



CITY OF LA CROSSE COMMUNITY ENHANCEMENT GRANT APPLICATION

Please note that previous funding amounts are not a guarantee for continued support and any funding amount may be based on a number of factors including, but not limited to, performance, available City funds, and collaborating efforts by your organization with similar organizations.

Contact Information

Organization

American Planning Association Wisconsin Chapter

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Name of contact person

Tim Acklin

Proposal Summary

Project Name

2025 Wisconsin Planning Conference

Total amount of City funds your agency is requesting

\$5,000.00

Will any new jobs be created as a result of the project?

☐ Yes ☒ No

If so, how many?

What benefit has your organization provided to the La Crosse community, and specifically to the City, in 2024?

The Wisconsin Area Planning Association (WAPA) provides resources and required continuing education for Planners across the state. The Planning and Development Department has been heavily involved with WAPA by serving on the board, advocating for policy and legislative items at the state level, and hosting the 2025 Annual Conference.

In 2024, the Planning and Development Department has worked to accomplish many projects that would be wonderful to share with planners across the state. Some of these include but are not limited to: completing construction of three affordable homes, administering eighteen housing rehabilitation loans, launching the Down Payment Assistance Program, finalized 10 façade improvements as part of the Downtown and Northside façade grant program, breaking ground on River Point District, applied for and received the AARP Community Change Grant, Energy Innovation Grant, Bloomberg Youth Climate Action Fund, Carbon Reduction Program Grant, and the Transportation Alternative Redistribution Grant. The Planning and Development Department is continually working toward creating a vibrant and welcoming community and would not be able to accomplish all we have without the support of the Wisconsin American Planning Association.

What does your organization have planned for the remainder of 2024 (that is of benefit to La Crosse, and specifically the City)?

The Planning and Development Department continues to be completely dedicated to the City of La Crosse in working toward creative funding opportunities to enhance our city. Our department will continue to work toward making our City a more vibrant space with continuation on projects like River Point District, Façade grant program, Housing Rehabilitation and Replacement, and additional grant implementation.

What does your organization plan to accomplish with the help of City funding in 2025?

This funding will supplement the 2025 Wisconsin Planning Conference, which provides the opportunity for growth for not only planners in our city, county, and region, but all across the State of Wisconsin. The Wisconsin Planning Conference will be an opportunity for planners across the state to hear about the innovative ideas and projects that the City of La Crosse and others are working on to create the thriving communities we enjoy daily. This Conference will bring economic benefit to our community as it will bring Planners from across the state to enjoy the food, recreation, and hospitality La Crosse has to offer.

Organization Details

Legal status of organization

Private, Non-Profit

Federal Tax Identification Number

What was your organization's total operating budget for the past year?

Has your organization received City funds in the past?

☐ Yes ☒ No

If yes, how much has your organization received and how many years has your organization participated in the program?

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Organization Structure

Attach the following documents (check off as you upload each file below)

- ☐ Concise organization chart showing your agency's major administrative structure
- ☐ Articles of Incorporation and Bylaws
- ☒ List of Board of Directors
- ☐ Current agency budget
- ☐ Current project activity budget if currently funded
- ☐ Other financial forms: Form 990, Income Statement, Balance Sheet, et al.

File Upload

2025 WAPA BOD.pdf

233.91KB

What is your agency's primary funding source(s)?

Member Dues

What percent of your anticipated total project budget does this City request represent?

The request will assist the organization with conference costs.

What other source(s) of funds could your organization pursue? Does your organization receive similar funding from other municipalities?

In the past, host cities have provided funding to supplement conference costs. The Planning and Development Department will also assist the Wisconsin APA with securing private sponsorships in and around the La Crosse Region to assist with conference costs.

Proposal Details

Provide an overview of the program (this pertains only to the activity for which you are seeking funds).

The 2025 Wisconsin Planning Conference will focus on the interconnections of various planning disciplines and their role in shaping communities of tomorrow. From mobility and housing to public health and the environment, this conference will explore how planners can create forward-thinking, collaborative, and cohesive strategies that pave the way for resilient, thriving communities. In addition to conference sessions, the Conference will include mobile workshops and out-of-conference activities such as a 5k fun run, bar crawl, bike tours, downtown tours, and more.

Specifically state how the requested funds will be used.

The funds will be used to reduce the cost of the conference center.

State the specific local needs and problems that your proposal intends to address.

The Wisconsin American Conference has never been held in La Crosse in the past and there has been hesitation to host the conference west of the Wisconsin Dells. In an attempt to create a successful conference, there is a continued effort to reduce conference costs. The Planning and Development Department will work to promote and engage planners locally and across the state to attend this conference and see what La Crosse has to offer. As a result, our additional efforts will create additional economic opportunities for La Crosse local businesses this year and in future conference years to come.

Identify the project target population your proposed program or activity will serve. Include unique characteristics such as: ethnicity/race, age, disability, income level.

This conference will cover topics such as transportation and mobility, public health and the environment, housing for all, economic development, and planning collaboration in an effort to create statewide consensus on addressing disparities we experience in our communities. Planners from around the state will come together to discuss innovative solutions to these pressing challenges.

Describe methods used to measure success in achieving objectives and specifically meeting needs of the target population.

We can measure success by bringing creative solutions back to our community. WAPA has stated that a successful conference consists of 250-300 registrations. We are striving to have 350-400 in order to bring solutions to not only our community but communities around the state.

If more than one agency within the La Crosse area deals with similar problems or clients that you have identified, describe how your agency coordinates tasks and responsibility with these other agencies and how duplication of services will be avoided.

N/A