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

<table>
<thead>
<tr>
<th>City</th>
<th>2009 Residential</th>
<th>2015 Residential</th>
<th>2009 Total</th>
<th>2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appleton</td>
<td>$45,420.76</td>
<td>$40,191.15</td>
<td>$46,234.10</td>
<td>$44,835.47</td>
</tr>
<tr>
<td>Janesville</td>
<td>$38,739.81</td>
<td>$38,900.03</td>
<td>$38,541.05</td>
<td>$37,793.41</td>
</tr>
<tr>
<td>Eau Claire</td>
<td>$37,633.40</td>
<td>$38,199.32</td>
<td>$37,199.32</td>
<td>$34,428.63</td>
</tr>
<tr>
<td>Wausau</td>
<td>$36,496.01</td>
<td>$37,170.02</td>
<td>$36,959.10</td>
<td>$32,592.19</td>
</tr>
<tr>
<td>Fond du Lac</td>
<td>$50,164.63</td>
<td>$49,485.58</td>
<td>$50,560.43</td>
<td>$56,276.37</td>
</tr>
<tr>
<td>Sheboygan</td>
<td>$56,650.43</td>
<td>$57,660.92</td>
<td>$56,650.43</td>
<td>$56,650.43</td>
</tr>
<tr>
<td>Oshkosh</td>
<td>$55,626.00</td>
<td>$56,626.00</td>
<td>$56,626.00</td>
<td>$56,626.00</td>
</tr>
<tr>
<td>La Crosse</td>
<td>$64,751.63</td>
<td>$66,234.72</td>
<td>$66,029.63</td>
<td>$66,029.63</td>
</tr>
</tbody>
</table>

Graph showing the comparison of Total Value Per Capita for various cities between 2009 and 2015.
La Crosse School District Equalized Value Breakdown

La Crosse, 75.54%
Campbell, 8.60%
Greenfield, 1.73%
Medary, 2.60%
Shelby, 10.02%
Washington, 0.01%
Onalaska, 0.00%
Bergen, 1.35%
Hamburg, 0.16%

4.7% change over 21 years (35 students/year)
Homeownership in neighborhood schools

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>% Owner Occupied Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern Bluffs</td>
<td>76%</td>
</tr>
<tr>
<td>Hintgen</td>
<td>74%</td>
</tr>
<tr>
<td>Harry Spence</td>
<td>68%</td>
</tr>
<tr>
<td>Northwoods</td>
<td>66%</td>
</tr>
<tr>
<td>State Road</td>
<td>62%</td>
</tr>
<tr>
<td>Northside</td>
<td>59%</td>
</tr>
<tr>
<td>Summit</td>
<td>57%</td>
</tr>
<tr>
<td>Emerson</td>
<td>56%</td>
</tr>
<tr>
<td>Hamilton</td>
<td>47%</td>
</tr>
</tbody>
</table>
Potential Neighborhood Deterioration Contributing Factors

- Poor Environment (Clutter, Noise, Overall Aesthetics)
- Increased Crime (Drugs, Property, Person)
- Declining Tax Base (Erosion of Public Infrastructure & Services)

Results of Neighborhood Deterioration

- Poor Environment
- Increased Crime
- Declining Tax Base

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?

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