

WCEDA HOUSING INITIATIVE



HOW DID WE GET HERE?

2018 - PRESENT

- 2018 - FOXCONN/WISCONN VALLEY
- 2022 – STATE OF WALWORTH COUNTY
- 2022-2023 COMMUNITY HEALTH IMPROVEMENT PLAN (CHIP)
- 2023 – WCEDA BOARD DISCUSSION (MAR)
- 2023 – PROPOSAL TO COUNTY (JULY)
- 2023 – WORKFORCE HOUSING SUMMIT (OCT)
- 2024 – EXTENSION OF PROGRAM (NOV)



HOUSING NEEDS IN WALWORTH COUNTY

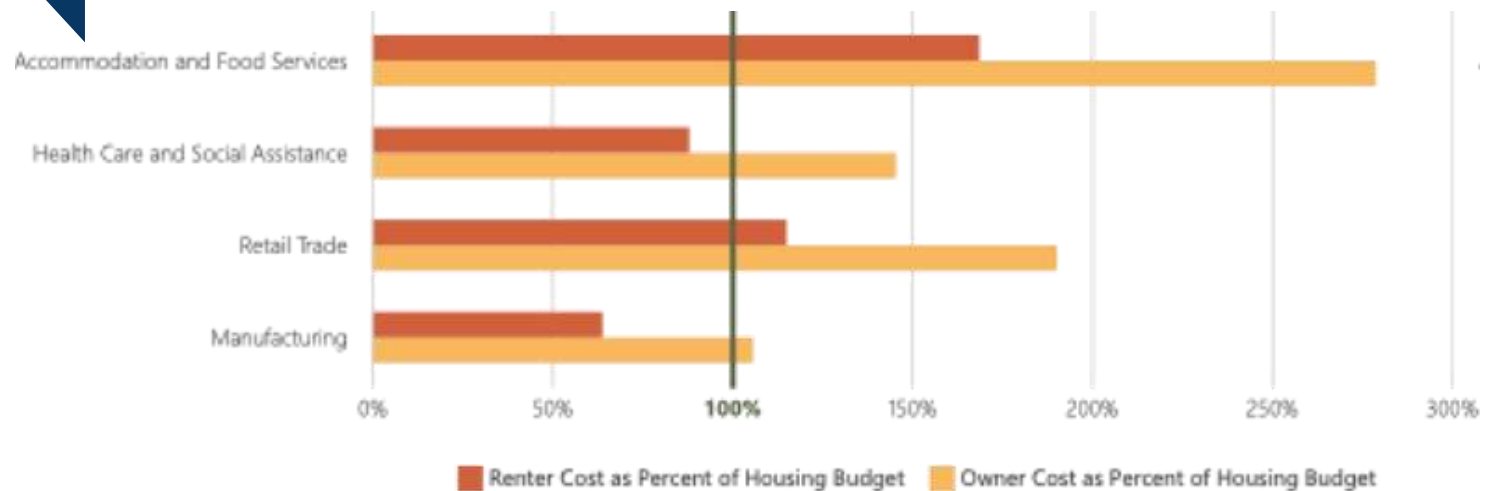
Taken from SEWRPC publication, "Housing for a Healthy Walworth County" -2023

- Looking at the near-term, there could be a demand for over 5,600 additional housing units in the County by 2030...when compared to the number of housing units developed in the County over the last 10 years (about 3,700 units), it shows we have a lot of work to do – almost double the units in half the time.



HOUSING COST IN WALWORTH COUNTY

Taken from SEWRPC publication, "Housing for a Healthy Walworth County" -2023



Source: U.S. Bureau of the Census 2017-2021 American Community Survey, Wisconsin Department of Workforce Development, and SEWRPC



HOUSING NEEDS IN WALWORTH COUNTY

Taken from SEWRPC publication, "Housing for a Healthy Walworth County" -2023

- The standards for a healthy housing market used by the U.S. Department of Housing and Urban Development (HUD) are a homeowner vacancy rate between 1% and 2% and a rental unit vacancy rate between 4% and 6%. Delavan, Genoa City, **Whitewater**, and Williams Bay are short on housing for **homeowners**; East Troy, Fontana, Sharon, and Walworth are short on housing for ***renters**; and Darien, Elkhorn, and Mukwonago are short on both.

**as is the case in most university towns, renter data gets skewed.*

Taking out student housing, Whitewater would be short on housing for renters



AVERAGE RENTS



Average Rent Prices in Wisconsin (WI)

\$775 Studio	\$863 1BR	\$1,092 2BR	\$1,443 3BR	\$1,587 4BR
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Rates obtained from <https://rentalrealestate.com/data/rent/wisconsin/>

MORTGAGE ILLUSTRATION – PAGE 7

walworthbusiness.com/housing - September 2024 Report

	30 Year FHA	30 Year Conv	30 Year FHA	30 Year Conv	30 Year FHA	30 Year Conv	30 Year FHA	30 Year Conv
Purchase Price	\$350,000.00	\$350,000.00	\$325,000.00	\$325,000.00	\$300,000.00	\$300,000.00	\$275,000.00	\$275,000.00
Down Payment	\$12,250.00	\$17,500.00	\$11,375.00	\$16,250.00	\$10,500.00	\$15,000.00	\$9,625.00	\$13,750.00
1st Mortgage Base Loan Amount	\$337,750.00	\$332,500.00	\$313,625.00	\$308,750.00	\$289,500.00	\$285,000.00	\$265,375.00	\$261,250.00
Up Front Mortgage Insurance Premium	\$5,910.63	\$-	\$5,488.44	\$-	\$5,066.25	\$-	\$4,644.06	\$-
1st Mortgage Loan Amount W UFMIP	\$343,660.63	\$332,500.00	\$319,113.44	\$308,750.00	\$294,566.25	\$285,000.00	\$270,019.06	\$261,250.00
Term (years)	30	30	30	30	30	30	30	30
Rate (est.)	5.750%	6.125%	5.750%	6.125%	5.750%	6.125%	5.750%	6.125%
Monthly Payment								
1st Mortgage Principal & Interest	\$2,005.51	\$2,020.31	\$1,862.26	\$1,876.00	\$1,719.01	\$1,731.69	\$1,575.76	\$1,587.38
Est. Property Taxes 1st Year	\$583.33	\$583.33	\$541.67	\$541.67	\$500.00	\$500.00	\$458.33	\$458.33
Est. Homeowner's Insurance	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Est. Mortgage Insurance	\$154.80	\$135.77	\$143.74	\$126.07	\$132.69	\$116.38	\$121.63	\$106.88
Est. Association Dues	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-
Total Monthly Payment	\$2,868.64	2864.41	\$2,672.67	\$2,668.74	\$2,476.70	\$2,473.07	\$2,280.72	\$2,277.59
Est. Income Needed To Qualify	\$83,960.36	\$90,455.03	\$78,224.51	\$84,275.91	\$72,488.67	\$78,096.79	\$66,752.82	\$72,927.67
Est. Income Needed @41% DTI	\$83,960.36	\$83,836.37	\$78,224.51	\$78,109.38	\$72,488.67	\$72,382.39	\$66,752.82	\$66,655.40

*assumes FHA loan with 3.5% down; conventional loan with 5% down; 740 credit; rates not locked



MAIN AREAS

**DESIRED
OUTCOMES**

DELIVERABLES

DESIRED OUTCOMES

ACTION

PLANNING

ACTION

4-5 MUNICIPALITIES

PLANNING

4-5 MUNICIPALITIES

- COMMUNICATION WITH BUILDERS/DEVELOPERS
- COMMUNICATION WITH COMPANIES
- COMMUNICATION WITH MUNICIPALITIES
- COMMUNICATION WITH MUNICIPALITIES OUTSIDE COUNTY
- COMMUNICATION WITH STATE ORGANIZATIONS
- COMMUNICATION WITH SURVEY/CONSULTING FIRMS
- MEETINGS ATTENDED
- PRESENTATION GIVEN



ACTIVITIES AND MEETINGS

Communication with Agencies/Non-Profits

COMMUNITY ACTION	SEEDS OF HOPE	WALWORTH COUNTY HOUSING AUTHORITY	CHIP 3.2 GROUP	HABITAT FOR HUMANITY WAL. CO.	INSPIRATION MINISTRIES	LAKELAND BUILDERS ASSOCIATION	LAKES AREA REALTORS ASSOCIATION
Executive Director Max Perry	Owner Jamie Stilling-Stapp	Executive Director Sarah Ross		John McKinney	Executive Director Erik Barber	Executive Officer Pat Bladow	Executive Officer Denise Schultz

Communication with Municipalities outside of Walworth County

JEFFERSON/FORT ATKINSON	SUN PRAIRIE	LA CROSSE	MADISON	BURLINGTON	BELOIT	SHEBOYGAN COUNTY	WASHINGTON COUNTY
Thrive Executive Director Deborah Reinbold	Mayor Paul Esser	Mayor Mitch Reynolds	Mayor Satsa Rhodes-Conway	Executive Housing Council Jeffrey Erickson	Housing Council and CDBG Director	SCEDC/ Some Place Better Executive Director Brian Doudna	Housing Specialist/ Analyst Hannah Neckesen
							Village Administrator Jan Keller

Communication with Walworth County Municipalities

DELANAV	WHITEWATER	SHARON	ELKHORN	WALWORTH	LAKE GENEVA	EAST TROY	DARIEN	BURLINGTON	GENOA CITY
Mayor Ryan Schroeder	City Manager John Weidl	Village President Mark Rousch	City Administrator Adam Swann	Village President Louise Craja	Mayor Todd Krause	Village Administrator Eileen Suhm	Village President Jane Stiles	Vice President, Fall Distribution, Jeffrey Erickson	Previous Village Manager Kate Dennis
City Administrator Brian Wilson	Economic Development Director Taylor Zinnert			Plan Commission Secretary Annie Zambato	Board Member Mary Jo Fesenmaier				Current Village Manager John Cole
Deputy City Administrator Nick Griffin	CDA Administrative Assistant Bonnie Miller								
Building Inspector T. Welsh									
Director of Public Works Mark Wendorf									
Deputy Clerk Heather Hazlett									



ACTIVITIES AND MEETINGS

Communication with Builders/Developers

THE TRACY GROUP	WALWORTH COUNTY CRAFTSMEN	HOFFMAN DEVELOPMENT	FAIRWYN	US SHELTER HOMES	COOK CONSTRUCTION	NRS HOMES	MOSAIC PROPERTY VENTURES	WAUSAU HOMES	SCHERRER CONSTRUCTION
Owner John Tracy	Owner Nathan Boos	Co-Founder Manager Steven Roark	Owner Brian Pollard	Principal John Sorenson	Principal Chris Cook	Principal Paul Fitzpatrick	Principal Marissa Downs	Owner Greg Ingersoll	Tom McGreave

Communication with State Organizations

UW MADISON LA FOLLETTE SCHOOL OF BUSINESS	WHEDA	WEDA	WEDC	WISCONSIN COMMUNITY LAND TRUST	WISCONSIN REALTORS ASSOCIATION	CURDS	CLT	UW EXTENSION	MORE HOUSING WISCONSIN	CDBG

Communication with Companies

Communication with Survey/Consulting Firms

VANDEWALLE & ASSOCIATES	EHLERS	TRACY GROSS & ASSOCIATES	ABACUS ARCHITECTS	BATTERMAN
Associates Planner Soraja Khuseif	Senior Municipal Advisor Phillip Cassan	President & CEO Grik Doversching	President Grik Halbur CDO David Van Dohem CFO Joel Van Es	President Frank McKeam

BIRDS EYE	INTEGRA SEATING	CONTINENTAL PLASTICS	GREENWOODS STATE BANK	ADAMS ELECTRIC	BATTERMAN	FAIT DISTRIBUTION	VRP PARTNERS	GAGE
Human Resources Manager Charles Nail	Owner/CEO Deena Putnam	Owner/CEO Becky Wolf	Senior VP David Barnett	HR Specialist	President Frank McKeam	Vice President Jeffrey Erickson	President Nicholas Pansorby	COO Fl Fracker
	Human Resources and Safety Manager Stacy Roberts	HR Specialist Steve Bielefeldt						
		HR Specialist Kristina Staude						
GRAND GENEVA	KNIGHT BARRY	COMPASS REALTY	THE ABBEY RESORT	NRS REAL ESTATE	PERM-A-CORP	CORPORATE CONTRACTORS INC.	SPX FLOW	ADVIA CREDIT UNION
Managing Director Skip Harless	Branch Manager Alison Ade	Realtor Annie Zambito	General Manager Dan Dolan	Co-Founder & Principal Louis Gouletas				



ACTION

WHITEWATER

- 38 SF-A UNITS/\$294K

GENOA CITY

- 62 SF UNITS/\$299K

DELAVAN

- UNDER CONSIDERATION

EAST TROY

- UNDER CONSIDERATION

ELKHORN

- UNDER CONSIDERATION

ACTION – PROJECTS UNDER CONSIDERATION

DEVELOPMENT #1

- 100 SF, 60-80 DORM, 112 APTS, 60 APTS SP. NEEDS

DEVELOPMENT #2

- 80 SF - \$300K, 24 SF RENTAL

DEVELOPMENT #3

- 106 SF Mixed, 20 DP, Senior

HOUSING UNDERWAY



DELAVAN

Arbor Ridge 6 single family houses
 Glen Oaks 24 single family houses
 Harbor Club, phase 2 40 single family houses
 Falcon Ridge 154 apartment units
 Aspire 146 apartment units



WHITEWATER

Meadowview 38 duplex units
 starting at \$294k
 Slater/Jake Steet 128 apartments
 starting at \$1700/mo
 Parkcrest 19 single family houses
 starting in the low 400s



LAKE GENEVA

Symphony Bay 50 single family houses
 starting in the mid 400s



FONTANA

Residences of Geneva Lake
 17 single family houses starting at \$1.3M
 3 townhomes



ELKHORN

Creekside, phase I 77 apartment units
 starting at \$1800/mo
 (approved for up to 847 units in phases)

NAME OF EFFORT – NIMBY-ISM

**NEXT
GENERATION**

**NEW
GENERATION**

HOUSING DEVELOPMENT TOOLS

ZONING

TIF

WHEDA

HOUSING
FUNDS

FOCUS AREAS

ZONING

- USING ZONING OPTIONS TO REDUCE COSTS

TIF

- LARGER PROJECTS TIED TO COMMERCIAL/IND DEVEL.

PARTNERSHIP MODEL

- DEVELOP MODEL BETWEEN MUNICIPALITIES & BUILDERS/DEVELOPERS

DELIVERABLES

HOUSING SUMMIT

HIRED HOUSING MGR.

WCEDA OVERSIGHT

FUNDS SUMMARY

EMPLOYER SURVEY

RESULTS STUDIES/CONSULTING

PRESENTATIONS

RECOMMENDATIONS



EMPLOYER SURVEY RESULTS

EDUCATION

OPPORTUNITY

MAPPING TOOL

RESIDENTIAL HOUSING OPPORTUNITY MAP – DELAVAN/EAST TROY

- **TASK #1** – RESIDENTIAL DEVELOPMENT OPPORTUNITY ANALYSIS
- **TASK # 2** – RESIDENTIAL DEVELOPMENT OPPORTUNITY MAP
- **TASK #3** – SUMMARY OF RESIDENTIAL DEVELOPMENT OPPORTUNITIES AND RECOMMENTATIONS



GENERAL RECOMMENDATIONS

ADVISORY
GROUP

EDUCATION
CAMPAIGN

LAND TRUSTS

LEGISLATION

PARTNERSHIP
MODEL

MODIFIED
SURVEY

ZONING

REALTOR
NETWORK

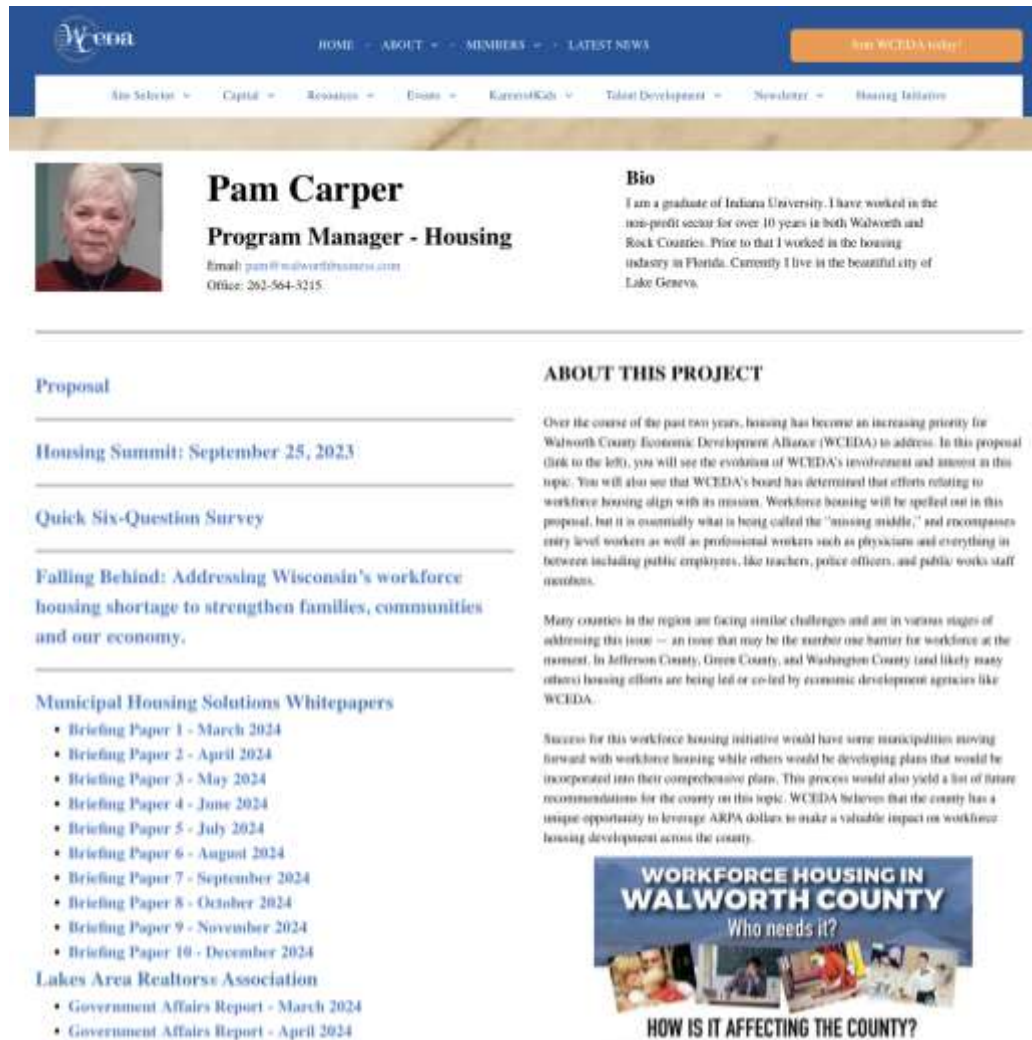
YOUTHBUILD
PARTNERSHIP

HOUSING
TYPES FOCUS

CONSULTING
FUND

WALWORTH COUNTY HOUSING WEBPAGES

walworthbusiness.com/housing



The screenshot shows the website for the Walworth County Economic Development Alliance (WCEDA). The header includes the WCEDA logo, navigation links for HOME, ABOUT, MEMBERS, and LATEST NEWS, and a button to "Join WCEDA today!". A secondary navigation bar lists various services: Site Services, Capital, Resolutions, Events, Careers/Kids, Talent Development, Newsletter, and Housing Initiative. The main content area features a profile for Pam Carper, Program Manager - Housing, with a bio and contact information. Below this are several sections: "Proposal" with links to "Housing Summit: September 25, 2023" and "Quick Six-Question Survey"; "Falling Behind: Addressing Wisconsin's workforce housing shortage to strengthen families, communities and our economy"; "Municipal Housing Solutions Whitepapers" with a list of 10 briefing papers from March to December 2024; and "Lakes Area Realtors Association" with two government affairs reports from March and April 2024. On the right side, there is a section titled "ABOUT THIS PROJECT" with two paragraphs of text. At the bottom right, there is a graphic titled "WORKFORCE HOUSING IN WALWORTH COUNTY" with the subtitle "Who needs it?" and the question "HOW IS IT AFFECTING THE COUNTY?". The graphic includes images of people and a map of Walworth County.

Pam Carper
Program Manager - Housing
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Bio
I am a graduate of Indiana University. I have worked in the non-profit sector for over 10 years in both Walworth and Rock Counties. Prior to that I worked in the housing industry in Florida. Currently I live in the beautiful city of Lake Geneva.

Proposal

[Housing Summit: September 25, 2023](#)

[Quick Six-Question Survey](#)

[Falling Behind: Addressing Wisconsin's workforce housing shortage to strengthen families, communities and our economy.](#)

Municipal Housing Solutions Whitepapers

- Briefing Paper 1 - March 2024
- Briefing Paper 2 - April 2024
- Briefing Paper 3 - May 2024
- Briefing Paper 4 - June 2024
- Briefing Paper 5 - July 2024
- Briefing Paper 6 - August 2024
- Briefing Paper 7 - September 2024
- Briefing Paper 8 - October 2024
- Briefing Paper 9 - November 2024
- Briefing Paper 10 - December 2024

Lakes Area Realtors Association

- Government Affairs Report - March 2024
- Government Affairs Report - April 2024

ABOUT THIS PROJECT

Over the course of the past two years, housing has become an increasing priority for Walworth County Economic Development Alliance (WCEDA) to address. In this proposal (link to the left), you will see the evolution of WCEDA's involvement and interest in this topic. You will also see that WCEDA's board has determined that efforts relating to workforce housing align with its mission. Workforce housing will be spelled out in this proposal, but it is essentially what is being called the "missing middle," and encompasses entry level workers as well as professional workers such as physicians and everything in between including public employees, like teachers, police officers, and public works staff members.

Many counties in the region are facing similar challenges and are in various stages of addressing this issue — an issue that may be the number one barrier for workforce at the moment, in Jefferson County, Green County, and Washington County (and likely many others) housing efforts are being led or co-led by economic development agencies like WCEDA.

Success for this workforce housing initiative would have some municipalities moving forward with workforce housing while others would be developing plans that would be incorporated into their comprehensive plans. This process would also yield a list of future recommendations for the county on this topic. WCEDA believes that the county has a unique opportunity to leverage ARPA dollars to make a valuable impact on workforce housing development across the county.

WORKFORCE HOUSING IN WALWORTH COUNTY
Who needs it?
HOW IS IT AFFECTING THE COUNTY?



Thank you!

