

Karl Green, Professor,
Department of Community Resource Development
UW-Extension – La Crosse County

La Crosse's Challenging Trends

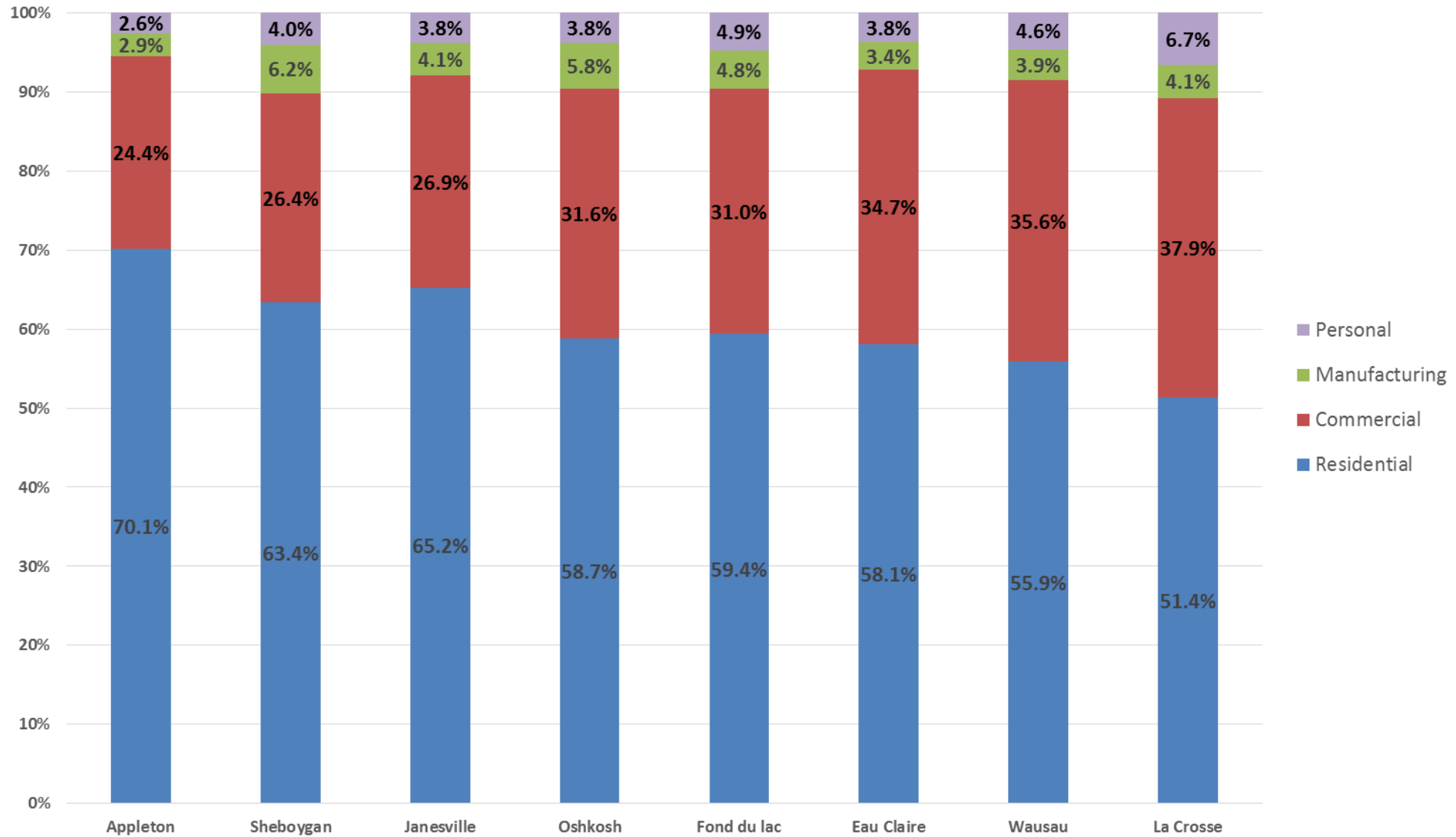
Today I will cover:

- Challenges to urban municipalities in Wisconsin
- La Crosse compared to other WI similar sized cities
- Housing value changes
- Impacts to La Crosse School District

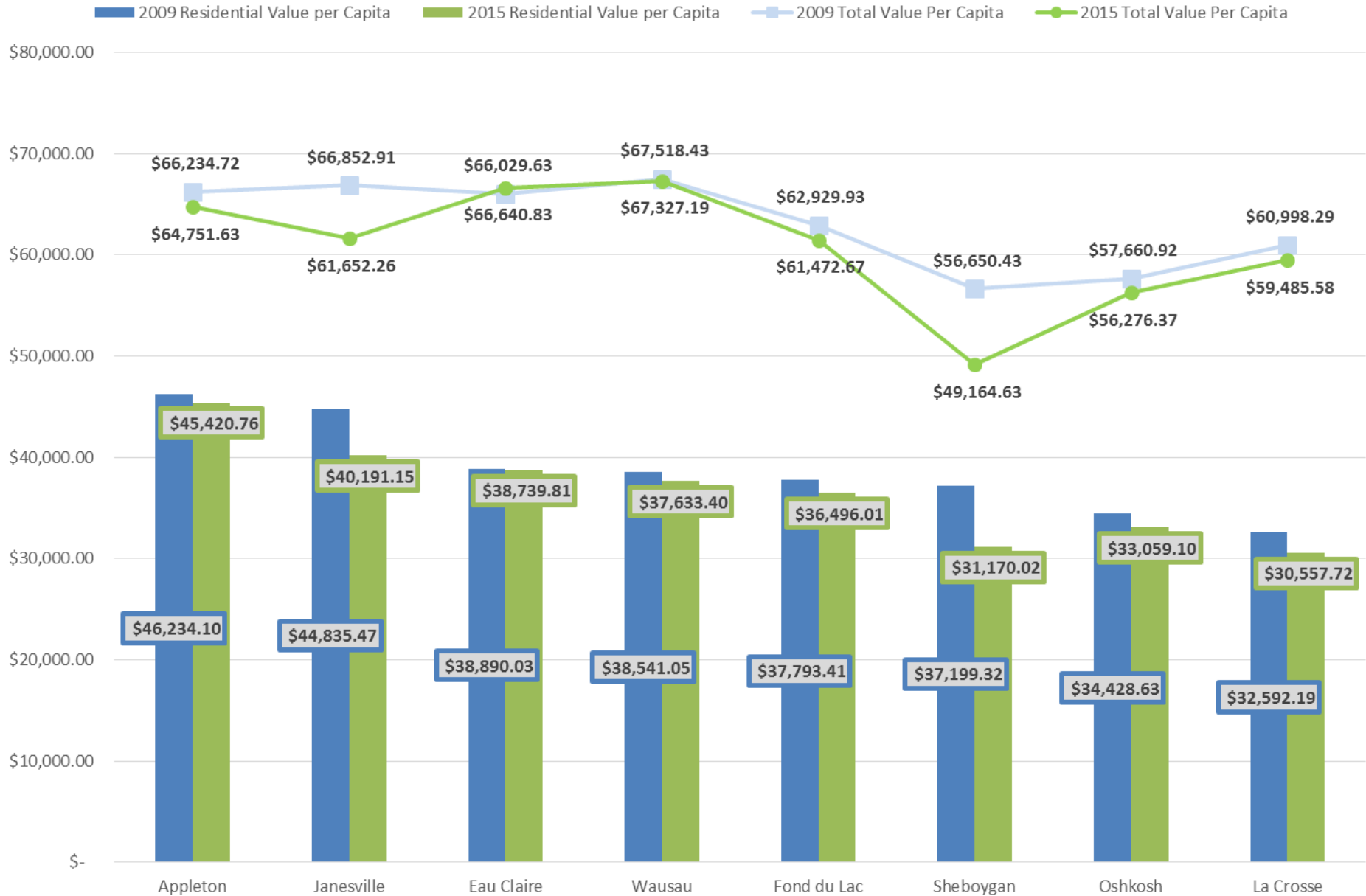
Who is paying the levy?

- Mill rate = $\frac{\text{Levy}}{\text{Total Assessed Value}}$
- In a city, the four main tax classifications are:
 - Residential
 - Commercial
 - Manufacturing
 - Personal Property
- The total value of these four categories = Total Assessed Value

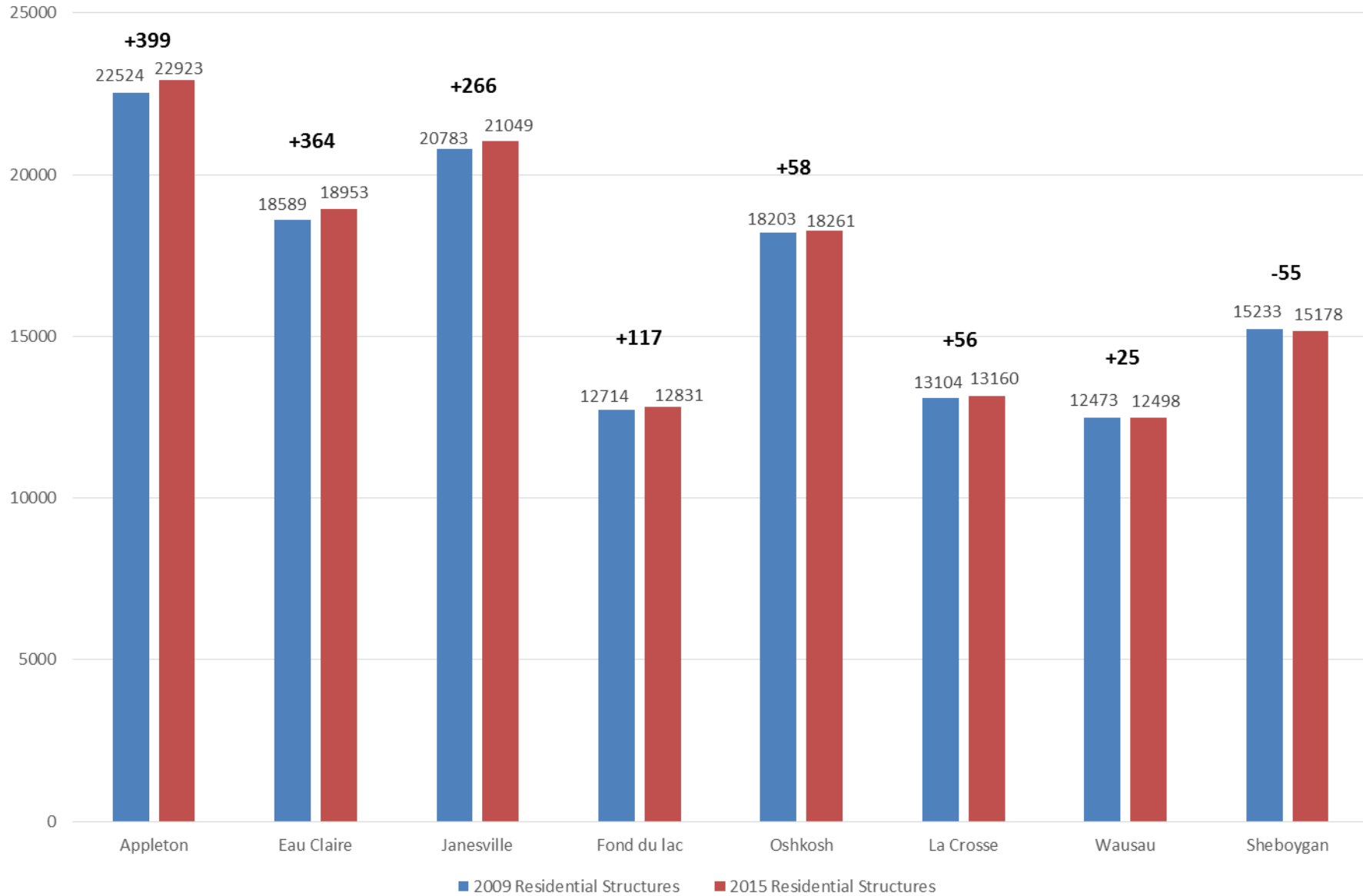
2015 La Crosse and Comparable Municipalities % Major Assessment Classes



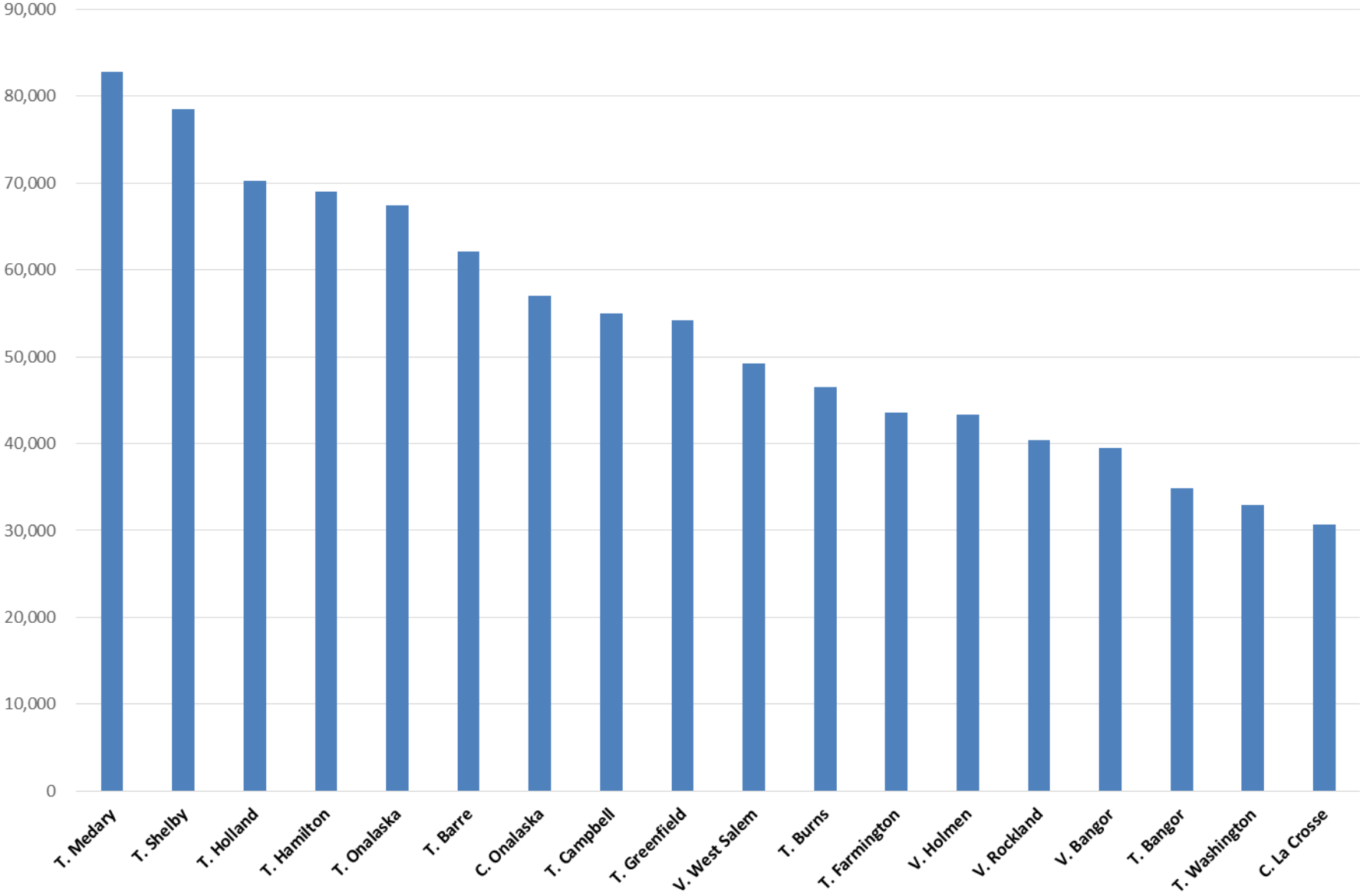
2009 vs 2015 Total Value Per Capita La Crosse and Comparison Cities



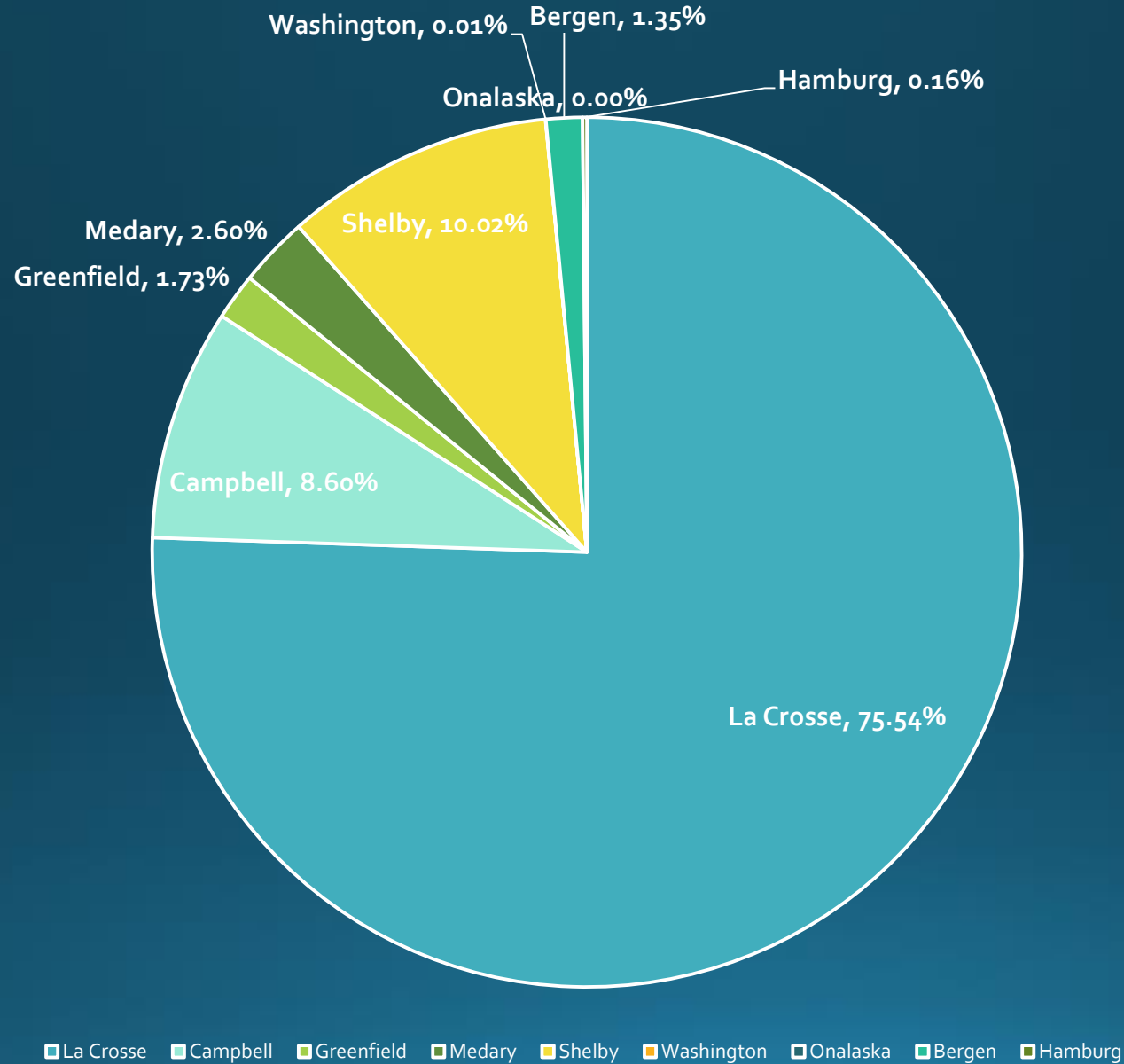
Comparable Municipalities # of Residential Structures 2009 & 2015



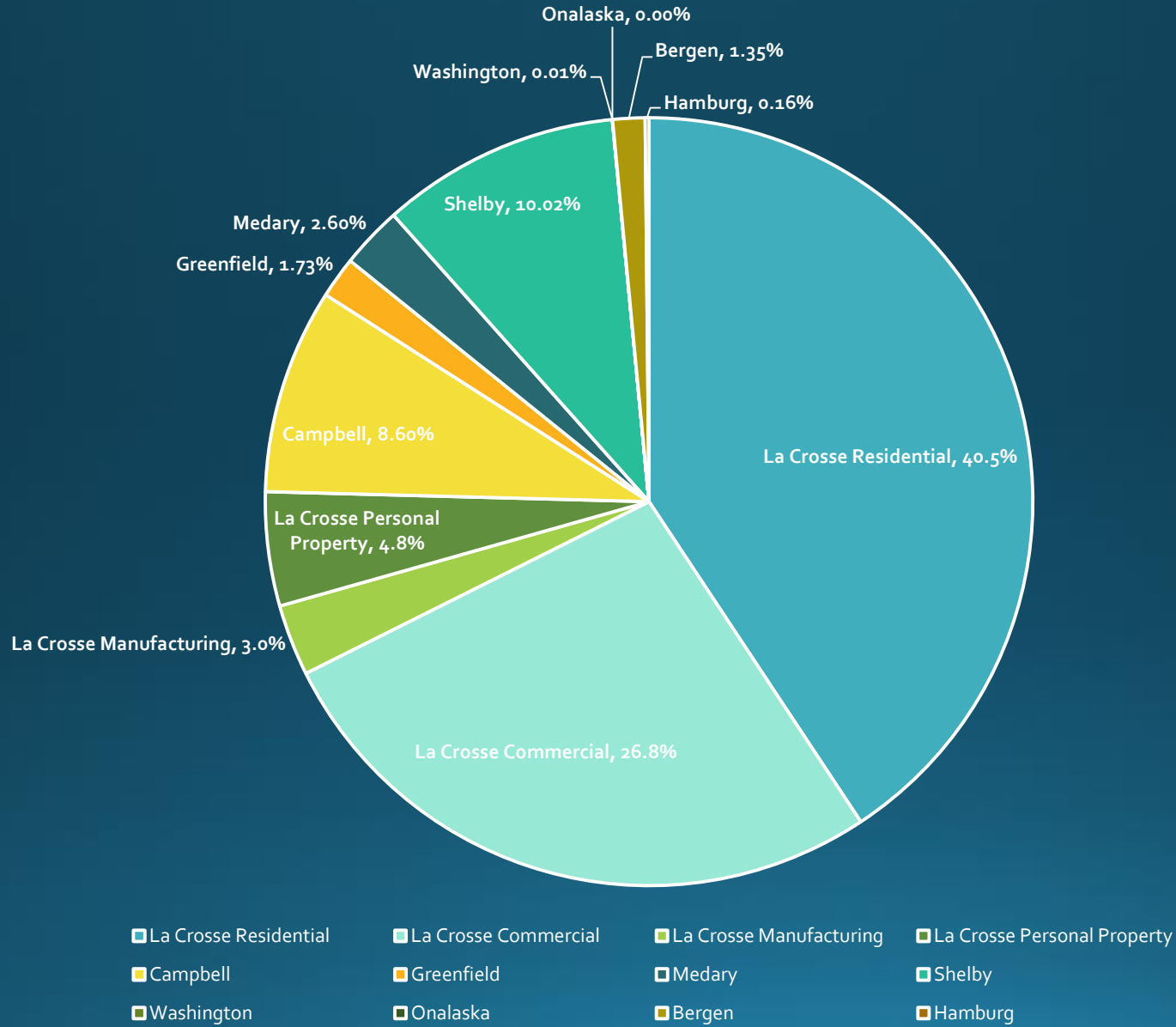
La Crosse County Municipal Residential Value Per Capita 2014 (Total residential value/population)



La Crosse School District Equalized Value Breakdown

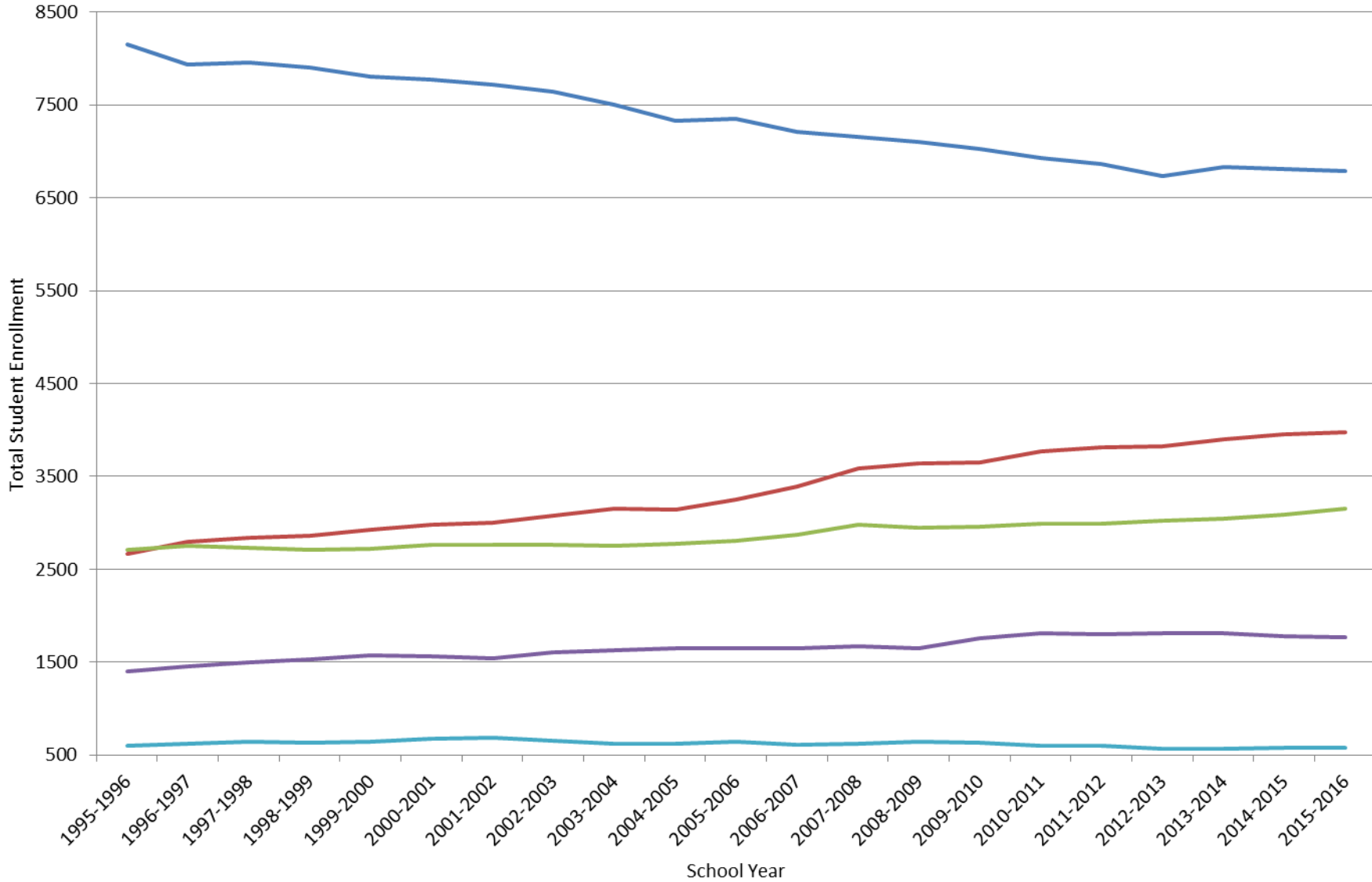


La Crosse School District Equalized Value Breakdown

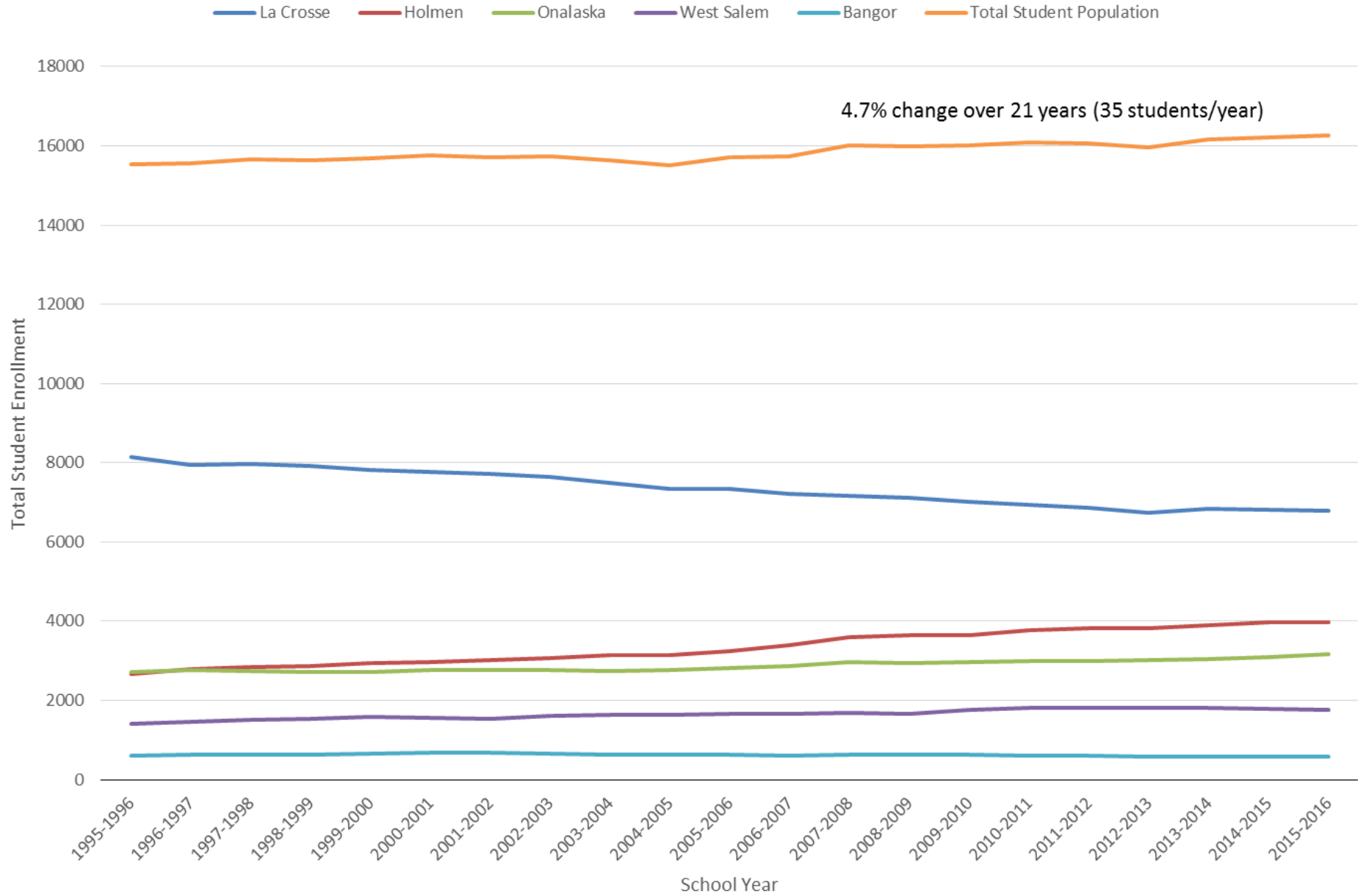


La Crosse County School Districts Total Enrollment (1995 - 2015)

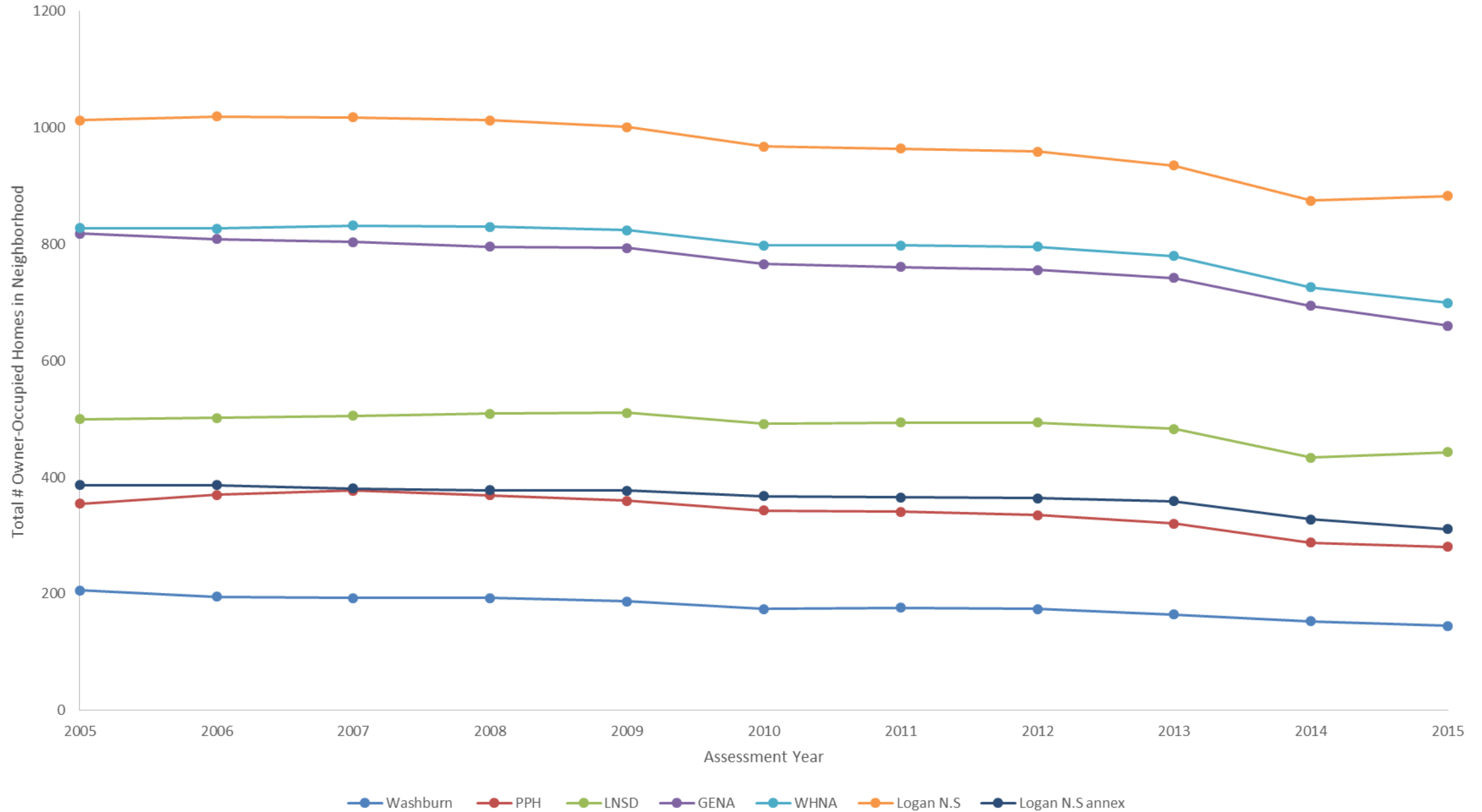
La Crosse Holmen Onalaska West Salem Bangor



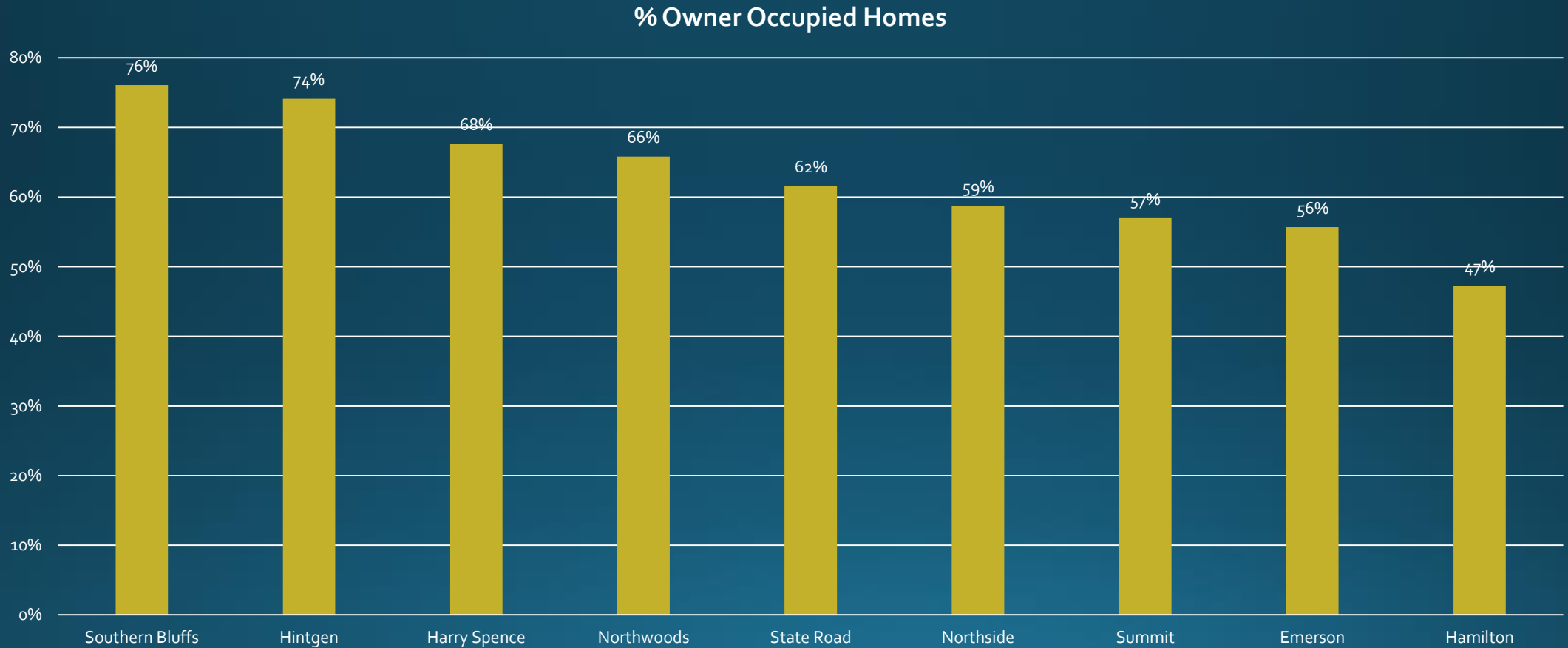
La Crosse County School Districts Total Enrollment (1995 - 2015)



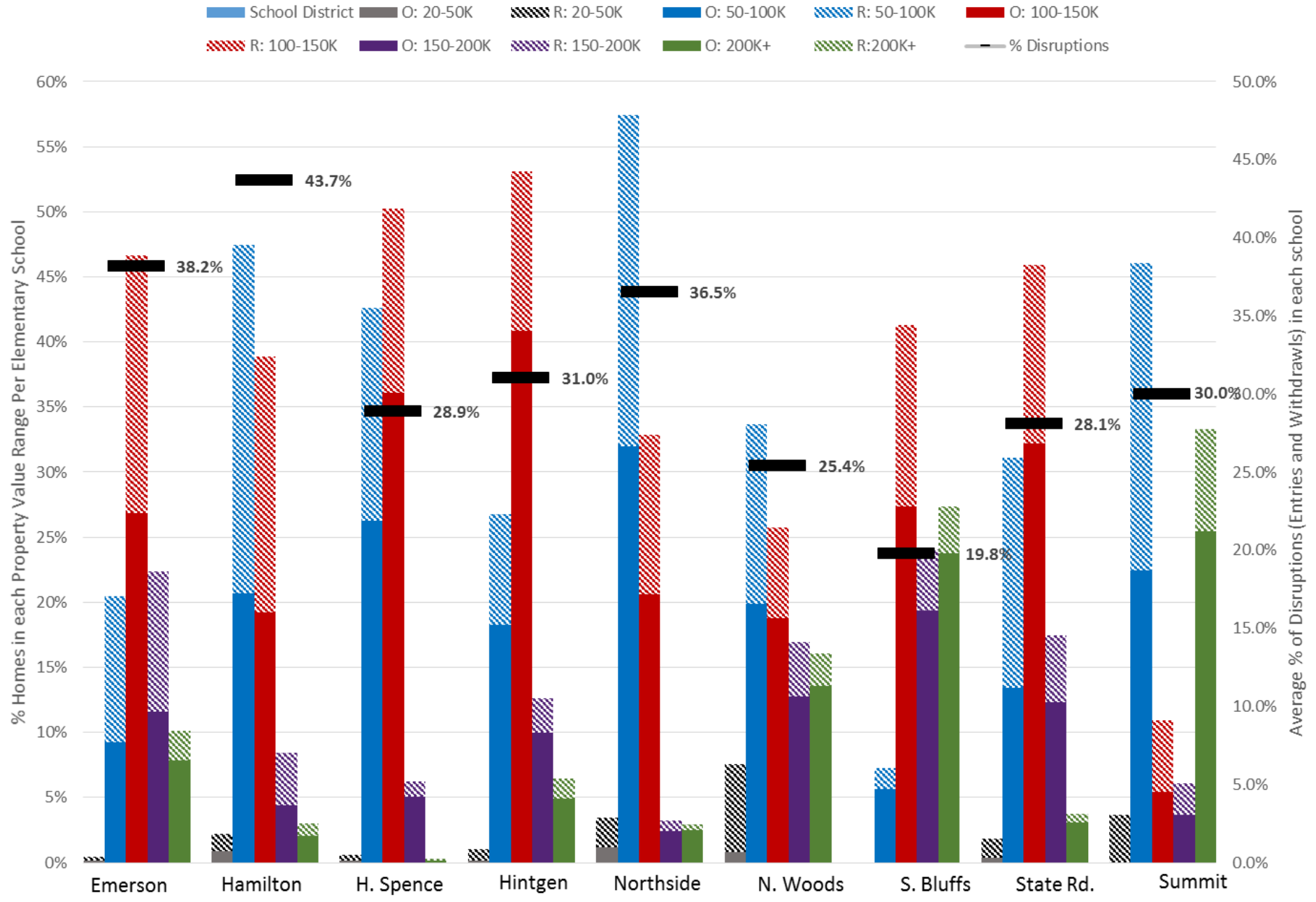
La Crosse Neighborhood Owner Occupancy over time



Homeownership in neighborhood schools



2015 Property Statistics by School District



Contributing Factors & Results of Neighborhood Deterioration



Potential Neighborhood Deterioration Contributing Factors

Declining Housing Values

Declining Resident-Owned Homes

Unkempt & Dilapidated Properties

Increase Transient Population and Home Turnover Velocity

Results of Neighborhood Deterioration

Poor Environment

(Clutter, Noise, Overall Aesthetics)

Increased Crime

(Drugs, Property, Person)

Declining Tax Base

(Erosion of Public Infrastructure & Services)

***Increased Human Service Needs,
esp. for Children & Youth***
(Child Welfare, Juvenile Justice)

Development Gap between Redevelopment & Greenfield Development

Redevelopment

- Purchase price (Rental value)
- Demolition
- Disposal of demolition materials
- Lot reconfiguration (?)
- Smaller scale
 - More difficult to develop economy of scale
 - Greater risk for individual builder
- Flood Plain issues w/ some properties

Greenfield Development

- Land price
 - Purchase price
 - Utility installation (May not apply)
 - Road infrastructure
- Economy of scale
- Lower risk for individual builder if neighboring properties are of equal value and condition

How has La Crosse reacted?

Government

- Recognized the problem!
- Strong City/County/School District collaboration
- Education of issues with local stakeholders
 - Banks/credit unions/lenders
 - Realtors
 - Health care providers
 - Homeowners
 - Post-secondary Institutions
- City/County Joint Housing Task Force
- City reconvened City Revitalization Commission
- County Demolition & Disposal Grants
- City Community Policing effort
- La Crosse Area Family Collaborative
- Rebuilding for Learning Collaborative

How has La Crosse reacted?

Private sector

- La Crosse Promise & La Crosse Promise Future Centers
- La Crosse Promise Lenders Consortium
- La Crosse Neighborhood Development Corporation
- Joint Neighborhood Development Corporation
- Housing assistance programs offered by local health care providers
- Renew La Crosse
- Common Objective is two fold
 - Remove perception of risk
 - Level playing field of cost

Questions?

- Karl Green
- La Crosse County UW-Extension
- 785-9593
- Karl.green@ces.uwex.edu
- <http://lacrosse.uwex.edu/community-development/>