



## GRAND RIVER • GREAT CITY La Crosse • Wisconsin

### 2019-2020 Consolidated Annual Performance & Evaluation Report Summary

#### Overview

This year, the City of La Crosse invested \$2.4 million in affordable housing, neighborhood revitalization, and economic development through Community Development Block Grant (CDBG) and HOME-funded programs. The City earned \$1.095 million in program income, through loan repayments. These funds leveraged an additional \$6.6 million in funding from private, local, Federal funds. So for every \$1 spent, another \$3.50 was leveraged. 54% of the City's resources were spent in targeted areas for revitalization (NRSA). The Replacement Housing Program won the Wisconsin Economic Development award for **Talent Retention** and from **Focus on Energy for Commitment to Energy Efficiency**.

"This program kept quite a few Seniors in school. It was the reason they got up every day and something they wanted to come to school for. Maybe they had attendance or grade issues in the past but the building program sparked an interest for them in a career. - Central High School instructor Nick Kalina

#### Neighborhood Revitalization

- ◆ This year, the City of La Crosse sold 4 homes, built by Western Technical College and Central HS. Habitat for Humanity and Couleecap sold 2 significantly renovated homes. 5 lots were sold for market-rate housing in the Powell Poage Hamilton and Washburn Neighborhood (total 11). These homes will add about \$1.1 million in tax base.
- ◆ 58 Western students and Central students helped build these City homes this year. Central students went on to pursue a career in the construction, engineering, design. Western graduates are working for Wieser Brothers, Jurowski Construction, Kirchner, Creative Cabinets.
- ◆ **Housing Repairs.** The City incentivized over \$559,000 in significant repairs to older homes. Twelve (12) low-income homeowners received CDBG loans and another 5 homeowners received Renovation loans. These loans allowed for families to make their homes safer for children and allowed elderly individuals to age in place.
- ◆ **212 housing units** addressed property issues as a result of the new Chronic Nuisance Technician, funded by CDBG. The program has resulted in landlords cleaning up all of their properties and better screen their tenants.
- ◆ Trane All-Ability Park is nearing completion in October 2020, a \$4 million project, which will provide an inclusive playground for children with disabilities. CDBG was key financing needed to finalize the project.

#### Affordable Housing

The Garden Terrace project was finally completed in July 2019, resulting in the City incentivizing over 110 new workforce housing units in this Consolidated Plan. The three projects added \$3 million in new tax base. At the Garden Terrace, Veterans have a strong sense of community and enjoy volunteering at the nearby Community Garden.

"I love this place, it's the best place I've ever lived." - Travis (Garden Terrace Resident, life-long struggle with addiction and schizophrenia)

#### Economic Development

The City, Couleecap, and WWBIC helped 51 businesses start-up or expand. This includes the City's new Minority Women-Owned Business Grant program, which helped launch 3 new women-owned businesses- Merengue Bakery, Tease Salon, and the Green House.

"You can change someone's life and give them a new start. Without Couleecap, I'd be dead, I would have taken my own life. - Dawn, Couleecap Supportive Housing

#### Alleviate Poverty and Prevent Homelessness.

Through its partner agencies, the City assisted **822** people in access emergency shelter or find housing. An additional **1936** youth and families received positive adult mentoring services, accessed fresh foods at the Kane Street Garden, received child abuse prevention services. The La Crosse Area Family Collaborative helped a single mother and her 5-year old son exit an abusive relationship, find housing, enroll in school, and find child care. They had struggled with homelessness since he was born. ILR worked together to help a deaf woman, staying at the Warming Shelter and homeless for one and half years, get housed.



# CAPER Highlights



6th Street Revitalization



Central High School Student Build- 1458 Redfield



Travis- Resident



Steve—Veteran at Garden Terrace



Western Technical College—2130 Kane St



Homelessness to housing



William Paulson—Housing Rehab Client



Trane Park project



<b>5-YEAR GOALS</b>	<b>5-YEAR OUTCOMES</b>	<b>Results to Date (2019-2020)</b>	<b>2019 Actual</b>	<b>Percentage of Goal Met</b>
<b>Neighborhood Revitalization</b>				
1. Increase safety and maintenance of homes through code enforcement	5000 housing units make repairs as a result of code enforcement	4536	212	91%
2. Repair aging housing infrastructure	75 units of homeowner housing rehabilitated	70	14	93%
	25 rental units rehabilitated	20	0	80%
3. Demolish dilapidated housing structures and replace with new, affordable housing	30 units of homeowner housing added	24	6	96%
	30 buildings demolished	25	3	
4. Improve livability, attractiveness, and safety through public infrastructure	2 priority neighborhood plan projects implemented (e.g. green spaces, street-scaping, parks)	2	1	100%
	Street lighting added in census tract 4 or 9, or 2 corridors	2	0	200%
5. Increase storm water captured through green infrastructure	1 green infrastructure project	0	0	0
<b>Affordable Housing</b>				
6. Increase mixed-income, affordable rental housing for low-income families, minorities, and persons with disabilities	200 units of affordable rental housing added	89	50	45%
	35 units for persons transitioning out of homelessness added	21	15	60%
<b>Economic Development</b>				
7. Increase economic opportunities for LMI persons	100 FTE jobs created	89	17	89%
8. Support neighborhood-based businesses	2 businesses assisted	133	51	4100%
<b>Anti-Poverty Services</b>				
9. Prevent and end homelessness in la Crosse	3000 homelesspersons receive overnight shelter	5556	415	185%
	100 homeless persons housed in permanent housing.	373	166	132%
	75 households assisted in obtaining or keeping housing	690	241	599%
10. Alleviate poverty and increase self-reliance	25,000 LMI persons assisted	17,791.00	1936	63%