

# 2019 Year in Review

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City of La Crosse  
Planning & Development Department





# On-Time Spending

- \$2.4 million invested in neighborhoods, housing, economic development, and services
- \$1.095 million earned in program income
- Every \$1 spent leveraged \$3.50
- 54% of our funds spent in our Neighborhood Revitalization Strategy Areas
- Impact of new HUD policy on revolving loans



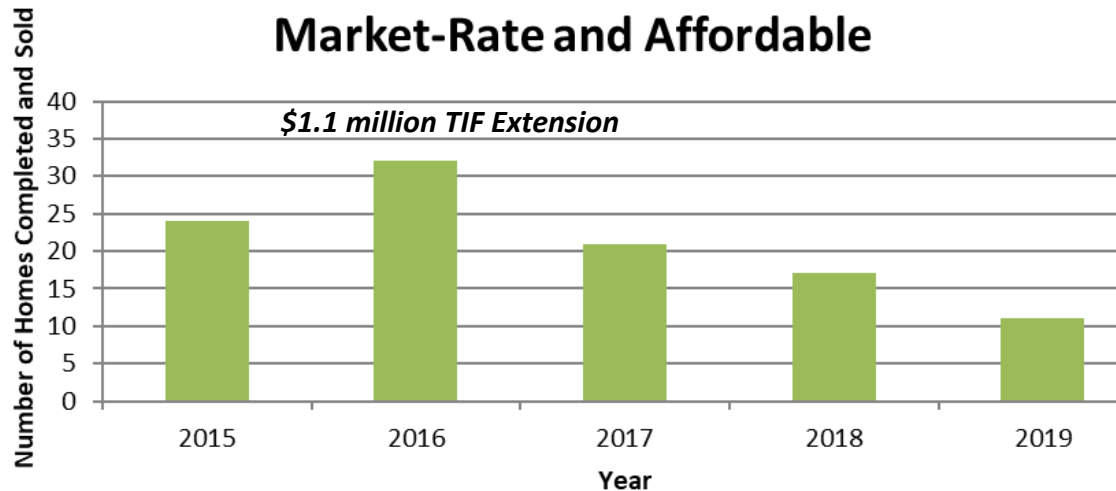
Trane Park project



# Replacement Housing

## 48 new affordable homes sold in 5 years (Exceed goal of 30)

**Number of Completed Homes  
Market-Rate and Affordable**



Total= 105 new homes since 2015

- New housing built
- blight removed and lot sold
- \$1.1 million added this year



“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



Western Technical College—2130 Kane St



- & 58 students
- & Project won State-Wide Economic Development Award for Talent Development



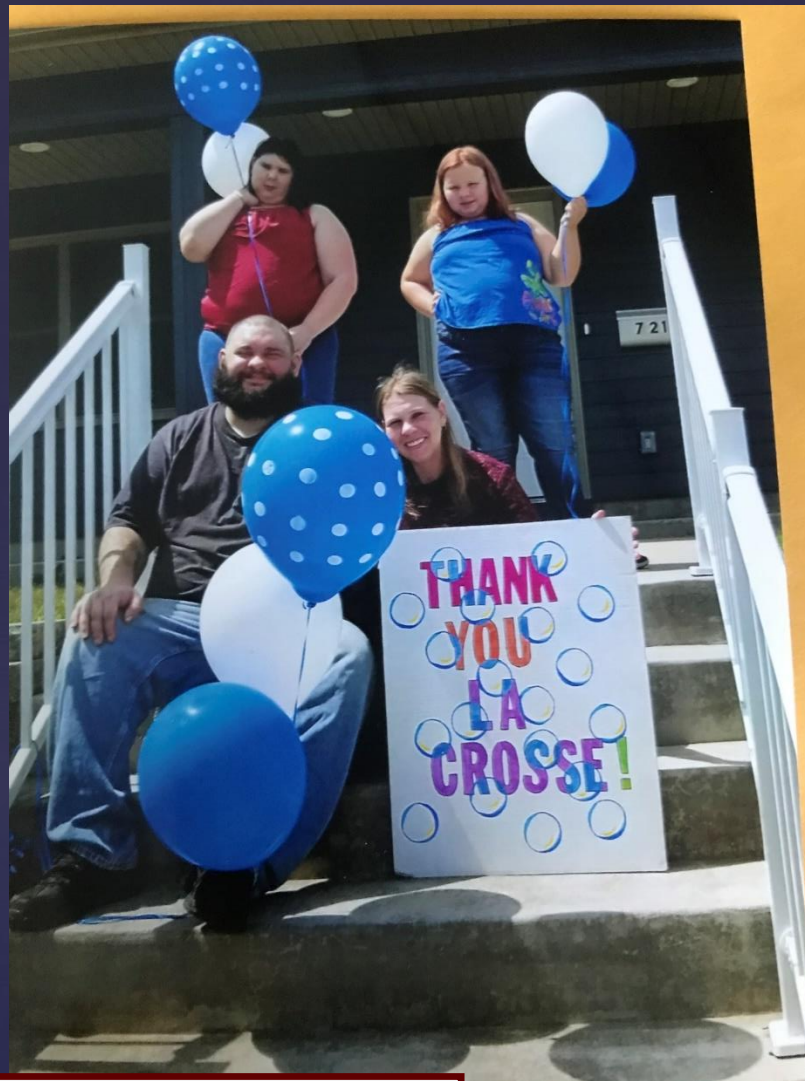
Cole, Karmen, Shianne,  
Taylor's story



Before



After



"3 months ago, they found the listing for 721 Charles Street. A dream, that again, would change their lives. They are now proud homeowners, having gone from homelessness, to renters, to homeowners. Thank you to everyone that has played a part in this journey. "Thank you is not big enough"."



“This home allowed me to come back to the neighborhood I grew up in and buy my forever home for my daughter and I. Since I purchased the home, it’s been one of the best years for my daughter. – Jerry 1402 Charles St



Before



After

# Deconstruction: Recycle & Reuse



- 1 full deconstruction projects; 75% or more of a structure is reused and 5% is recycled, diverting 80% of the structure from the landfill
- 2 partial deconstruction projects
- Staffed by participants in Division of Vocational Rehabilitation





# Demolition: Blight removal

7 acquired and demolished, 1 renovate (decrease from 19 last year)



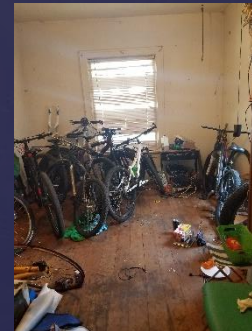
1302 5<sup>th</sup> Ave S, fire



1614 10<sup>th</sup> St S – condemned



2910 23<sup>rd</sup> St S-foreclosure



921 5<sup>th</sup> Ave S







**Multi-generational living  
905 5<sup>th</sup> Avenue**



**"We love our new home not only because it is unique to us, but also it affords us the opportunity to host and assist our family members in numerous ways.**

**We are really starting to become embedded in our neighborhood. We love all of the wonderful neighbors we have had the opportunity to meet so far, and love we live in the same community that Cynthia serves through her work at the La Crosse Public Library."**

**-Cynthia (daughter) and Laurie (mom)**





“Aaron and Couleecap helped me in more ways than I can explain. Between helping me put structure to my business with a plan, walking me through the steps to get a kiva loan (WVBIC), and giving me an affordable and understanding office/workspace”. -Josh

“Building this business will allow me to not only become self-sufficient and get off public assistance, but also be among the first in my family to leave something behind for my children.”

(Loan application statement)



“What a great program the City of La Crosse has offered to me and my two daughters. The work was done caringly and professionally. Many a night I went to sleep with gratitude in my heart. I realize now even more what a great community I live in. Thank you.”

- William Paulson, Housing Rehab Client



Before



# Code Enforcement Technician

- ↳ Hired Sarah Rafajko August 2019
- ↳ Closed or resolved 86 chronic nuisance cases in 5 months (161 assigned)
- ↳ 126 warning letters sent

Before

52 police calls

52 properties with  
orders to correct

105 properties OTCs



After

15 police calls

20 properties OTCs

36 properties OTCs





Seen while on the job.....







“Without this program, it is possible we would have lost our home.” – Terry and Tama Schlintz

(727 Monitor St)

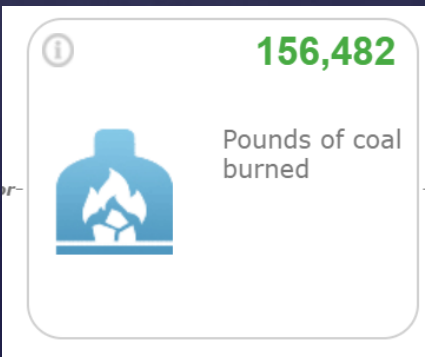
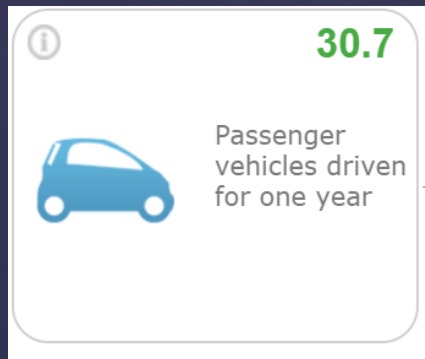
(Had a collapsed wall in their basement due to flooding. This program allowed them to fill in their basement and move their appliances).





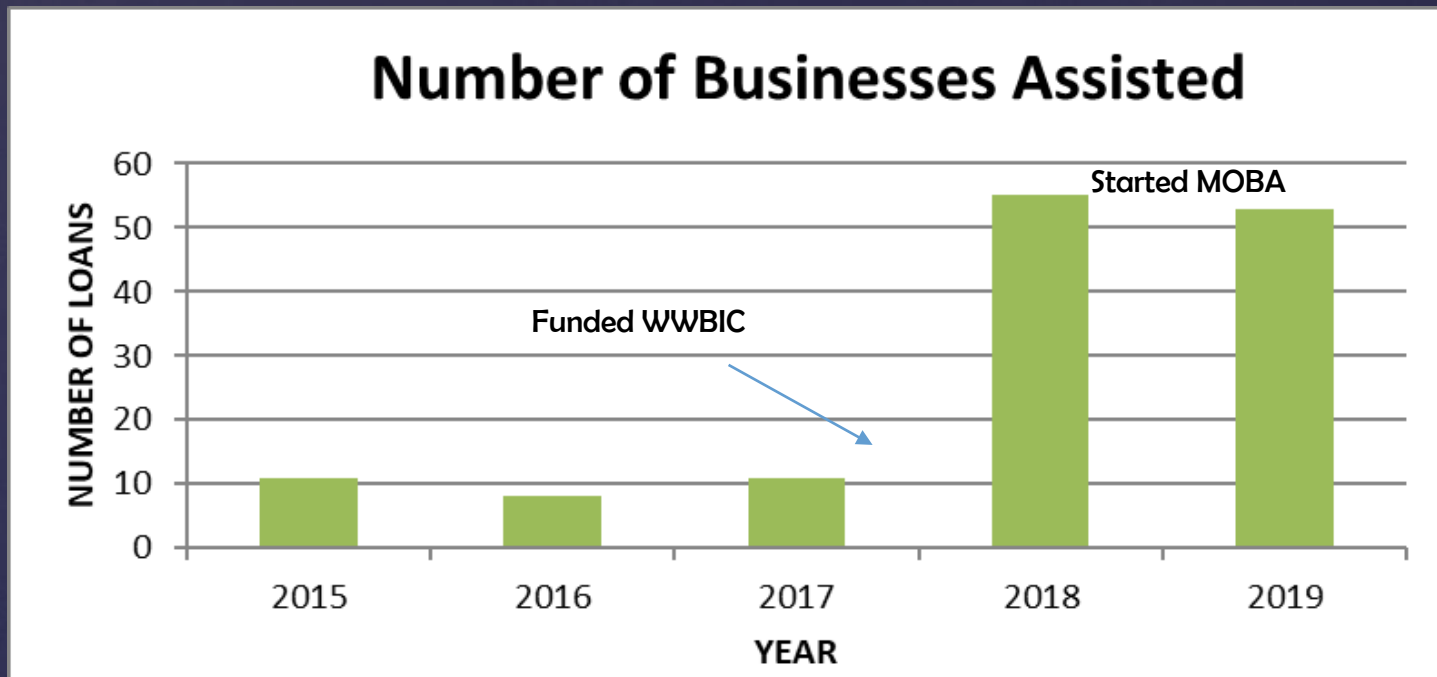
# Mayor's Energy Challenge

- 2019 Energy Efficiency Excellency Award
- 69 Energy Challenge project completed + 7 reserved
- 76% goal met
- \$28,545 savings per year (\$536,820 life cycle)



# Small Business Assistance

106/100 FTEs created (100%+ goal met)  
135 businesses assisted



- Wisconsin Women's Business Initiative Corporation
- Couleecap Co-Starters
- Minority Women-Owned Business Assistance
- Small Business Revolving Loan

training, workshops, technical assistance



# MOBA

4 Businesses Assisted  
21.45 FTE Jobs Created

- Tease Salon & Barbershop
- Greenhouse Co-op
- Meringue Bakery & Café
- Holistic Home Care



*“I wanted to take the time to thank the City of La Crosse for their swift action implementing Small Business Relief Grant. I am grateful to have been a beneficiary of this grant. It has supported me by helping with my payroll during the COVID-19 crisis. It is a scary time to be a business owner. I take a lot of comfort in knowing that my community cares enough about my business to help me out through grants like these. I want to make La Crosse proud and I sincerely look forward to being a part of this great community for many years to come.”* **-Jen Barney, Owner Meringue Bakery & Café**  
(MOBA & SBRG Recipient)

*“With the high costs of a complete remodel, I didn’t have a lot of extra wiggle room in my budget for much needed furniture and fixtures. The La Crosse MOBA Grant was instrumental in getting the extra funding I needed to keep costs down while expanding my salon & barbershop to its new location. Tara Fitzgerald was also amazing in the extra work she put in to helping me get selected for this grant. Especially in times like the present, it was a true lifesaver in the livelihood of my business. And I’m happy to report that we have been more successful than we’ve ever been because of the new space! During the Covid crisis, people are looking for a clean, open air space that they feel comfortable enough in, to return to get much needed grooming. I want to thank everyone that believed in this space as much as I did!”* **-April Benson, Owner Tease Salon & Barbershop**  
(MOBA Recipient)





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(Loan application statement)



# Affordable Rental Housing

Built 110 units, 21 set-aside for homeless

*Goal was 200, with 35 set-aside*



"I love this place, it's the best place I've ever lived."

-Travis (Garden Terrace Resident, life-long struggle with addiction and schizophrenia)



"I grew up on the Northside. Every time a new Veteran moves in, I help them get furniture in their apartment and have helped others get food from the Kane Street Garden."  
- Tony



Steve

# Public Services- Goals Met/Unmet

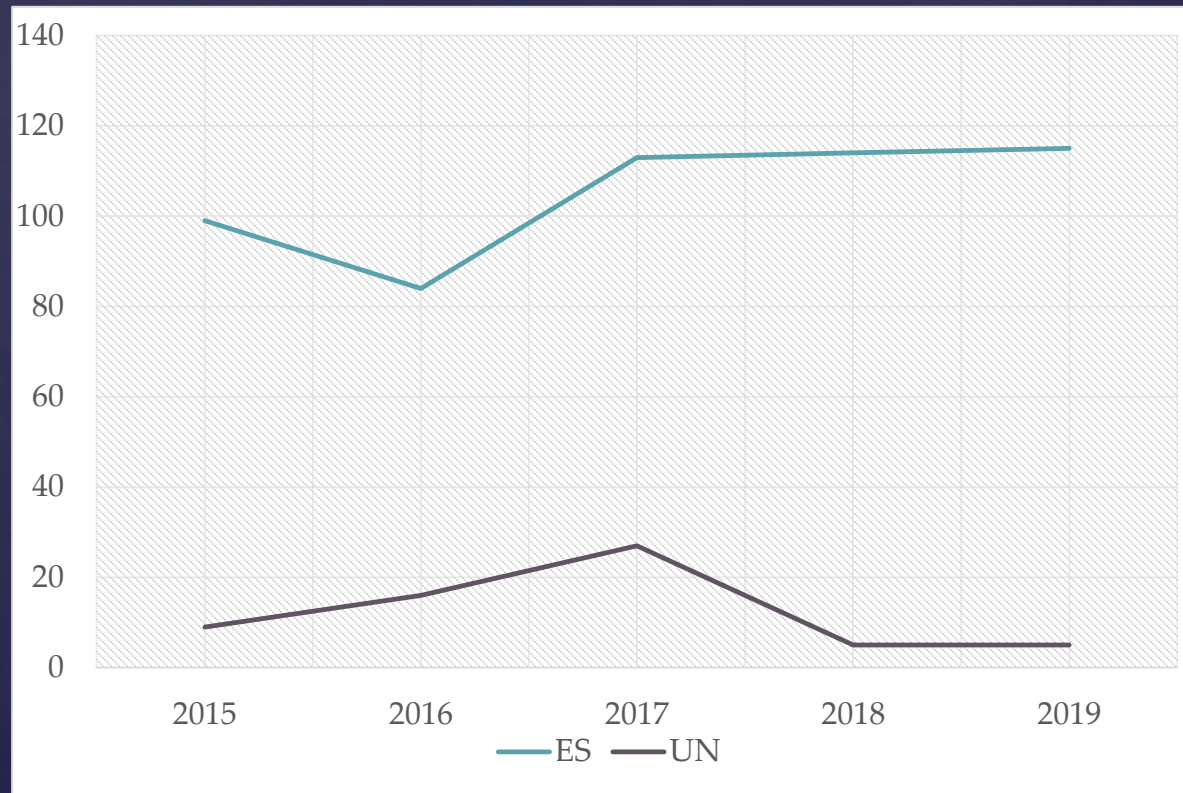
Organization	Projected Goal	Actual
Catholic Charities	315 sheltered 15 housed	200 (-115) 13 housed (-2)
Independent Living Resources/La Crosse Area Family Collaborative	96 served overall 40 housed	120 (-24 ) 35 housed (-5 housed)
YWCA	35 sheltered 24 housed	24 (-11) 15 housed (-9)

- Big Brother Big Sister's provided late final report
- Stepping Stones, Big Brothers Big Sisters, New Horizons, LAF Hunger Task Force met or exceeded goals
- *2758 served overall*



# Homelessness- Shelter, Prevention, Housing

- 417 people received overnight shelter
- 166 people housed in permanent housing
- 241 assisted in obtaining or keeping housing



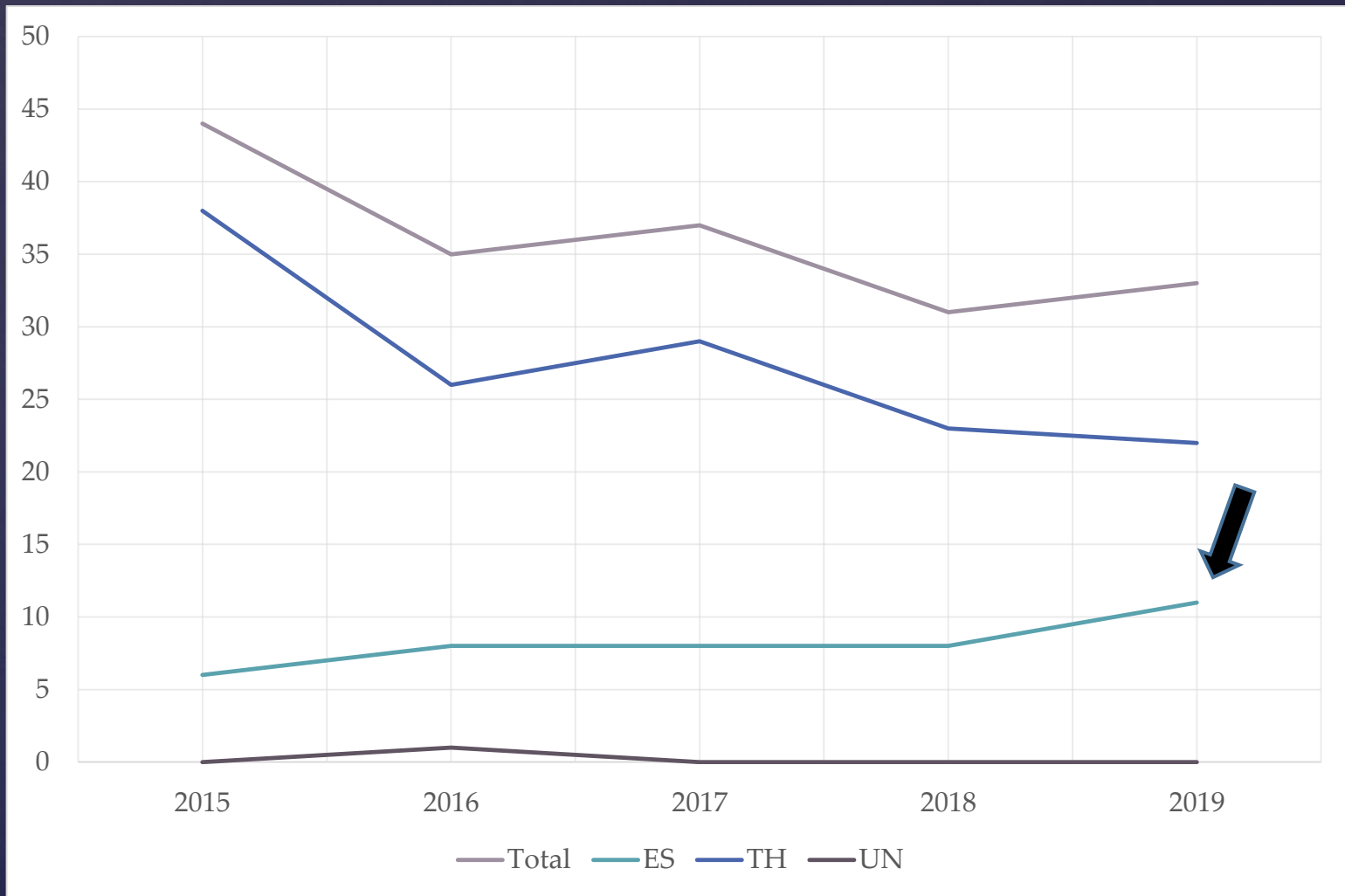
Single Households

January Point in  
Time

Source: **Balance  
of State**

“flatlining”

# Households with Children



**Point in Time Count January: Source BOS**

**Slight increase of families in emergency shelter in 2019**

**None unsheltered**





“I so happy move March 26<sup>th</sup>. I was homeless since 1 year 9 months. I sleep shelter Catholic Charities and Salvation Army.”

-Kaiee

(helped by Independent Living Resources and Mayo Social Services)



“When my son went to sleep, he didn’t know where he would wake up in the morning. He was constantly worried and anxious....”

“I learned that I could get more help when I was ready to help myself.”

**-Michelle, son Yazan**

La Crosse Area Family  
Collaborative, La Crosse Public  
Housing





“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





# Lessons Learned

- Partnering with Low-Income Housing Tax Credit program, with set-aside units
- Lead-Safe Grants and code enforcement to target rental quality
- Track performance metrics
- Creative partnerships key

# Thank you partners





# Thank you staff and to their families...



Kevin Conroy and family



Kevin Clements



Isabelle, Conrad, Frances



Tara, Boone, Ryan



Branson, Dawn, Makayla