



PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

REQUEST FOR PROPOSALS

FOR

**HOME - American Rescue Plan (ARP)
Funds: Affordable Housing Development
and Supportive Services**

**PROPOSALS DUE: January 16, 2026
12:00pm**

PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

Introduction

The American Rescue Plan (ARP) has allocated \$5 billion to assist individuals or households who are homeless, at risk of homelessness, or in other vulnerable populations, with provisions of affordable housing and supportive services. Grant funds are administered through U.S. Department of Housing and Urban Development (HUD) under the HOME Investment Partnership Program (HOME), with the goal of reducing homelessness and increasing housing stability for qualifying populations and low-income households.

Funding Details

The City of La Crosse received \$1,097,432 in HOME-ARP Funding. Of this funding, the approved uses are as follows:

- \$658,459 to increase the amount of affordable and attainable housing options (development projects).
- \$329,230 in Supportive Services

The HOME-ARP funds may be used to construct affordable rental housing primarily for occupancy by households of individuals and families that meet the definition of one or more of the qualifying populations as described in the HOME ARP Allocation Plan.

Proposals may be for an increase in affordable and attainable housing options, supportive services, or a combination of both. All funds must be fully expended by September 30, 2030.

Proposals are being solicited for the following:

- New construction of affordable and attainable housing (single or multifamily)
- Acquisition and rehabilitation to preserve affordable housing (single family or multifamily)
- Conversion of an existing structure from another use to affordable rental housing
- Project-related soft costs as reasonable and necessary
- Other HOME-eligible activities, as related to the above
- Supportive services may include, but are not limited to, access to food, transportation, job training, mental health and substance abuse treatment options, childcare and case management.

Eligible Activities

Eligible applicants should be non-profits or other entities with a history of providing housing, shelter and/or supportive services.

HOME-ARP funds may pay for up to 100% percent of the following eligible costs:

- Development hard costs include the actual cost of constructing housing to meet applicable property standards. Eligible development costs also include site improvements, utility connections and costs to construct laundry and community facilities located within the same building as the HOME-ARP housing;
- Related soft costs including reasonable and necessary costs incurred by the project owner associated with the financing and development of HOME-APR rental housing;
- Relocation costs as defined in 24 CFR 92.206(f), 24 CFR 92.353, and the Notice;

PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

- Operating cost assistance, through a capitalized operating reserve or ongoing operating cost payments, for HOME-ARP units restricted for occupancy by qualifying households.

Ineligible Activities

Development teams may not request funding for activities that are not listed in this Request for Proposals (RFP) or activities outside the scope specified in the previous section. Development teams must ensure that funds will not be used for costs that will be reimbursed by other federal funding streams. In addition, development teams should be aware of federal, state, and local laws outside of program requirements. For example, federal civil rights and nondiscrimination laws that prohibit discrimination based on race, color, national origin, sex (including gender and gender identity), religion, disability, age, or familial status (including having children), and any applicable environmental laws, must be followed.

Project Readiness

All proposals must demonstrate adequate staff capacity, financial capacity, internal controls, workflows, clear responsibilities and an implementation strategy.

Additional Considerations

Selection Criteria

- Quality of development
- Financial feasibility
- Development capacity and experience
- Project readiness
- Populations served
- Proof of need with funding gap

RFP Schedule

Activity	Date
RFP Launched	December 10, 2025
Proposals DUE	January 16, 2026
Proposal Presentations at ECDC (3:00 PM)	January 28, 2026
Proposal Decisions at ECDC (3:00 PM)	February 25, 2026

Project Oversight

The Common Council of the City of La Crosse approved Resolution #23-0160 on March 9, 2023, which accepted the City's allocation of HOME-ARP funds and designated the Economic and Community Development Commission (ECDC) as the body to oversee activities related to these funds. Therefore, the ECDC will make the final decision on distribution of these funds.

Submittal of Proposals

Proposals are due by 12:00 PM CST via email to Andrea Trane at tranea@cityoflacrosse.org. Proposals received after this time will not be opened and will not be considered.

Each applicant will be responsible for any costs incurred in responding to this RFP, including, but not limited to, preparing an application, or providing additional information as requested by City staff and/or the ECDC.

PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

RFP Contact

Andrea Trane, Director of Planning and Development
City of La Crosse
Tranea@cityoflacrosse.org
Office: 608-789-8321

All submitted proposals become the property of the City of La Crosse. The City of La Crosse and the ECDC reserve the right to fund any, a portion of, or none of the proposals. The ECDC may also create contingencies or other requirements to the award decision.

Application Information

Development Projects

1. If a specific site has been selected, describe the proposed location and how the applicant will obtain site control if not in place.
2. If a specific site has been selected, document how the proper zoning and utilities will be made available if not already in place.
3. List of services near site.
4. Pictures of site.
5. Preliminary site plan and renderings/drawings.
6. Description of rehab or construction to be performed.
7. Preliminary budget and operating proforma demonstrating sustainability

Supportive Services Projects

1. Describe how the applicant entity will prevent providing duplication of services.
2. Provide an explanation of any significant changes to the applicant entity's financial system in the last two years.
3. Statement of Need for HOME-ARP funds in the service area.
4. Please provide an overview of how HOME-ARP funds will be used in the applicant entity's service area/ jurisdiction to address the need.

Application Evaluation Process

Applications will be reviewed and scored by members of the ECDC and/or staff members of the Planning and Development Department. Final decision on awarding funds will be at the discretion of the ECDC. Staff will initially review each application for completeness and eligibility. Incomplete or ineligible applications will not be processed further by the committee.

Complete and eligible applications will be scored and those scored will be discussed in closed session with the ECDC. Once a final decision is made, that decision will be announced in open session.

Evaluation Criteria

1. Need - Articulation of Project for Vision/Benefits for City
 - a. Ability to identify housing needs of applicant's community
 - c. Ability of applicant to address housing need with existing funds
 - f. The extent to which projects demonstrate that the population who will live in the project is underserved in the area where the project is located

PLANNING AND DEVELOPMENT

400 LA CROSSE STREET | LA CROSSE, WI 54601 | P: (608) 789-7512

2. Capacity – Qualifications and Experience

- a. Ability to administer funds
- b. Organizational and project structure
- c. Housing development or services provider experience and qualifications
- d. Financial, staffing and managerial capacity to develop housing projects within budget and timelines, including the current pipeline of projects in development
- e. Experience in owning, managing, and/or developing real estate assets
- f. Experience with public-sector housing programs
- g. Experience addressing the service needs
- h. Experience with partnerships with service providers developed in order to address the needs of the project's residents
- i. Sustainability/viability of project

3. Applicant History, Experience and Compliance – Strategy/Feasibility and Ability to Execute

- a. For applicants and/or developers who have received funding from the City of La Crosse previously, consideration will be given in part based on the relevant parties' history, experience, loan or grant administration activity
- b. Readiness to proceed including ability to gain site control, leveraged funds, and necessary support (team members with experience)

4. Engagement with Pathways Home 5 Year Plan to End Homelessness.