

# LA CROSSE ASSET MAPPING

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# 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

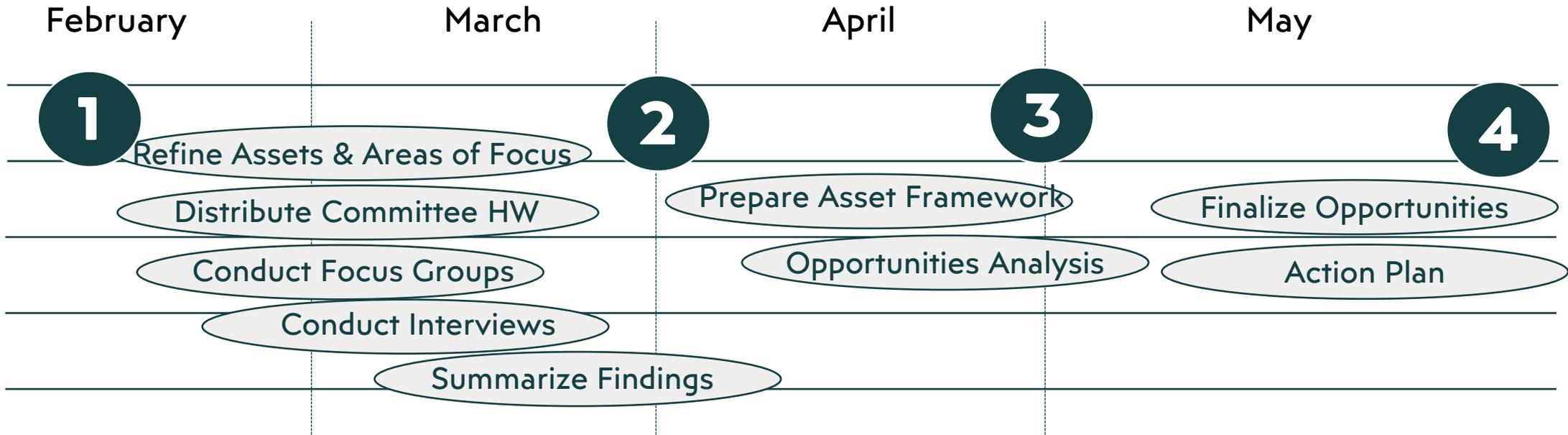


# Asset Mapping Project Overview

- 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



## 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

## INDIVIDUALS

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

## CULTURAL

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

## 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**

Homelessness or unhoused people

Neighborhood disinvestment

Workforce housing

Food desert/food system

Diversity, equity, & inclusion

Public health

Downtown business revitalization

Underutilized land

Climate resiliency

Other topics?

Talent Attraction & Retention

Public safety



# 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

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

Areas of Focus	Committee Survey Results	Committee Survey Results
	<b>Capacities &amp; resources in place today, but additional resources would help make a big difference</b>	<b>Limited local capacity/resources and the need is great</b>
<b>Food Insecurity</b>	63%	38%
<b>Childcare</b>	50%	50%
<b>Equity &amp; Racism</b>	25%	63%
<b>Affordable Housing</b>	<b>13%</b>	<b>88%</b>



# 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 14<sup>th</sup> 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**

- a) Explore capacity and funding options and whether housing assessment should run parallel with comprehensive plan or as an outgrowth
- b) 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
- c) Explore external potential grant resources for housing needs assessment

### **OPPORTUNITY B: HOUSING**

- a) Explore opportunity to develop targeted affordable housing project
- b) Quantify the need and who might be likely partners

### **OPPORTUNITY C: HOUSING/REVITALIZATION**

- a) Facilitate individual meetings with existing major institutions, corporations, and healthcare providers
- b) Research/explore what La Crosse's major institutions are doing/plans in the works

### **OPPORTUNITY D: DIVERSITY, EQUITY, INCLUSION**

- a) 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**

- a) Determine capacity needs to move the project forward
- b) Seek resources if needed and work to identify site
- c) 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

- Couleecap
- Community of Faith
- Hope Restore
- City of La Crosse
- LADCO
- For-profit Developers
- Cinnaire

- 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
- Major Institutions
- City of La Crosse
- La Crosse YWCA
- Cia Siab
- Ho-Chunk Nation
- Hmong Mutual Assistance Association

- City of La Crosse
- LADCO
- Cinnaire



**THANK YOU!**  
**Any questions?**

