Cinnaire Solutions

• Real estate development arm of Cinnaire, a CDFI
  • Develop affordable housing and community facilities in partnership
  • Community leaders and residents know their communities best

• Priority Cities initiative
  • Provide capital, development expertise, and support to local developers and not-for-profits (especially BIPOC firms) to bring community-led projects to fruition
  • La Crosse as a model for similar cities across our 9-state footprint

• Impact-driven and people-focused
  • What are key areas where you want to see change in the next 2-5 years?
Advisory Committee Members

- Mackenzie Mindel - La Crosse Common Council #8
- Dianne McGinnis - La Crosse Community Development Administrator
- Marvin Wanders - Three-Sixty Development
- Hetti Brown - CouleeCap
- Sandy Brekke - Gundersen Lutheran Office of Population Health
- Neal Zygarlicke - La Crosse Area Chamber of Commerce
- Tim Kabat - La Crosse County Economic Development Corporation
- Dr. Paul Mueller - Mayo Clinic Health System
- Kathleen Linaker - Western Technical College
- Jeanne Buckta - Student Government Treasurer, Western Technical College
- Colin Walsh - Project Proven
- Heidi Svee - New Horizons Shelter and Outreach Center
Asset Mapping Project Overview

• Goal:
  • Understand resources, relationships and structures within the community as a means for bringing change
  • **Mobilize assets and relationships to meet the need**

• How will it be done?
  • **Asset mapping framework**
    • Listening and engaging with local leaders and key stakeholders to help **identify existing and emerging community issues that need to be addressed**

• Project outcomes:
  • Identification and documentation of community assets
  • Alignment on 2-4 opportunities to focus on
  • Initial action, resources identified, and champions and partners engaged
**Timeline**

1. **February**
   - **Meeting 1** - Refine Assets & Areas of Focus
2. **March**
   - **Meeting 2** - Conduct Focus Groups
   - **Meeting 3** - Conduct Interviews
3. **April**
   - **Meeting 4** - Distribute Committee HW
   - **Meeting 2** - Prepare Asset Framework
   - **Meeting 3** - Opportunities Analysis
4. **May**
   - **Meeting 4** - Finalize Opportunities

**ADVISORY COMMITTEE MEETINGS**
- **Meeting 1** - Community assets and areas of focus
- **Meeting 2** - Review Asset Mapping and discuss Opportunities
- **Meeting 3** - Review Opportunities and Potential next steps
- **Meeting 4** - Final Review and Moving forward with action
Asset Mapping - Things To Keep In Mind

• Strength based-approach
• Uncovers capabilities/skills & talents/resources found in the community right now – may expose gaps
• Relies on the community’s assets, not on those found outside of it
• Process includes identifying the places, institutions, individuals, and citizen associations existing within communities that serve as positive resources
• Asset map can take many different forms – comprehensive list, physical map, database
• Therefore, there is no wrong answer
## Place-Based Assets

- **What/who makes La Crosse a strong community? What makes it special?**
- **What/who makes La Crosse tick? Where does the community get its energy from?**
- **What/who helps drive change?**
- **What resources enrich and support the community?**
- **What are major assets but underutilized?**

### BUILT INFRASTRUCTURE/PLACES

Anything physically made by humans, include housing, facilities, roads, community centers, power systems, water and sewer systems, telecommunications infrastructure, recreation facilities, transportation systems, etc.

### NATURAL & OUTDOOR

Includes the landscape, special geographic features (mountains, rivers, lakes, trees etc.), outdoor recreation opportunities (hunting, fishing, biking, hiking, canoeing, camping...), trails, etc.

### ECONOMIC

Includes businesses, employers, labor force, regional relationships/dependencies

### FINANCIAL

Includes sources of funding, incentive programs, banks, private foundations, not for profit organizations
People-Based Assets

- What/who makes La Crosse a strong community? What makes it special?
- What/who makes La Crosse tick? Where does the community get its energy from?
- What/who helps drive change?
- What resources enrich and support the community?
- What are major assets but underutilized?

**HUMAN**
Organizations, associations, small informal groups working with a common interest mainly as volunteers and enrich the community such as community organizers, faith-based groups, neighborhood associations, advocacy groups

**CULTURAL**
Includes museums, historical places, annual festivals, studio arts, spiritual groups, performing arts culinary arts

**INDIVIDUALS**
People actively involved in the community such as community connectors, leadership, champions, elected officials, innovators, “Star Power”

**LOCAL INSTITUTIONS**
Paid groups of people that generally are professionals who are structurally organized are called institutions. They include government agencies, schools, universities, healthcare providers
Potential Focus Areas

- What’s holding the community back from realizing its greatest potential
- Things that are top of mind that are real challenges for the population
- Growth opportunities that may not be realized
- What are big topics that resources could be brought around to solve
Narrowing Down

• Captured a robust list of areas to focus on as part of the first Advisory Committee
  • Affordable housing rose to the top as the area with limited capacity and resources and great need

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<th>Areas of Focus</th>
<th>Committee Survey Results</th>
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<td>Capacities &amp; resources in place today, but additional resources would help make a big difference</td>
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<td>Food Insecurity</td>
<td>63%</td>
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<tr>
<td>Childcare</td>
<td>50%</td>
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<tr>
<td>Equity &amp; Racism</td>
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<tr>
<td>Affordable Housing</td>
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</table>

- Childcare
- Food Insecurity
- Affordable Housing/Homelessness
- Talent Attraction/Retention/Skilled Workforce
- Equity & Racism
- Stagnant Population Growth
- Mental & Physical Health
- Neighborhood Disinvestment
### Takeaways

#### Housing
- Habitat already starting building the housing landscape infrastructure through their work with the Housing Advocacy Committee
- There is a clear lack of data and common definitions of terms needed to advance progress
- Affordable & quality rental access is a big issue due lack of landlord unwillingness to engage
- Multiple affordable housing approval hurdles & lack of tax credits/funding alternatives
- A lot of conversations but few actions

#### Food Insecurity
- Access to healthy affordable food for northside and people living in the inner core
- City and County have ongoing efforts to address food insecurity through the Climate Action Plan and Health Assessment Strategic Plan
- Gap in the # of people the pantry currently serves and the # of people the food pantries could be serving

#### Childcare
- Biggest challenge in childcare today is staffing shortages
  - Shortages are linked to low compensation levels and inadequate benefits
- There are many well-organized efforts in place today
- The April 14th WI Tomorrow: Early Care & Education Summit was critical in advancing the conversation

#### Equity & Racism
- There are groups in place such as Waking Up White Collaborative working to raise working to raise public consciousness around the issue of racism in the community
- Universities and other major institutions and employers are already doing equity within their organization or have platforms in place such as Hate/Bias Report
- The Public Health Department is working on a strategic plan with health equity at the center of the process
## Next Steps

### POTENTIAL NEXT STEPS

#### OPPORTUNITY A: HOUSING
- Explore capacity and funding options and whether housing assessment should run parallel with comprehensive plan or as an outgrowth
- Work with CouleeCap and other local housing providers to explore option of hosting a community/regional housing summit as part of the housing needs assessment
- Explore external potential grant resources for housing needs assessment

#### OPPORTUNITY B: HOUSING
- Explore opportunity to develop targeted affordable housing project
- Quantify the need and who might be likely partners

#### OPPORTUNITY C: HOUSING/REVITALIZATION
- Facilitate individual meetings with existing major institutions, corporations, and healthcare providers
- Research/explore what La Crosse’s major institutions are doing/plans in the works

#### OPPORTUNITY D: DIVERSITY, EQUITY, INCLUSION
- Facilitate conversation with Greater Diversity Council, LADCO, Chamber and other partners to explore this opportunity to collaboratively co-host a summit in 2023

#### OPPORTUNITY E: FOOD INSECURITY
- Determine capacity needs to move the project forward
- Seek resources if needed and work to identify site
- Determine potential project champions and investigate outside financial resources/grants

### KEY ASSETS

- **City of La Crosse**
- **City of La Crosse Housing Authority**
- **Private Developers**
- **Habitat for Humanity**
- **CouleeCap**

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- **Community of Faiths**
- **Hope Restore**
- **City of La Crosse**

- **Gundersen Health Systems**
- **Mayo Clinic Health Systems**
- **UW La Crosse**
- **Western Technical College**
- **Private Developers**
- **Viterbo University**
- **City of La Crosse**

- **Greater Diversity Council**
- **Hope Restore**
- **BLACK**
- **Chamber**
- **LADCO**
- **County ED groups**
- **Health Systems**

- **City of La Crosse**
- **LADCO**
- **Cinnaire**

- **Major Institutions**
- **City of La Crosse**
- **La Crosse YWCA**
- **Cu Sula**
- **Ho-Chunk Nation**
- **Housing Mutual Assistance Association**
THANK YOU!
Any questions?