LA CROSSE
WISCONSIN

PLANNING AND DEVELOPMENT

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

Housing Incentive Fund

Purpose

To purpose of the Housing Grant Revolving Fund, now known as the "Housing Incentive Fund" and hereafter "The Fund", is to make funding available for both affordable and market rate housing, including but not limited to missing middle housing. Since the approval of funds for this program in 2024, the City has begun to work toward implementation of the Forward La Crosse, The City of La Crosse 2040 Comprehensive Plan, the Housing Study, and the Consolidated Plan. The Fund serves as a key financing mechanism supporting the goals identified in these plans.

The Housing Study and the Comprehensive Plan identify the following three items as the main housing goals of the City:

- Increase the supply of owner and rental units affordable to households making less than the area median income
- Foster greater housing diversity through strategic infill development
- Create more housing opportunities attractive to La Crosse residents, especially households with children

The housing goals of the 2025-2029 Consolidated Plan are:

- Increase access to Affordable Quality Housing through
    - Homeowner housing added
    - Homeowner housing rehabilitation

Background

The Fund was approved in the 2024, 2025, and 2026 Capital Improvement Plans (CIP). Future contributions are being explored, particularly from sources that do not carry affordability requirements.

Funding

Through the CIP process, a total of $2 million has been requested, with $1.5 million approved through 2026.

Process

A Request for Proposals (RFP) will be issued to evaluate projects that align with the purpose of The Fund. All submissions will be reviewed by staff from the Planning and Development Department and presented to the Economic & Community Development Commission for approval. Policy and procedural updates will be reviewed by the Economic & Community Development Commission.