LA CROSSE COUNTY NOTICE OF MEETING

COMMITTEE/BOARD: LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.

DATE OF MEETING: THURSDAY, MAY 3, 2018

MEETING PLACE: COUNTY ADMINISTRATIVE CENTER – ROOM 1107
212 6TH ST N, LA CROSSE, WI

TIME OF MEETING: 7:30 A.M.

PURPOSE OF MEETING:

1. Call to Order/Roll Call
2. Public Comment
3. Approve Minutes of March 1, 2018
4. Overview of Opportunity Zone Program
5. Revolving Loan Fund Status Report
6. Update on River Steel
7. Resolution: Certifying the Revolving Loan Fund Capitalized with US Department of Commerce-EDA Funding is Being Operated in Accordance with the RLF Administrative Plan
8. 2018 Econowatch
9. Update on County Properties
   • Lakeview Business Park
10. Agency Updates
11. Next Meeting – June 7, 2018 - 7:30 a.m.
12. Future Agenda Items
13. Adjourn

NEWS MEDIA
La Crosse Tribune
Other news media

COUNTY DEPARTMENTS
County Board Chair
County Administrator
County Clerk

COMMITTEE MEMBERS:
Tara Johnson, President
Monica Kruse, Vice President
Sharon Davidson, Secretary/Treasurer
Gibran Augustine
Patti Balacek
Megan DeVore
Dave Holtze
Debra McKenney
Joe Moua
Matt Nikolay
Steve O’Malley
Laurie Miller
Tina Wehrs
Doug Weidenbach
John Wettstein

OTHERS
Brian Fukuda
Charlie Handy
Greg Flogstad (mail)
Karl Green
Bob Brown
Jim Hill
Jenny Kuderer
Jim Brickl
Tom Faella
Mike Herro
Teresa Schnitzler
Charley Weeth

Paul Gleason
Scott Heinig
Ryan Olson
Carl Colsch
Pat Stephens
Jim Speropulos
Clintion Thorp
Mark Seitz
Vicki Markussen
Anne Hlavacka
Jason Gilman
Vicki Burke

MEMBERS: NEED A QUORUM TO CONDUCT BUSINESS If unable to attend, call County Board Chair Office at 785-9563.
PERSONS WITH DISABILITIES: If you need accommodation to attend this meeting, please contact County Board Chair Office at 785-9563 as soon as possible.

DATE NOTICE POSTED: April 30, 2018

This meeting may be recorded and any such recording is subject to Disclosure under the Wisconsin Open Records Law
LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
MARCH 1, 2018
Administrative Center – Room 1107

<table>
<thead>
<tr>
<th>MEMBERS PRESENT:</th>
<th>Tara Johnson, Sharon Hampson, Sharon Davidson, Megan DeVore, Mike Giese, Dave Holtze, Joe Moua, Matt Nikolay, Steve O’Malley, Laurie Miller, Tina Wehrs, John Wettstein</th>
</tr>
</thead>
<tbody>
<tr>
<td>MEMBERS EXCUSED:</td>
<td>Gibran Augustine, Patti Balacek, Debra McKenney</td>
</tr>
<tr>
<td>OTHERS PRESENT:</td>
<td>Brian Fukuda, Karl Green, Greg Flogstad, Jim Hill, Brent Hanifl, Amy Gabay, Art Fahey, Brent Smith, Terri Pavlic</td>
</tr>
</tbody>
</table>

CALL TO ORDER
Chair Johnson called the meeting to order at 7:30 a.m.

PUBLIC COMMENT
There was no public comment.

APPROVAL OF MINUTES OF THE FEBRUARY 1, 2018 LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND, INC.
MOTION by Holtze/O’Malley to approve the minutes of the February 1, 2018 La Crosse County Economic Development Fund, Inc. Motion carried unanimously; Augustine, Balacek and McKenney excused.

HISTORY OF TOURISM PROMOTION FUNDING
Brian Fukuda gave a brief history of tourism promotion funding.
- Initially (before the County had a Community Development Specialist), the Economic Development Committee had an application process that allowed various festivals/events/initiatives to apply for some funding to help them get started.
- After the Economic Development Committee and Business Fund were merged in 2006, the Community Development Specialist was asked to work with the tourism organizations (LaCrosse Area Convention and Visitors Bureau and Onalaska Tourism) to identify projects that would make an impact, that they would like to work together on.
- In 2010, the County Board made the decision to dedicate this funding to help the LACVB to operate the I-90 visitor’s center on French Island. This funding was then dedicated for this purpose until that center was closed in 2015 due to the I-90 road construction
- For the next couple of years, most of the Tourism Promotion funding went unused.
- In 2017, staff contacted the La Crosse County Convention and Visitors Bureau to ask them to make a proposal on how these funds could best be leveraged to best promote tourism in La Crosse County. The LCCVB responded with the proposal in the next agenda item at the end of 2017, but since the event is in 2018, we decided to wait to bring it to the Board for consideration.

Amy Gabay, Director of Membership and Grants for Explore La Crosse, detailed the benefits of La Crosse County being a member of the LCCVB. The membership cost is $200/year.

FUNDING REQUEST FROM LA CROSSE COUNTY CONVENTION AND VISITORS BUREAU
This agenda item was tabled at the last meeting so that more details could be presented at today’s meeting. Attached in the packets was updated information on the request from the LCCVB to use the “Tourism Promotion” funding in our budget to help promote the Driftless
Sports Convergence. Brent Hanifl, Director of Media and Marketing for Explore La Crosse, along with Amy Gabay, detailed how their proposal using $10,000 of county funding would be used for a Social Influencers (a new trend in marketing) Campaign for the Driftless Sports Convergence on May 19th at the Onalaska Omni Center.

Why use Social Influencers?
- Uses “every day” people to spread the word
- Fresh perspectives on the region
- Leverage authenticity for the County
- Showcase countywide stories and powerful imagery
- Gives the La Crosse County brand a “human face”

Outcomes:
- La Crosse County awareness – new audience
- Expanded reach – influencer provide authentic audiences
- SEO Boost – “Great Place to Visit” “Great Place to Live” “Great Place to Do Business”
- Evergreen Content – long lasting results from content that is always relevant
- Increased Sales
- Brand ambassadors – Social influencers will not risk their reputations on brands they cannot personally recommend

**MOTION** by Holtze/Wettstein to approve the request of $10,000 out of Tourism Promotion Funding in our budget to help promote the Driftless Sports Convergence (via Social Influencers) and to receive a report back with the results later in the year. **Motion carried unanimously**; Augustine, Balacek and McKenney excused.

**CHALLENGING TRENDS DATA**
Karl Green, Professor with UW Extension Community Resource Educator, presented his findings in Continuing Challenges in Housing. He has been adding to the data that he originally put together 7 years ago. Some of the areas presented today were:
- Total Residential Equalized Value/Capital for La Crosse Municipalities
- La Crosse Urban Housing Estimated Fair Market Value
- La Crosse Neighborhood Change in Owner-Occupied Housing Numbers
- La Crosse Neighborhoods Housing Sales Since 1990
- La Crosse County % Increase of Value
- La Crosse County Municipal Vacant Parcels (developable) 2017
- Existing Residential Lots Available w/Historic Average Annual Residential Development
- La Crosse County School Districts Total Enrollment
- Village of Holmen & Holmen School District Mill Rate vs. Real Estate Assessed Value
- Free & Reduced Lunch w/Property Statistics by Neighborhood School
- Flood/Non-Flood Values in 12 Sales Areas on the North Side

The entire presentation is attached to these minutes.

**PRESENTATION ON THE PLANS & REGIONAL ECONOMIC BENEFITS OF THE LA CROSSE CENTER EXPANSION**
La Crosse Center Director, Art Fahey, and President of the La Crosse Center Board, Brent Smith, were present to discuss the plans for the La Crosse Center expansion. They gave this presentation to the County Board a few weeks ago who referred it to the Executive Committee to discuss potential options for financial support of this project. The current expansion plan that they will be recommending to the City Council is $49.2 million; $37 million has been approved by the City; $5 million has been approved by a grant from the State. The La Crosse Center has a yearly impact of $40 million on the County.
The La Crosse Center was built in 1980 with an addition in 2000. In 2013, they looked to national consultants to determine what needed to be done going forward. The conclusion of the consultants was that because of the aging of the facility and the competitive market, it is a challenge to retain current tenants, and to increase the amount of business. The three main things identified to focus efforts on were:

1. Appearance of the building
2. Functionality
3. Uniqueness

The solution was to add on to the west side of the building which will include meeting space, ballroom space, and a balcony that will take advantage of the river and the park. The proposed design addresses these three areas, with the new area being 94,335 square feet.

Impact Assumptions:
- Total new economic impact $12,096,700
- 154 new jobs
- Total fiscal impact $1,039,000
- $665,000 sales tax generation;
- Est. County portion $60,000/year

Summary of economic impact estimates (averaged between years 2011-2015)
- Current La Crosse Center usage: average 176 events
- 23,5035 attendees
- Direct economic impact $16,465,614
- Direct sales tax revenues: $905,609;
- Total economic impact $41,164,034;
- Total sales tax revenues: $2,264,022.

It is the opinion of the Economic Development Fund that this is an important project for the community and encourages the County to play a role in the financial support of the project. This will be passed on to the Executive Committee for their next meeting.

**UPDATE ON RIVER STEEL**
Megan DeVore, Corporation Counsel, reported that there was a hearing on February 17th in Bankruptcy Court. The judge approved the sale that was being requested by Brennan, both of the real estate and the real property equipment auction. They did not address the question of Associated Bank’s attorneys’ fees. The next step in Bankruptcy Court is that Brennan’s attorney is working on their reorganization plan. They will be setting forth a plan to make payments towards some amount of the money that is owed on our loans, hopefully between $50,000 and $80,000 of the amount owed. Creditors will review the plan, and there will be a hearing on this plan in mid-May. If the attorneys’ fees are not resolved, there will be a hearing on March 29th for the Court to decide the attorneys’ fees.

**UPDATE ON COUNTY PROPERTIES**
- Lakeview Business Park –
  - The Park Development Review Board met and approved the plans for La Crosse Scale.
  - We received three bids for the railroad work to permanently repair the flood damage. We are working with FEMA as this activity appears to be grant eligible.
AGENCY UPDATES:
  • Jim Hill distributed the annual building Permit report for all municipalities for the last seven years.
    o Seven Year Total Construction: $2,910,161,773
    o Seven Year Average Construction: $415,737,396.10
  • Greg Flogstad indicated that they will be updating their Revolving Loan Fund Manual that hasn’t been updated in 20 years.

FUTURE AGENDA ITEMS: None noted.

NEXT MEETING: April 5, 2018 at 7:30 a.m.

ADJOURN
There being no further business, MOTION by Wehrs/Nikolay to adjourn the meeting at 9:14 a.m. Motion carried unanimously; Augustine, Balacek and McKenney excused.

The above minutes may be approved, amended or corrected at the next Committee meeting.

Terri Pavlic, Recorder
La Crosse County Economic Development Fund, Inc  
May 3, 2018 Meeting - Staff Report

#4 – Overview of Opportunity Zone Program
The US Department of Treasury recently designated Opportunity Zones in 18 states in an effort to spur investment in distressed communities. Included in this designation were two census tracts in the City of La Crosse. Opportunity Funds will serve as the investment vehicle with three potential tax incentives:

- Temporary deferral of inclusion in taxable income for capital gains that are reinvested within Opportunity Zones;
- A step-up in basis for capital gains reinvested in Opportunity Zones; and
- Permanent exclusion from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund.

Staff will provide a brief overview of this new investment tool.

#5 – Revolving Loan Fund Status Reports
Attached are the reports for our three revolving loan funds for your review. Staff will provide updates on the status of active loans.

#6 – Update on River Steel
Staff will provide an update on the situation with River Steel and the sale of their building and assets.

#7 – Resolution: Certifying the Revolving Loan Fund Capitalized with US Department of Commerce-EDA Funding is Being Operated in Accordance with the RLF Administrative Plan
The attached resolution is an annual requirement of the EDA.

#8 – 2018 Econowatch
This is the 32nd edition of the LA CROSSE COUNTY ECONOWATCH that has been published periodically since September of 1995. The ECONWATCH is published by the La Crosse County Economic Development Fund, an economic development organization established by the County Board to assist in undertaking economic development activities. The report is a compilation of the various economic indicators scattered among various organizations and agencies that shed light on the social and economic situations that we face today.

#9 – Update on County Properties
Lakeview Business Park – We have closed on both 3 acre properties to La Crosse Scale and Wisconsin Lift Truck, construction has begun in earnest on both. We have met with the Village of West Salem on numerous issues at the entire County Farm site and the County Board will be discussing at the County Board Advance on Friday AM.

#10 – Agency Updates –
Any partner organizations in attendance will provide brief updates on upcoming events and projects.
State of Wisconsin Community Development Block Grant and La Crosse County Economic Development Fund Revolving Loan Report

**State aid CDBG grant**
- 331,000.00
- 6,000.00
- 4,500,000.00
- 6,000.00
- 4,500,000.00
- 61,137.25
- 58,083.51
- 57,781.14
- 15,538.92

**Revenues**

| Loan repayments | 64,844.41 |
| Loan re-Loans | 23,051.33 |
| Interest revenue - Loans | 414.17 |
| Total revenues | 430,919.91 |

**Expenses**

| Loan to Skipperliner | 175,000.00 |
| Loan to Skipperliner-CDBG | 325,000.00 |
| Loan to RiverSteel | - |
| Loan to Airborne Datalink | - |
| Loan to Authenticm, Inc. | 125,000.00 |
| Loan to La Crosse Day Care, Inc. | 93,072.00 |
| Loan to CenturyLink | - |
| Loan to S & S Cycle | - |
| Skipperliner payment to WI DOA | - |
| Administrative & legal expense | 6,595.07 |
| Total expenses | 724,867.07 |

**Net Income (Loss)**

| Cash | 171,572.97 |
| Accounts receivable grant | 6,000.00 |
| Allowance for doubtful accounts | (584,489.50) |
| Accounts receivable | 1,424,696.19 |
| Total assets | 1,017,779.66 |
| Accounts payable | 2,076.00 |
| Deferred revenue | 840,206.90 |
| Total liabilities | 842,282.69 |
| Fund Balance - undesignated | 175,496.97 |
| Total liabilities and fund balance | 1,017,779.66 |

**A/R Balances:**

| Centurylink | 4,500,000.00 |
| Airborne Datalink | 84,489.50 |
| Skipperliner - CDBG | 254,610.13 |
| Skipperliner | - |
| Skipperliner - CDBG 2009 | 325,000.00 |
| Skipperliner 2009 | 175,000.00 |
| Skipperliner-Combined 2012 | - |
| RiverSteel | 186,527.43 |
| Lovechild | 91,266.38 |
| Crescent Printing | 209,258.64 |
| Total | 1,424,696.19 |
**Fund 1, La Crosse County Economic Development fund Revolving Loan Report - Fund 240**

### Revenues:
- **Sale of property**: $99,447
- **Loan repayments**: 2,403, 3,016, 2,709, 3,942, 3,373, 2,666, 3,425, 2,611, 3,426, 8,271
- **Interest income**: 4,692, 5,369, 4,386, 5,733, 4,367, 3,139, 3,670, 3,049, 1,717, 798

Total revenues: 7,095, 8,385, 7,095, 9,675, 7,740, 5,805, 7,095, 5,660, 104,590, 9,069

### Expenses:
- **Loans**: -
- **Bad debt expense**: -
- **General professional services**: -
- **State fees**: 35, 10, 10, 10, 10, 10, -

Total expenses: 35, 10, 10, 10, 10, 20,000, -

Net Income (Loss): 7,060, 8,375, 7,085, 9,665, 7,730, 5,795, (12,905), 5,660, 50,844, 9,069

### Fund Balance, Beginning of Year
- 70,486 $ 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

### Fund Balance, End of Year
- 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

### Assets
- **Cash Balance**: 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

### Liabilities
- **Deferred Revenue**: 95,567 $ 92,551 $ 89,842 $ 85,901 $ 70,898 $ 68,232 $ 84,807 $ 82,196 $ 60,260 $ 51,989 $
- **Accrued Expenses**: -

Total Liabilities: 95,567 $ 92,551 $ 89,842 $ 85,901 $ 70,898 $ 68,232 $ 84,807 $ 82,196 $ 60,260 $ 51,989 $

### Fund Balance Res (Due From)
- 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

### Fund Balance (Unreserved)
- 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

Total Fund Balance: 77,546 $ 85,921 $ 93,006 $ 102,671 $ 110,401 $ 116,196 $ 103,291 $ 108,951 $ 159,795 $ 168,864 $

### LOAN BALANCES:
- **Truck Parts**: 11,630 $ - $ - $ - $ - $ - $ - $ - $ - $ written off
- **4 Sisters Catering on 4th**: 20,000 $ 20,000 $ 18,035 $ 17,366 $ Current
- **Craft and Vendor Marketplace**: 16,686 $ 16,048 $ Current
- **Urban Connections**: 6,145 $ Paid off 4/11/18
- **That Foreign Place, LLC**: 19,394 $ 18,575 $ Current
- **RiverSteel**: 83,937 $ 80,921 $ 78,212 $ 74,271 $ 70,898 $ 68,232 $ 64,807 $ 62,196 $ 62,196 $ 62,196 $ Delinquent

Total Loan Balances: 95,567 $ 92,551 $ 89,842 $ 85,901 $ 82,528 $ 68,232 $ 84,807 $ 82,196 $ 122,456 $ 114,185 $
### Revenues:

- **MRRPC deposit to open account**: 8432.42, 10290.48, 29725.28, 9615.27, 9814.87, 10581.91, 5725.13, 13786.83, 7488.55
- **Federal EDA Drawdowns**: 5677.58, 4992.94, 5244.72, 3734.73, 3005.13, 3992.92, 6667.37, 7187.73, 2179.44
- **La Crosse County Local Match**: 119.27, 157.80, 208.12, 215.94, 233.43, 200.66, 78.90, 22.75, 15.46
- **Loan Repayments**
  - Total Revenues: 14,229.27, 15,141.12, 91,889.02, 21,310.54, 18,485.29, 14,775.49, 37,111.26, 20,997.31, 9,683.47

### Expenses:

- **First Loan to Skipperliner**
- **Loan to Beacon Bay**
- **Loan to Gametime Sportz**
- **Loan to Global Stakes**
- **Loan to Lynkris Patio Furniture**
- **Loan to Truck Part Distributors**
- **Loan to Platinum Press**
- **Second Loan to Skipperliner**
- **Loan to River Steel**
- **Loan to Maid Rite**
- **Loan to Pearl Street Brewery**

*Note: Expenses include details for individual loans and loan write-offs, with totals for the year.*

### Balance Sheet:

- **Cash**: 56,680.53, 71,821.65, 106,925.27, 118,322.88, 130,455.73, 69,652.76, 6,297.01, 26,626.32, 35,197.79
- **Accounts Receivable**
- **Total assets**
- **Deferred Revenue**
- **Total liabilities**
- **Fund Balance - undesignated**

*Note: The balance sheet includes detailed asset and liability accounts with relevant figures.*

### Loan Principal Balance:

- **First Skipperliner Loan**
- **Beacon Bay**
- **Gametime Sportz**
- **Lynkris Patio Furniture**
- **Global Stakes**
- **Truck Parts**
- **Platinum Press**
- **Second Skipperliner Loan**
- **Loan Write Off Beacon Bay**
- **Loan Write Off Gametime Sportz**
- **Loan Write Off Global Stakes**
- **Loan Write Off Truck Parts**
- **River Steel**
- **Maid Rite**
- **Pearl Street Brewery**
- **Pearl Street Brewery Second Loan**
- **Loan Write Off Platinum Press**

*Note: The loan principal balance includes specific loan details with balances for each loan.*

### Fund 2, US Dept. of Commerce-Economic Dev. Admin., Mississippi River Regional Planning Commission & La Crosse County

**Economic Development Fund Revenues, Expenses & Fund Balance as of 04/19/2018**
TO: HONORABLE MEMBERS OF THE LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND INC. BOARD

RE: RESOLUTION WHEREIN THE LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND INC. CERTIFIES THE REVOLVING LOAN FUND (RLF) CAPITALIZED WITH US DEPARTMENT OF COMMERCE - ECONOMIC DEVELOPMENT ADMINISTRATION (EDA) FUNDING IS BEING OPERATED IN ACCORDANCE WITH THE RLF ADMINISTRATIVE PLAN.

WHEREAS, the U.S. Department of Commerce - Economic Development Administration (EDA) has a requirement that Revolving Loan Funds (RLF) certify that they are being operated in accordance with an RLF Plan; and,

WHEREAS, La Crosse County has adopted a RLF Plan that includes policies dealing with lending terms, conditions, administration, economic development needs and goals.

NOW THEREFORE BE IT RESOLVED, that the La Crosse County Economic Development Fund certifies that the revolving loan fund is being operated in accordance with the RLF Plan.

Date: ___________________________  Date: ___________________________

TARA JOHNSON, LA CROSSE COUNTY ECONOMIC DEVELOPMENT FUND INC. BOARD PRESIDENT

GREG FLOGSTAD, EDA RLF ADMINISTRATOR

RECORDING CLERK

Reviewed Only  Recommended  Not Recommended
Co. Admin.  ____________  ____________  ____________  Requested By: Brian Fukuda
Fin. Director  ____________  ____________  ____________  Date Requested:
Corp. Counsel  ____________  ____________  ____________  Drafted By: Corporation Counsel
Board Chair  ____________  ____________  ____________

Adopted by the La Crosse County Economic Development Fund, Inc. this _____ day of ____________, 2018.
This is the 32nd edition of the LA CROSSE COUNTY ECONOWATCH that has been published periodically since September of 1995. The ECONOWATCH is published by the La Crosse County Economic Development Fund, an economic development organization established by the County Board to assist in undertaking economic development activities. The report is a compilation of the various economic indicators scattered among various organizations and agencies that shed light on the social and economic situations that we face today. By downsizing the volumes of data available for each of the economic indicators and tailoring the data to La Crosse County we hope we have developed a useful stream-lined report that can be used as a benchmark to chart our progress through time. Exposing and publicizing our problems and successes in their early stages when they can be most success-fully dealt with or capitalized on is another benefit we hope to gain through the timely release of the ECONOWATCH. We also hope this information will help both private and public officials in making better informed decisions regarding service delivery and investments that will lead to an improved quality of life. The ECONOWATCH is also designed to provide the latest economic information that business and industry so often need and request when analyzing their potential for expansion here.

The ECONOWATCH is published annually and can be accessed via the Internet at Web site: http://www.co.la-crosse.wi.us/economicdevelopment. If you have any questions, concerns, or ideas on how this report can be more responsive to our economic needs, please contact any of the following: Charlie Handy, County Planner at 608.785 5919 | chandy@lacrossecounty.org; Karl Green, Community Natural Resource and Economic Development Agent, UW Extension at 608.785.9763 | karl.green@ces.uwex.edu or Greg Flogstad, Director, Mississippi River Regional Planning Commission at (608) 785-9396 | greg@mrrpc.com

La Crosse Comparable MSA’s Job Growth

As a means to measure La Crosse MSA’s job growth, we compare La Crosse with other MSA’s in Wisconsin and regionally. As indicated, La Crosse’s MSA total job growth percentage has increased 5.94% since 2010.

While La Crosse ranks fourth of the assembled comparable MSA’s, it does not illustrate the impact the 2008-2009 Great Recession may have had on driving 2010 numbers down. Of the six MSA’s listed, Rochester and

La Crosse had the lowest unemployment rate in February 2010; Wausau MSA and Appleton MSA had the highest unemployment in February 2010 with rates at 10.2% and 9.5%, respectively.

Total population change may indicate the creation of new jobs, as opposed to the re-instatement of an existing job. As indicated in Table 2 (page 2), Olmsted County, La Crosse County and Eau Claire County represent the top three Counties experiencing population increases of the comparable counties.
La Crosse County Top 10 Hottest Jobs

Highest Paying Jobs with at Least 10 Annual Openings a Year and a Location Quotient of One or Greater

<table>
<thead>
<tr>
<th>Occupations</th>
<th>2010-2016 Average Annual Openings</th>
<th>2016 Average Hourly Earnings</th>
<th>2016 Jobs</th>
<th>Location Quotient</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Physicians, surgeons, all others</td>
<td>14</td>
<td>$74.94</td>
<td>192</td>
<td>1</td>
</tr>
<tr>
<td>2 Social and Community Service Managers</td>
<td>11</td>
<td>$31.70</td>
<td>131</td>
<td>1.71</td>
</tr>
<tr>
<td>3 First Line Supervisors of Mechanics, Installers, and Repairers</td>
<td>10</td>
<td>$29.23</td>
<td>242</td>
<td>1.16</td>
</tr>
<tr>
<td>4 Sales Reps, Wholesale and Manufacturing - Except Tech &amp; Scientific Products</td>
<td>63</td>
<td>$28.55</td>
<td>1,073</td>
<td>1.37</td>
</tr>
<tr>
<td>5 Post Secondary Teachers</td>
<td>39</td>
<td>$28.33</td>
<td>1,153</td>
<td>1.61</td>
</tr>
<tr>
<td>6 Registered Nurses</td>
<td>130</td>
<td>$25.90</td>
<td>3,880</td>
<td>3.06</td>
</tr>
<tr>
<td>7 Heavy &amp; Tractor-Trailer Truck Drivers</td>
<td>63</td>
<td>$21.40</td>
<td>1,493</td>
<td>1.41</td>
</tr>
<tr>
<td>8 Bus &amp; Truck Mechanics &amp; Diesel Engine Specialists</td>
<td>11</td>
<td>$21.22</td>
<td>221</td>
<td>1.74</td>
</tr>
<tr>
<td>9 Industrial Truck &amp; Tractor Operators</td>
<td>19</td>
<td>$18.79</td>
<td>286</td>
<td>1.16</td>
</tr>
<tr>
<td>10 Printing Press Operators</td>
<td>10</td>
<td>$17.70</td>
<td>295</td>
<td>3.41</td>
</tr>
</tbody>
</table>

Source: Emsi Q1 2017 Data Set. Emsi occupation employment data are based on final Emsi industry data and final Emsi staffing patterns. Wage estimates are based on Occupational Employment Statistics, a report compiled annually by the U.S. Bureau of Labor Statistics of over 800 occupations, the Quarterly Census of Employment and Wages (QCEW), a quarterly count of employment and wages from companies reporting unemployment insurance compiled by the Bureau of Labor Statistics, non-QCEW classified workers, and the American Community Survey (Self-Employed and Extended Proprietors). Occupational wage estimates also affected by county-level Emsi earnings by industry. Data compiled by the Mississippi River Regional Planning Commission.

To make this list, a job type needs to have a location quotient higher than 1 (a L.Q. greater than 1 represents a higher concentration of jobs than the national average), and at least 10 openings or more a year.

The listing ranks them in order of highest paying. Registered nurses have the greatest number of job openings annually in La Crosse County, followed by semi-drivers, sales reps and post secondary teachers (university and technical college staff).

This list does not indicate the most prolific jobs in La Crosse County, rather the highest paying of the jobs that have a higher concentration of jobs than the national average.

In other words, these jobs are what may distinguish us from other job markets.
Graph 2 illustrates the La Crosse comparable MSA’s percentage of jobs in the various job market sectors. Notice the similarity between MSA job market sectors each MSA shares. Health care jobs make up the largest employment sector of each comparable MSA, with Rochester, La Crosse and Eau Claire representing the top 3 comparable MSA’s in healthcare jobs.

As noted in the job growth data above, Wausau MSA and Appleton MSA had the largest unemployment rates for the comparable MSA’s. It is further noted that both Wausau and Appleton have the largest manufacturing sectors of their MSA job markets (19% and 21% respectively). Government related jobs represent between 8-11% of total jobs in each MSA.

Graph 3 illustrates the La Crosse comparable MSA’s percentage of jobs in the various job market sectors. Notice the similarity between MSA job market sectors each MSA shares. Health care jobs make up the largest employment sector of each comparable MSA, with Rochester, La Crosse and Eau Claire representing the top 3 comparable MSA’s in healthcare jobs.

As noted in the job growth data above, Wausau MSA and Appleton MSA had the largest unemployment rates for the comparable MSA’s. It is further noted that both Wausau and Appleton have the largest manufacturing sectors of their MSA job markets (19% and 21% respectively). Government related jobs represent between 8-11% of total jobs in each MSA.

TIF Use in La Crosse County

Source: Economic Modeling Specialists International (Ensm) Q1 2017 Data Set. Emsi industry data come from a variety of sources. For QCEW Employees, Emsi uses the QCEW (Quarterly Census of Employment and Wages). Non-QCEW employee data comes from QCEW, Current Employment Statistics, County Business Patterns, Bureau of Economic Analysis State and Local Personal Income reports, the National Industry-Occupation Employment Matrix (NIOEM), the American Community Survey, and Railroad Retirement Board statistics. Self-Employed worker data come from the American Community Survey, Nonemployer Statistics, and Bureau of Economic Analysis State and Local Personal Income Reports. Other sources include the Wisconsin Department of Workforce Development and the Bureau of Workplace Information. Information compiled by MRRPC.
Tax incremental financing districts are one tool local units of government have to incentivize redevelopment and economic growth in their municipalities.

The list above illustrates the separate TIF districts in various La Crosse County municipalities. Base year is the year they were established with expiration year based on TID type.

The graph to the right illustrates the percentage of TID’s as a portion of each municipality’s equalized value.

State statutes prohibits establishing additional TID’s if they represent greater than 12% of total municipal equalized value.

Source Link: https://www.revenue.wi.gov/slfreportstif/2017tiflimf.pdf

<table>
<thead>
<tr>
<th>Municipality</th>
<th>TID #</th>
<th>Base</th>
<th>Expiration</th>
<th>Current Value</th>
<th>Base Value</th>
<th>Increment</th>
<th>TID Type</th>
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<tbody>
<tr>
<td>BANGOR TID #1</td>
<td>001</td>
<td>2008</td>
<td>2035</td>
<td>348,300</td>
<td>484,800</td>
<td>(136,500)</td>
<td>Rehab/Cons.</td>
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<td>BANGOR TID #2</td>
<td>002</td>
<td>2015</td>
<td>2035</td>
<td>1,768,000</td>
<td>620,500</td>
<td>1,147,500</td>
<td>Mixed Use</td>
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<tr>
<td>HOLMEN TID #1</td>
<td>002</td>
<td>2009</td>
<td>2029</td>
<td>7,271,500</td>
<td>2,647,000</td>
<td>4,624,500</td>
<td>Mixed Use</td>
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<tr>
<td>HOLMEN TID #2</td>
<td>003</td>
<td>2015</td>
<td>2035</td>
<td>42,403,300</td>
<td>37,362,300</td>
<td>5,041,000</td>
<td>Mixed Use</td>
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<tr>
<td>LA CROSSE TID #5</td>
<td>005</td>
<td>1992</td>
<td>2019</td>
<td>8,559,300</td>
<td>894,800</td>
<td>7,664,500</td>
<td>Regular (Pre 95)</td>
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<tr>
<td>LA CROSSE TID #6</td>
<td>006</td>
<td>1994</td>
<td>2021</td>
<td>98,089,700</td>
<td>33,884,800</td>
<td>64,204,900</td>
<td>Regular (Pre 95)</td>
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<tr>
<td>LA CROSSE TID #7</td>
<td>007</td>
<td>1997</td>
<td>2024</td>
<td>26,449,600</td>
<td>15,660,400</td>
<td>10,789,200</td>
<td>Blight</td>
</tr>
<tr>
<td>LA CROSSE TID #8</td>
<td>008</td>
<td>1997</td>
<td>2020</td>
<td>7,439,600</td>
<td>3,689,000</td>
<td>3,750,600</td>
<td>Industrial (Post 95)</td>
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<tr>
<td>LA CROSSE TID #9</td>
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<td>1999</td>
<td>2022</td>
<td>18,527,300</td>
<td>1,442,900</td>
<td>17,084,400</td>
<td>Industrial (Post 95)</td>
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<td>LA CROSSE TID #10</td>
<td>010</td>
<td>2003</td>
<td>2030</td>
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<td>2,540,100</td>
<td>2,287,600</td>
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<td>117,036,000</td>
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<td>2006</td>
<td>2026</td>
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<td>57,863,800</td>
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<td>2013</td>
<td>2033</td>
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<td>62,802,000</td>
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<td>2034</td>
<td>19,520,200</td>
<td>18,087,300</td>
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<td>2035</td>
<td>21,680,800</td>
<td>11,744,600</td>
<td>9,936,200</td>
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<td>ROCKLAND TID #1</td>
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<td>2030</td>
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<td>1,737,400</td>
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<td>WEST SALEM TID #1</td>
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<td>2027</td>
<td>14,211,200</td>
<td>4,910,800</td>
<td>9,300,400</td>
<td>Mixed Use</td>
</tr>
</tbody>
</table>

Source Link: https://www.revenue.wi.gov/SLFReportstif/tid100wi_2017.pdf
Historical building permit data provided by individual municipalities (collected by LADCO) illustrates interesting trends in building permit activity.

Total annual building activity illustrates a sharp drop in total projects in the City of La Crosse. It is noted data was not available from any municipality for 2014, and the City of La Crosse’s 2015 total number of permits value was unavailable. However, when we calculate an average building permit average (by dividing the total number of building permits by the total estimated value), we see a very different story on impact to La Crosse County. While the City of La Crosse’s number of total building permits decreased, the annual building permit average has increased significantly in 2016 and 2017, indicating a greater value per permit. It is speculated this change is a shift from minor projects to more major projects; thus indicating increased activity and investment.

Also interesting to note is the high volume of value being created in Holmen and West Salem (per permit) – see figure X.
The graph to the left illustrates personal income growth rates (per capita) for the six comparable MSA’s. La Crosse ranks third in per capita personal income growth and is closely paired between Appleton Wisconsin (slightly greater) and Eau Claire (slightly less).

As illustrated, five of the top six MSA’s have seen relatively continuous personal income growth since the 2008-2009 recession.

It appears the Oshkosh-Neenah MSA was the only comparable MSA that saw a decline in personal income growth per capita, occurring in 2012, and reducing the MSA’s ranking among the six from fourth to sixth place.

City of La Crosse Crime Trends

Crime trends in La Crosse have actually seen reductions aside from what our perceptions may indicate.

The largest component of crime activity in La Crosse is larceny theft (trespassing and taking or carrying away of tangible property).

While this continues to make up the largest amount of arrests, these numbers have consistently dropped for the City of La Crosse since the mid 1980’s.

In regards to violent crime, aggravated assault rates spiked during the recession of 2008, but have since lowered to decade low numbers.