



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

2018 NCSHA Annual Awards for Program Excellence
Wisconsin Housing and Economic Development Authority (WHEDA)
Special Achievement
A Holistic Approach to Community Development

Overview

Strategically WHEDA has positioned itself with a holistic approach to community development. This holistic approach involves two key components:

1. Completing a community assessment: reviewing the infrastructure, opportunities and challenges
2. Developing a public-private investment plan in clustered neighborhoods to create an organic wave of revitalization

Starting in 2014 and continuing to present, WHEDA is helping to revitalize four Wisconsin communities with this holistic approach. These communities include: Milwaukee, Racine, Beloit and Eau Claire.

Communities Impacted

Milwaukee

Community Assets:

- Existing industrial base
- Available housing stock
- A local workforce with a high population of under 35 years old
- Transportation infrastructure: interstate, rail, airport, shipping port
- Local public and private colleges

Despite its tremendous assets, the city of Milwaukee was hit hard over the past decade by the housing collapse and their remains over 5,000 city-owned foreclosed homes and lots. This foreclosure activity is putting a strain on Milwaukee's budget due to record losses in property values and property tax revenues.

One of WHEDA's successful endeavors in revitalizing Milwaukee neighborhoods was the Sherman Park Homeowners Initiative. WHEDA allocated \$850,000 in Low-Income Housing Tax Credits to this scattered site home renovation project. The project consisted of repairing and restoring 40 homes on the north.

The developer utilized unemployed and underemployed residents in and around the Sherman Park neighborhood to do the construction repairing and restoring homes. Utilizing a local nonprofit, a workforce development program was established to train and retool local residents with challenged backgrounds. Workers enrolled in the training program learn construction trades and demolition work.

To-date WHEDA and its developer partner have rolled out eight phases of its scattered sites program which have renovated or built over 330 homes spanning over 200 blocks in Milwaukee. This development has renovated previously blighted and vacant homes, provided affordable housing for families and has added more than \$500,000 in property taxes annually. After 15 years, the homes are available for purchase by the residing tenant.

Beloit

Community Assets:

- Close to two interstates and two major airports
- Less than 50 minutes from three major metros: Milwaukee, Madison, and Chicago
- Diverse population of workers under 35 years of age
- Beloit College
- Land to grow

Beloit used to be a town that made papermaking machines and diesel engines. Over the years, manufacturing left and Beloit became a decaying industrial town. Leveraging its community assets, public-private investment to revitalize focused on attracting new businesses, replacing lost jobs, attracting new residents and leveraging its underutilized riverfront.

Beloit has a one-of-a-kind private investor, Diane Hendricks, a Beloit native who is the second-richest self-made women in the United States with a passion to rebuild her hometown. She was the catalyst for attracting new investments and leveraging Beloit's assets to:

- Relocate the library from its historic downtown location and moving it inside a failing mall at the edge of town
- Create a new performing art center for Beloit College
- Develop a new downtown center, called the Phoenix, featuring new retail, restaurants and housing
- Provide financial backing to renovate the vacant Beloit Corporation foundry along the river to create the new Ironworks Hotel and commercial retail space

Eau Claire

Community Assets:

- Close to two interstates and a major airport
- Land to grow
- Underutilized riverfront
- University of Wisconsin – Eau Claire

Leveraging its community assets, public-private investment to revitalize focused on attracting new businesses and new residents. In a few short years, JAMF has become one of Eau Claire's highest-profile businesses employing 700. The company's, which makes software to manage Apple devices, was co-founded by Eau Claire native Zach Halmstad.

JAMF Software is located in the Riverfront Terrace complex which was a new riverfront development feature housing and commercial space along with a new park and recreational area that now offers an annual music festival.

The city of Eau Claire and surrounding region have cultivated, the Confluence Project, a public-private partnership to redevelop a blighted area in the heart of Eau Claire, at the confluence of the Eau Claire and Chippewa Rivers. The centerpiece of the project is the construction of a community arts center, public plaza and mixed-used project that includes housing and commercial/retail space and parking. The Confluence Project combines philanthropy with state, county and city funds in a true public-private collaboration that relies on significant participation by the University of Wisconsin-Eau Claire and the region's arts community. WHEDA invested \$6 million in NMTCs in the Confluence project. The

Confluence will improved regional attractiveness and spur positive business impacts. In addition to revitalizing prime real estate at the heart of the community, the Confluence builds upon existing competitive strengths and further reinforces the distinctive nature of Chippewa Valley.

Racine

Community Assets:

- Close to the interstate and a major airport
- Land to grow
- Port access to Lake Michigan
- Near new business development and relocation of Foxconn manufacturing plan

Public-private investment plan to leverage Foxconn plant construction. Wisconsin competed with seven other states for Foxconn's \$10 billion investment and 13,000 jobs. WHEDA to play a lead role with local municipality and the developer community to conduct a housing summit to address much-needed workforce housing to support new business development in the region.

Summary

Industrial sub-regions and infrastructure dove-tail into a holistic approach to community revitalization. By connecting people and economies to coordinated public-private investments in a clustered approach, there is an organic wave of revitalization. The transformative effect ripples from neighborhood, to community and throughout the state.

Visual aids provided

WHEDA Executive Director Wyman Winston presented on WHEDA's holistic approach to community development at the American Planning Association's National Planning Conference (NPC18) in New Orleans, April 21-24, 2018. His presentation is attached.

Reindustrialization

Essential to rebuilding and revitalizing
Wisconsin communities

Wyman B. Winston

Executive Director



Successful Communities

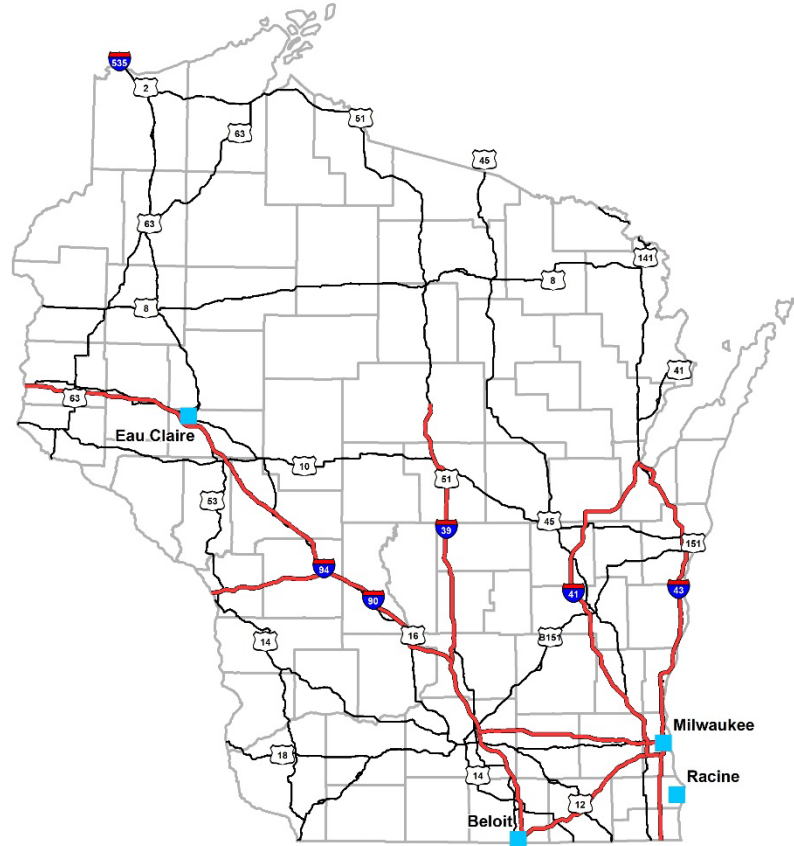
Successful communities have four pillars:

1. Economy: Places where people buy, make and sell goods
2. Housing: Where workers live
3. Transportation: How people get from home to jobs and how services get to market
4. Community: Where people take pride in where they live and connect to others; foundation for stakeholders



Examples of community revitalization in Wisconsin:

- *Milwaukee*
- *Beloit*
- *Eau Claire*
- *Racine*





Milwaukee Neighborhood Revitalization Initiative

CORE
BUSINESS
AREAS

Aerotropolis



Riverworks



Menomonee
Valley



Inner Harbor



30th
Street Corridor



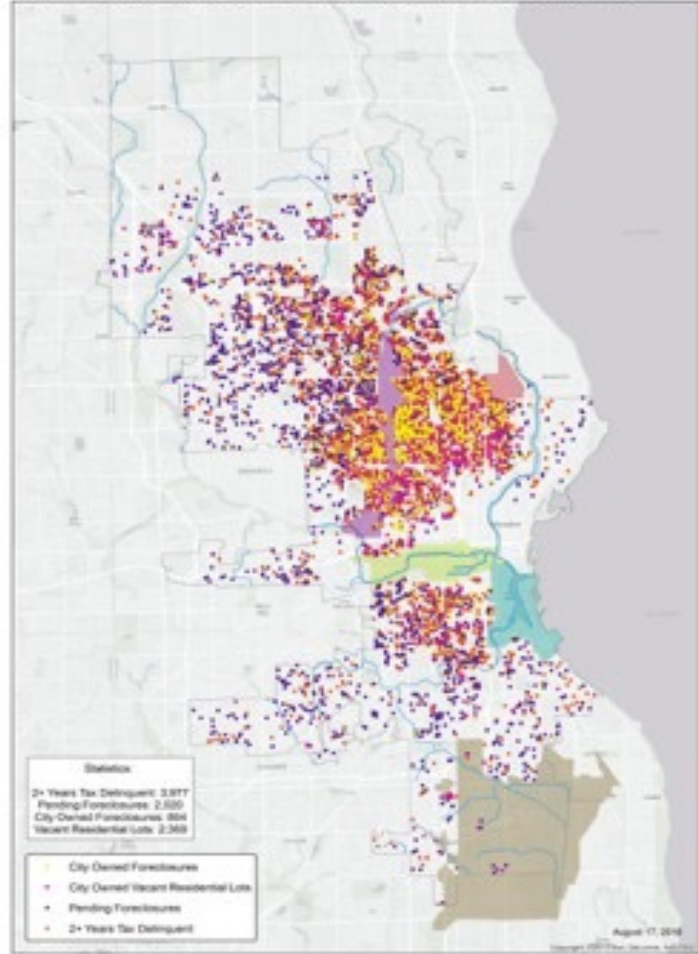
Milwaukee Community Assets

1. Existing industrial base
2. Available housing stock
3. A local workforce with a high population under 35 years old
4. Transportation infrastructure: interstate, rail and airport
5. Port access to Lake Michigan
6. Local public and private colleges



Milwaukee Housing

2+ Years Tax Delinquent | Pending Foreclosures | City Owned Foreclosures | Vacant Residential Lots



CITYWIDE BLIGHTED PROPERTIES





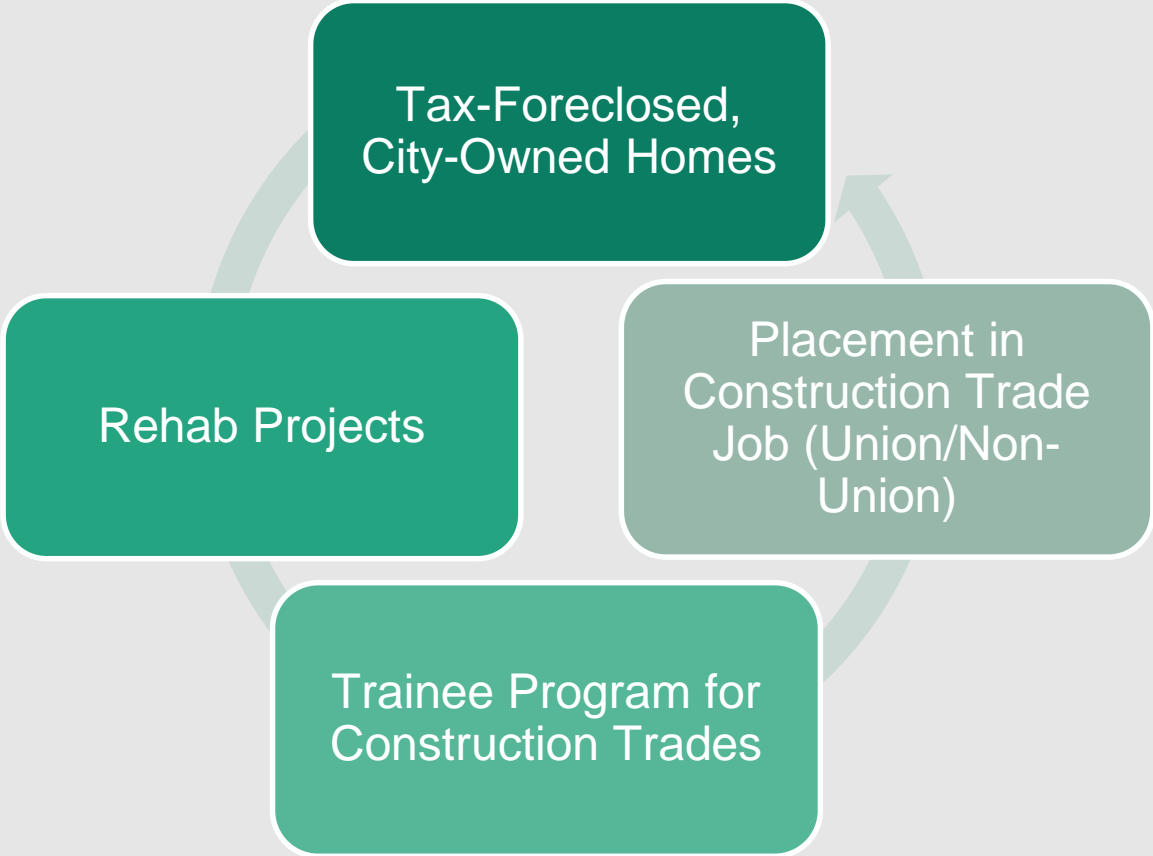
Holistic approach to redevelopment and reinvestment
Public-private investment plan in clustered neighborhoods
with infrastructure



SHERMAN PARK HOMEOWNERS INITIATIVE



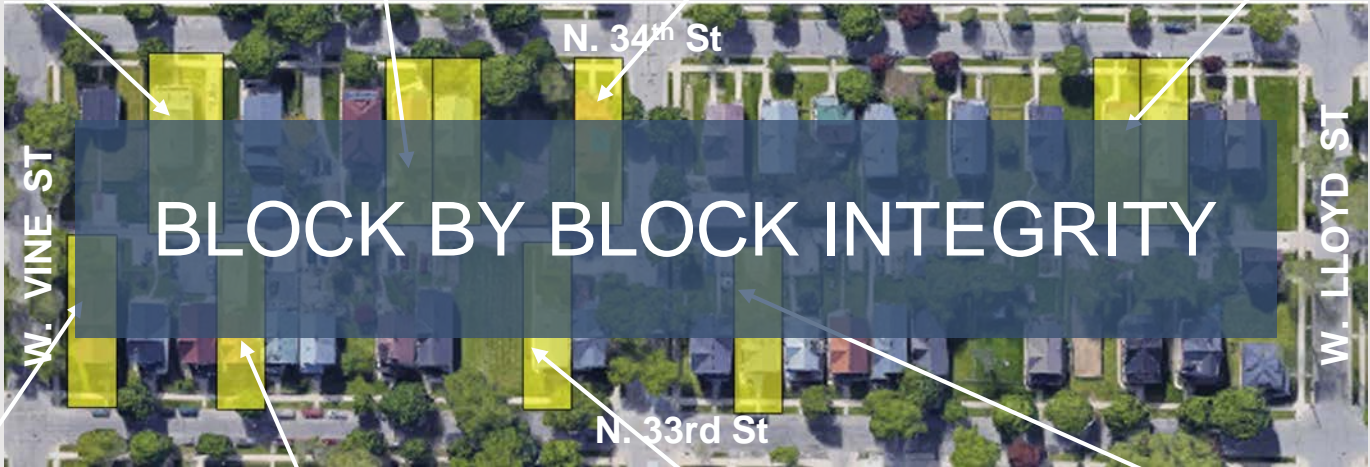
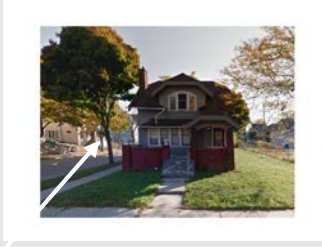
CIRCLE OF ECONOMIC EMPOWERMENT



THE IMPACT

A Wave of Neighborhood Investment
Throughout Milwaukee

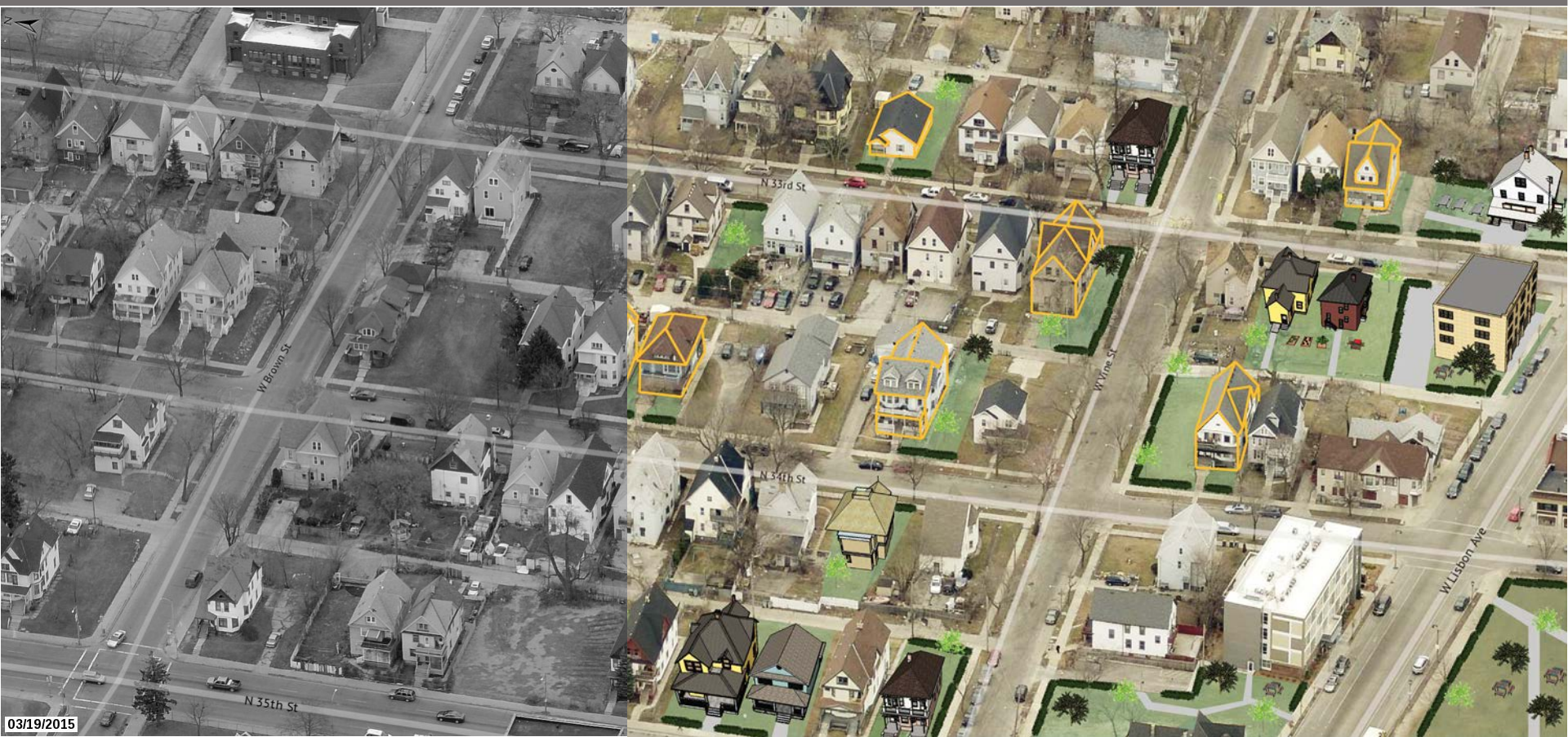




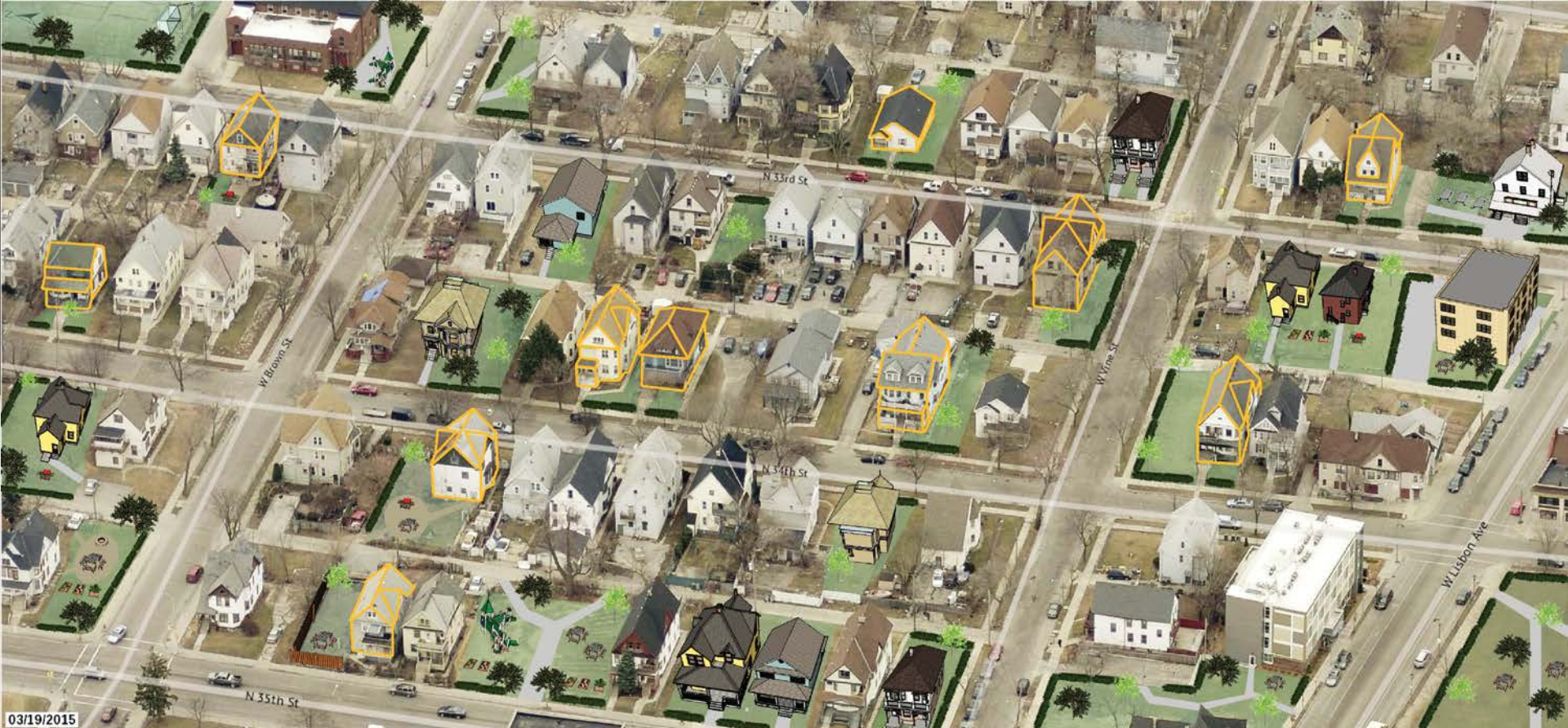
BEGIN incrementally & GO non-stop



OFFER options, **INCLUDE** parks, playgrounds, retail, business opportunities & infrastructure



Eliminating all vacant homes and lots, creating a real **TRANSFORMATION**



Beloit Revitalization

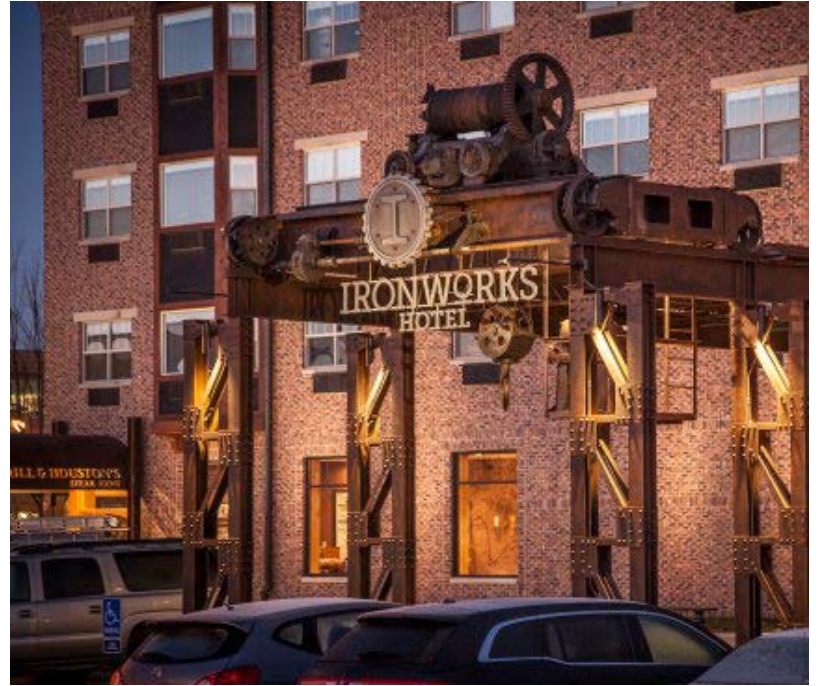


Beloit Community Assets

1. Close to two interstates and two major airports
2. Less than 50 minutes from Milwaukee, Madison and Chicago
3. Diverse population under 35 years of age
4. Beloit College
5. Land to grow



Transformation of vacant industrial building to spur downtown development



An aerial photograph of Eau Claire, Wisconsin, showing the Eau Claire River winding through the city. The river is surrounded by lush green trees and a sandy beach on the left. The downtown area is visible with various buildings, including a large white building in the center. A bridge crosses the river in the foreground. The background shows a large body of water, likely Lake Koshong, with a bridge spanning across it.

Eau Claire Revitalization

Eau Claire Community Assets

1. Close to two major interstates
2. Access to major airport
3. Land to grow
4. Underutilized riverfront
5. UW-Eau Claire



Redevelop vacant riverfront for housing, business and entertainment



Public-private partnership to redevelop blighted downtown area



Confluence Project is an art center, public plaza and mixed-use development complex at the confluence of the Eau Claire and Chippewa Rivers. Includes housing and commercial/retail space.



An aerial photograph of Racine, Wisconsin, showing the city's waterfront and a large marina. The city is built on a peninsula, with a large marina filled with boats in the center. The water is a deep blue, and the sky is clear. The text "Racine Revitalization" is overlaid in white on a dark grey background across the middle of the image.

Racine Revitalization

Racine Community Assets

1. Close to interstate
2. Access to major airport
3. Land to grow
4. Port access to Lake Michigan
5. Close to Foxconn development



Foxconn plant construction as springboard for revitalization



Conclusion

Industrial sub-regions and infrastructure dove-tail into a holistic approach to community revitalization. By connecting people and economies to coordinated public-private investments in a clustered approach, there is an organic wave of revitalization. The transformative effect ripples from neighborhood, to community and throughout the state.





Reindustrialization 