 meeting the Neighborhood Revitalization Commission voted to request additional funding for the remaining 65 applications from the Common Council.

NOW, THEREFORE, BE IT RESOLVED BY THE COMMON COUNCIL OF THE CITY OF LA CROSSE: that the City hereby allocates ~~\$52,000~~ \$24,500 from the Reserve Fund ~~or from Resolution #2013-08-029 (ReInvest La Crosse) to fund the remaining 65 applications if the City is not awarded~~ as a match for the La Crosse Community Foundation Grant of \$27,500.

BE IT FURTHER RESOLVED: that the Director of Finance, City Attorney, and Director of Planning and Development are authorized to take any and all steps necessary to effectuate this Resolution; ~~and~~ .

APPENDIX 3- PRE-DOCUMENTATION FORM

Instructions:

CITY OF LA CROSSE PAINT AND FIX-UP PROGRAM

All applicants must submit a completed application in order to be considered for a Paint and Fix-Up Grant. A completed application includes:

- 1) **A completed Pre-Documentation Form.** This Form must include an itemized description of your proposed project and estimated cost for each item. Any item not listed on this worksheet will not be considered for reimbursement. If you are having your project completed by a contractor a copy of their estimate to complete the work must be attached.
- 2) **Before photos of the proposed project.** Items will not be considered if before photos are not submitted. Photos may be digital.
- 3) **A completed W-9 Form.** A completed W-9 form must be completed and submitted in order to be eligible for this program. This form is required by the City of La Crosse's Finance Department in order to process your reimbursement request. If you have concerns about providing this form to the Planning Department you may mail it directly to the Finance Department directly at: City of La Crosse Finance Department, Paint and Fix-Up Program, 400 La Crosse St, La Crosse, WI 54601.
- 4) **A signed Contract For Services Form.** Submit a signed Contract For Services Form. If approved, Item #1 and Item #3 under General Conditions will be filled in and a signed copy of the Contract from the City will be sent back to you.

All completed applications may be submitted by mail to:

Planning and Development Department
Paint and Fix-Up Program
400 La Crosse Street
La Crosse, WI 54601

Or they may be emailed to Tim Acklin at acklint@cityoflacrosse.org In the subject line please state that this is a Paint and Fix-Up Program application and provide your address.

Please contact Tim Acklin at (608) 789-7512 if you have any questions.

ADDITIONAL INFORMATION

- 1) Applicants who applied to the program in the 2013-2014 year may reapply for additional funding for the same property provided they completed the previous year's project.
- 2) Mobile Homes are eligible for this Program
- 3) Properties located Downtown with upper floor residential units are eligible for this Program provided that the funding is only used for the residential portion of the building only.
- 4) Owner-Occupied rental properties will not be required to provide the 100% match but will still be required to be registered under the City of La Crosse's Rental Registration Program.
- 5) The rental of equipment to complete your project (scaffolding, power washer, etc) is an eligible expense under this Program but may not exceed 25% of the cost of your project or \$800, whichever is less.
- 6) The purchasing of permanent equipment or tools (ladder, paint sprayers, etc) is not an eligible expense under this Program.
- 7) The installation of new security lighting is an eligible expense under this Program.
- 8) With the exception of Item #7, no new items are eligible for projects under this Program. (Example- If you currently do not have a fence, or gutters, or porch railings than you will not be able to use this program to install them.)
- 9) Fixing up dog houses and the installation of landscaping are not eligible expenses under this program.
- 10) Rental companies may not use this Program to reimburse their own staff to complete their projects.
- 11) Applications will not be awarded to properties that have open or issued Orders to Correct with the City Building and Inspections Department. Applications that are submitted for projects that will close any Order to Correct may be considered on a case by case basis.

CITY-WIDE PAINT & FIX-UP GRANT PROGRAM

CITY OF LA CROSSE

This program is available to both Owner-Occupied and Rental Properties.

Owner-Occupied Properties may receive a grant, not to exceed \$800, for exterior paint, stain and materials for exterior repairs and improvements; and Non-Owner-Occupied (rental) program participants will be eligible for the same funding but must provide 100% matching funds and be registered under the City of La Crosse's Rental Registration Program

Property Worksheet/Pre-Documentation

Name: _____

Property Address: _____

Mailing Address (If Different) _____

Neighborhood Association _____

Phone Number: _____

Email Address _____

Property Type (circle one) RENTAL OWNER-OCCUPIED

PAINT/STAIN: Describe Work (including surface preparation)

Estimated Paint/Stain Costs \$ _____

FIX-UP/REPAIRS

Itemized Description of Work

Estimated Costs

_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____
_____	<input type="checkbox"/> \$ _____

Estimated Fix-Up/Repairs Costs \$ _____

TOTAL ESTIMATED COSTS \$ _____

I confirm the above statement to be true and plan to complete the above work by _____
Date

Signature of Applicant

Date

APPENDIX 4- W9 FORM

APPENDIX 5- CONTRACT FOR SERVICES FORM

PAINT & FIX-UP GRANT PROGRAM CITY OF LA CROSSE

CONTRACT FOR SERVICES

This agreement is made by the owner and entered into with the City of La Crosse, 400 La Crosse Street, La Crosse, Wisconsin 54601.

WHEREAS the Owner has applied to the City of La Crosse, Wisconsin, hereinafter called the “City”, to participate and receive a paint and/or fix-up grant under the City’s Paint & Fix-up Grant Program, and the City, acting through its Planning and Development Department has approved such application; and,

WHEREAS the Owner proposes to pay the cost of the project provided for in this contract with a reimbursement to be provided to the Owner by the City on completion of work and submittal of receipts or an invoice marked as “Paid in Full” by the business, and,

WHEREAS the Owner has submitted pre-documentation of work to be done.

NOW, THEREFORE, for the considerations stated herein, the Owner hereby agrees as follows:

GENERAL CONDITIONS

1. Property to be repaired. The property to be repaired pursuant to this Contract is located at _____, in the City of La Crosse, Wisconsin.
2. Term. This contract shall commence on the date signed by the City of La Crosse and shall be in effect for 1 year from the signed date.
3. Scope of Services. Owner agrees to perform the services listed on their pre-documentation form and in accordance with the terms and conditions of this Contract.

Paint/Stain. Owners proposing paint work will be required to provide photo documentation when paint prep work has been completed. Acceptable items for reimbursement are paint, stain, brushes, scrapers, paint pans, drop cloths, rollers, and any cleaner that is needed for removing the existing paint.

Fix-up/Repairs Total. Acceptable Fix-Up/Repairs are exterior improvements to property that include materials, parts, and labor. However, only professional labor can be claimed for reimbursement as the intent of the program is to foster sweat equity and the greatest return on investment. Owners are encouraged to go above and beyond grant caps.

TOTAL PAINT AND FIX-UP PROGRAM AWARD \$_____.

4. Payment (reimbursement) for work.

To receive reimbursement for completed painting and fix-up and repair items, Owners are to submit a completed Final Reimbursement Sheet with appropriate receipts or paid invoices for a total completed project to the Planning and Development Department. Receipts submitted

for reimbursement by the applicant must indicate which items are being requested to be reimbursed. Final Reimbursement forms can be found online at www.cityoflacrosse.org, picked up at the City of La Crosse Planning Department, or by emailing Tim Acklin at acklint@cityoflacrosse.org for a copy.

Reimbursement rate for materials, parts and labor is 50% up to \$800 per property for rental properties and 100% up to \$800 per property for owner-occupied properties.

Owner to Hold the City Harmless. The Owner shall indemnify and hold harmless, the City of La Crosse, agents and employees from all liability and claims for damages because of expense suffered or alleged to have been suffered by any person as a result of, or arising from this Contract, whether such operations be by that Owner, any subcontractors or suppliers in connection with this Contract, or anyone directly or indirectly employed by either the Owner, subcontractors or suppliers.

5. Owner acknowledges that the Owner has read this Contract, understands it, and agrees to be bound by its terms.

PROPERTY OWNER

DATE

CITY OF LA CROSSE

DATE

Name

Title

Paint & Fix-Up Program Coordinator

**APPENDIX 6- FINAL REIMBURSEMENT FORM
PAINT & FIX-UP GRANT PROGRAM
CITY OF LA CROSSE**

Final Reimbursement/Property Worksheet

To receive reimbursement for completed painting and fix-up and repair items, applicants/property owners are to submit the following:

- **A completed Final Reimbursement Form/Worksheet**
- **Copies of receipts/paid invoices showing proof of purchase of the approved/completed items/materials for the project. The applicant is required to mark on their receipts which item(s) is/are being requested for reimbursement.**
- **Final photo documentation of the completed project.**

These must be submitted to the Planning and Development Department for reimbursement. Reimbursement rate for materials, parts and labor is 50% up to \$800 per property for rental properties and 100% up to \$800 per property for owner-occupied.

Name: _____

Property Address: _____

Property Type (circle one) RENTAL

OWNER-OCCUPIED

PAINT /FIX-UP/REPAIRS

: List all final work performed and requested reimbursement amount.

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

TOTAL Reimbursement Requested \$ _____

I confirm the above statement to be true and accurate and have abided by the parameters and intent of the City of La Crosse's Paint & Fix-Up Grant Program.

Signature of Applicant

Date

Reimbursement Approved _____ Date _____

Figure 1: Average assessed improved value (2013) by census block group with previous Paint and Fix-Up Program locations noted on a City-wide basis.

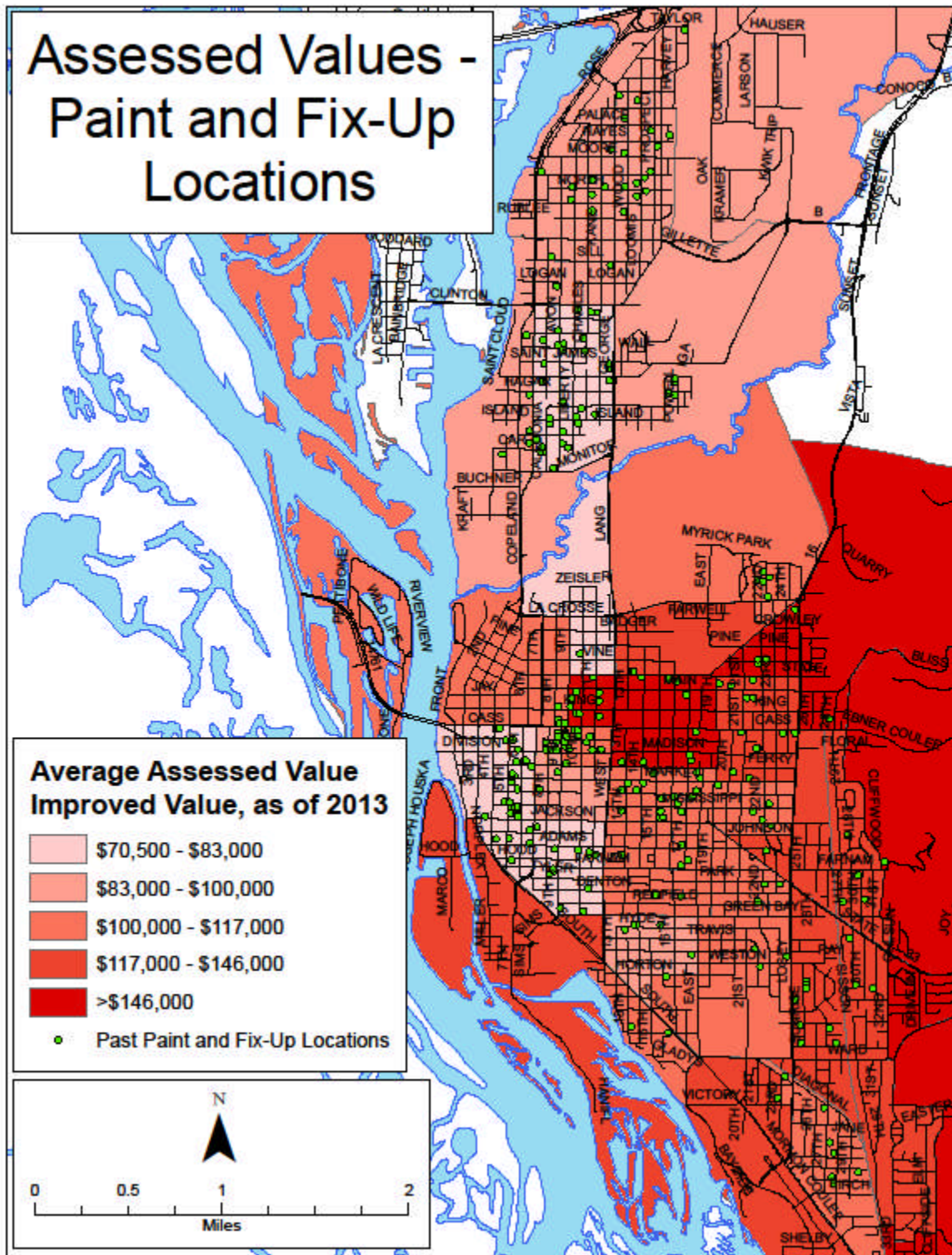


Figure 2: Average assessed improved value (2013) by census block group with pre-1900 homes noted for central and southside La Crosse

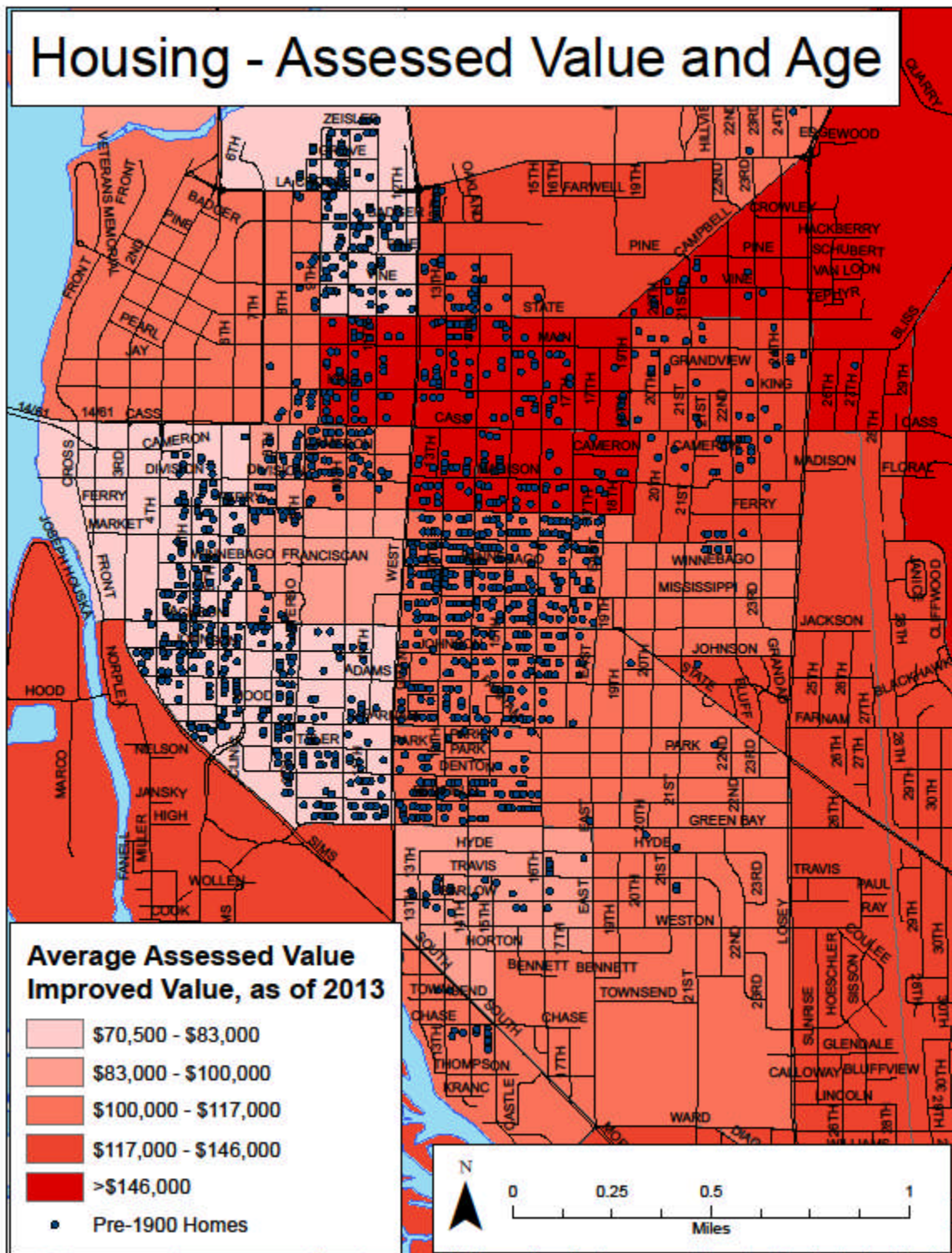


Figure 3: Average assessed improved value (2013) by census block group with pre-1900 homes noted for northside La Crosse.

