

Town of Gibraltar Uptown Project
Stakeholder Meeting Summary
Interviews July 11, July 23, and August 2, 2019

Summary: Although much has been accomplished by the Town in obtaining input for the future use of the Redmann (Uptown) Property, there is still a need to obtain more detailed direction from key stakeholder groups and/or individuals in order to build more community support for the project, both conceptually and financially. The following persons and agencies were interviewed by Ken Jaworski, Senior Consultant with Cedar Corporation, and Dick Skare, Town Board Chair, to evaluate possible partnership opportunities with each. Readers are advised to further research the agencies and/or contacts via the web to learn more about possible collaboration.

Also important to this project is creating a clear correlation between the Town's Comprehensive Plan goals and objectives created by the residents of Gibraltar and how they directly relate to the project.

Diana Wallace, President - Door County Housing Partnership (DCHP) Inc. (Trust)

Door County Housing Partnership is a relatively new organization with the goal of maintaining housing affordability.

- Their target audience is to provide housing for young professionals who have an income range of \$33K to \$70K. Wallace referenced a brochure developed by the Interfaith Prosperity Coalition and short video on the Door County Housing Crisis.
- They avoid using the term "workforce housing", as their vision is more encompassing than that.
- Their organization uses storytelling and video testimonials to share their organization's mission and the community need they fulfill; this could be a strong marketing strategy used by the Town could to share their vision of the project.
- Their goal is to maintain housing in a trust for 30 plus years and hold the right of first refusal. Currently they are focusing on the City of Sturgeon Bay because of current opportunities there. However, they see the biggest need in Northern Door County.
- Building preference is new construction on vacant land over rehab situations. Prefer lots on public water & sewer.
- Utilize architectural standards that promote "charm" such as front porches, landscaping, small garages, etc.
- Expect some "NIMBY" pushback in some situations, but in their experience, they feel most issues can be resolved through good design.

Additional Info/Funding

- Have worked closely with City of Sturgeon Bay, NeighborWorks, Interfaith Prosperity Coalition. Vacant lots have been donated or sold at reduced rates; this has been an excellent start to move affordability to buyers.
- Would like to attract more investors.

- Do not see providing rental housing currently due to administration concerns and costs
- Barriers to their goals include: land cost, infrastructure cost & building cost (materials & construction labor due to increased demand).
- Grants maybe able to assist with some infrastructure development cost. More research will be needed to identify those grants.

Benefits to TOG:

- Greatest opportunity to work with the Town may be to receive a portion of land within the Redmann parcel from the Town (if purchased by the town) to develop attainable housing for the income range previously identified.
- Future development through their efforts will pay taxes back to the town long term just like other housing developments.
- One of the key benefits of the Door County Housing Partnership organization is they handle the details (e.g. legal work, interviewing potential homeowners, coordinating with contractors, etc.) for the municipality.

Bob Spielman, Former President – Fish Creek Civic Association (local business group)

To determine opportunities through the local business community, the more information business owners have, the better. In order to gain support of the project, the Town needs to have a plan for the entire Redmann site, not just the creek or escarpment portions.

Business Community/Workforce Housing:

- Discussion about business owners' responsibility for providing worker housing. Question was raised whether business owners should need to provide employee housing in a typical community housing environment.
- Examples of possible solutions included the dormitory style housing at Birch Creek. Overall, the question remained: What role will the potential Redmann Uptown Project have in "workforce" housing, if any?

Funding:

- A Premiere Resort Tax was discussed as one potential financing/funding tool to explore.

Trails/Mountain Biking Infrastructure:

- There was discussion about a potential mountain bike/purpose-built trail system. It was suggested that the term "bike hub" be replaced with something more tangible and identifiable among the public, such as "bike trail system" or "trail head" as that is a more accurate description.
- With a trail system, there is an opportunity for possible connection/access to the downtown area, as well as the existing trail system at Peninsula State Park
- Discussion about the importance of explaining how such a trail system would differ from those that exist in the state park (a network of trails with different purposes, recreational cycling trails

vs. technical trails, the entirely different group of cyclists technical, single-track trails would attract, etc.) and why that is a benefit to the town.

- Need to provide residents with numbers for the economic impact the trail/mountain biking part of the project would have on the Town. Overall, however, biking felt like a good fit within the community brand.

Branding:

- Discussed the Fish Creek “brand” and the role it plays in defining the project. It was felt that Fish Creek/Gibraltar is more arts, crafts, body-mind-spirit focused than surrounding communities; this brand should be continued and woven throughout the project.
- Fish Creek/Gibraltar has a sense of timelessness about it that makes it is unique compared to some other DC communities, which are experiencing rapid change. This sense of “timelessness” could be a benefit to the Town and the brand. It was thought that the FCCA could assist with the continued building of the brand.
- Expansion south with a connection to the “timeless” downtown area, makes sense. New business opportunities that could potentially find a home in the “Uptown” area might focus on filling current business gaps (hypothetical ideas mentioned included a small grocery store, a brewery, small retail space, etc.); these could be included in the new planned development and further strengthen the Fish Creek community.
- Discussed the need to provide more “mixed” housing for employment and young families.

Linda Merline, Town of Gibraltar Plan Commission Chair; Amber Beard, Sustainability and Wellness Development Consultant

Linda Merline is the chair of the Town of Gibraltar Plan Commission and coordinator of the Fish Creek Watershed/Restoration project.

Amber Beard is a Door County native. She recently relocated to the area and brings with her professional experience in the fields of tourism, construction management, sustainable and wellness hospitality, and branding/marketing. She has donated her services where applicable for this project.

Current Concept Plans: There was discussion about the concept plans, specifically the amount of detail in the “bubble plan” currently being used to convey the concepts behind this project.

- The current plan being displayed was developed by Farnsworth in 2016 during the initial discussions/exploration of the potential purchase and development of the property.
- Suggestion was made that any future concept plans should clearly convey the goals, objectives and recommendations of the Town’s Comprehensive Plan; the Comprehensive Plan should also anchor any future decisions.
- Also suggested that any concept plans going forward should include less detail, but identify general areas/uses that are aligned with the various Comprehensive Plan recommendations.

- An animated fly through or aerial drone video of the site to show off the property's unique features could also benefit communication efforts since not everyone has seen or visited the property.

Permits – Another point to stress in any sort of marketing or public information session is the 584 building permits that come with the property.

- These permits pose a risk to the Town if purchased by someone else because there is no sunset provision on the approval of these permits.
- It is in the Town's best interest to purchase the property *not* for the purpose of being developers, but to provide guidance as to what is developed in that location and ensure it coincides with the Town's Comprehensive Plan.
- Discussed how the lack of knowledge of the permits and the implications they hold could sway decisions about the property and the project; Merline cited examples of conversations she had where this was the case.

Open House Event – Beard volunteered her services to assist/lead an open house on the Redmann site. Suggested date for the event is September 7.

- Discussed whether concept designs should be completed by the event and on display. General consensus with this group was to have concept designs available at the event.
- Suggested to designate a "point person" to speak about the Uptown Project to area organizations who may be interested in learning more about the potential project.

Plan Commission Involvement – Up to this point the Plan Commission hasn't had much involvement with the Uptown Project.

- Plan Commission could be utilized more as a resource by taking on specific tasks.
- Suggested that the Plan Commission take on a greater role by reviewing any evolving concept plans and their relationship to the Comprehensive Plan.

Comprehensive Plan – The next update is scheduled for 2024. However, Plan Commission feels the current recommendations and objectives as they exist within the plan still appear to be very accurate. In some cases, they are even more relevant.

Housing Development –

- Using the term "neighborhood friendly development" was discussed for all housing types proposed for future development as it fits the brand of the community.

Marketing Approach:

- Discussed the concern about making sure any outreach/marketing related to the project reaches and addresses the concerns of the "rural" population. Merline expressed concern that the rural population currently views the project and the Town's decisions related to it as being done for the "tourists" and not the community as a whole.
- Though digital/online/social media channels are needed, it is also important to include non-digital communication (i.e. mailers, flyers, etc.) to also reach and engage older residents.

Wayne Kudick, Spokesperson, Interfaith Prosperity Coalition

Wayne Kudick shared the brochure the Interfaith Prosperity Coalition developed on Door County Housing Crisis. He also referenced the same videos/testimonials Diana Wallace referenced. Kudick stressed that a successful project lies in convincing voters of the opportunities (and opportunity costs) purchasing the property presents. However, Kudick also recognizes the project and the opportunity is complex and will take time/effort to gain the confidence of the voters. Any workshops or presentation opportunities to educate the area public should be pursued.

Funding:

- Suggested that philanthropy should be a component of any financing plan developed to fund the project as the area has significant number of potential donors.

Other Notes: Discussed the Town involving local realtors as to what they feel could sell in the northern Door County market. Also suggested to emphasize the potential impact to area children/youth if some type of attainable housing cannot be achieved. Timing of the vote will be important and is something to consider.

Myles Dannhausen Jr, Reporter, Peninsula Pulse

Key takeaway was to keep discussions about the Redmann property simple. There have also been perceived transparency issues about the project and the Town Board that should be addressed in a positive way. Overall, more clarity is needed.

Project Communication:

- Priority should focus on the positives of buying the property instead of complex concept plans which may generate debate. Specifically, the properties unique features and the potential ability to connect to the downtown area.
- Too much information at one time will cause confusion and, ultimately, rejection of the purchase of the property as the electors must approve, by vote, the purchase of the property. As an example, current discussions include information about a research station, university campus, affordable housing, bike trails, hiking paths, etc. This needs to be paired down, made more generalized, and made clear that everything is just a possibility, not set in stone.
- Also, the language used to describe the project and aspects of it also need to be chosen carefully (i.e. key terms such as “bike hub” have never been explained and could carry different meanings for different people).
- One piece of information that is missing and unavailable to the electors is the breakdown of the cost of the land per \$100,000 of property value.
- Dannhausen suggested keeping all communication and language choice positive, especially when talking about or making comparisons to other communities. Avoid saying “We don’t want to be [insert name of community].” (This goes back to identifying the Town’s brand and using it as a guide; see below.)

- Discussed having some high-quality produced video and/or aerial shots that take people on a tour of the property. Show the taxpayers what is at stake if this asset and all that comes with it would go to some random developer and take the electors completely out of the picture of what does and doesn't happen on that property.

Branding:

- Discussions about branding centered around ideas of Fish Creek being a “family friendly” place to live. Fish Creek is also known for its abundance of outdoor recreation and silent sports opportunities, as well as a hub for the arts.
- Suggested to stress the positive economic impacts the project may have on the community. Also suggested the discussion on attainable housing focus on housing price not building style. Create a better vision for attractive, attainable housing that accommodates the young growing family.
- Another marketing idea discussed was highlighting examples of community projects in other Door County communities and ask if there is any regret today that they were funded? (e.g. the 17 million/five-year Sister Bay waterfront project, the Egg Harbor marina and beach project, the Kress Community Center, the Sturgeon Bay Bridge, etc.) Highlight positive community

Challenges:

- Based on the recent scale of projects undertaken by surrounding Door County communities, the Town of Gibraltar may be lagging behind in investment.
- The current school referendum and recent Town spending on the bath house and beach may lead some residents to believe the Town is taking on too much. From a financial assessment stand point, the number one question to be addressed is ***“What will \$2.1 million for property acquisition do to an owner’s tax bill?”*** and ***“How much more per \$200,000 evaluation?”***

Reaching the younger demographic:

- Outreach efforts through social media, mailing inserts, adds.
- One-on-one discussions with younger people and family are key. It was suggested to identify and personally invite these individuals (although that could be extremely time consuming on the office staff). However engagement happens, one question needs to be asked: “What do they think is needed for the long-term success of the Town of Gibraltar?”

Funding:

- Room tax revenue was discussed as a possible source for funding.
- Also discussed the importance of researching data on both the cost and the economic return/positive impacts trail systems and mountain biking tourism could bring to the Town.

The bottom line of this discussion: Purchasing the Redmann property helps the town control and protect its future.

Tom Clay, Executive Director & Terrie Cooper, Door County Land Trust (DCLT)

The DCLT has been in contact with the Redmann owners in the past on a potential easement or acquisition of their property. The DCLT's interest lies with the escarpment portion and Fish Creek bottomlands. The site has significant state-recognized natural features. The project stalled with the Redmanns due to the fact the sellers wished to keep the property intact and not separate out the natural features. Terrie Cooper will forward the environmental mapping information to the Town for creation of a natural features map.

Funding:

- WDNR Stewardship Fund Grant opportunities were discussed for both local units of government and non-profit organizations (there are two separate pots of allocated dollars under each title).
- Cooper mentioned that the Town of Liberty Grove used both pots of Stewardship money on a project.
- However, incorporation of mountain bike trails may be an issue with the DNR under either grant application.
- Also suggested to speak with DNR representatives Chris Halbur and Faith Murray.

Additional thoughts: The Fish Creek fish ladder project that is being designed by Miller Engineering maybe eligible of some NRDA money through USFW. Projects along the east side of the bay have been limited and the fish ladder project seems to fit the intent.

The conversation concluded with optimism about how the DCLT could assist and become a partner in the Uptown Project. Tom Clay will discuss further with the DCLT Board how the DCLT could be involved. All agreed the property needs to be publicly protected to ensure private development won't restrict access to these features.

Bret Bicoy, President and CEO, Door County Community Foundation

The Uptown Project is about the town controlling its fate. The option to purchase the Redmann property presents an incredible opportunity for the town to achieve the type of development it wants, while also preserving its unique resources. With 584 housing permits already approved and attached to the property, having the property fall into the wrong developers' hands poses a threat to the town.

Messaging:

- It is important to emphasize the advantages and strengths of the property to the voters. Emphasize the project as a community benefit.
- Any upcoming vote of the electors about the property *is not* about the concept plans, but rather about 1) the *value* of the Town acquiring the property and 2) the potential threat/consequences to the Town in the future if the property is not developed properly.
- Any financial assessments at this time do not need to get much further than explaining what spending 2.2 million will do to residents' tax bill?
- Within its messaging, the Town should cite other examples of Door County successes such as:

- Egg Harbor Community Kress Center
- Sister Bay Beach Project
- Egg Harbor Marina
- Sturgeon Bay Bridge
- and others to show the public what Door County communities can achieve when they get behind a project
- While future DCCF involvement in this project may be limited, opportunities may exist if a public benefit component is part of the overall plan.

Matt Dornbush, Assoc. Vice Chancellor, & Tony Werner, Vice Chancellor, University Advancement, UWGB

Although UWGB has been experiencing enrollment growth, the University needs an increased presence in Door County. With the additions of the Sheboygan, Manitowoc and Marinette 2-year campuses, (all lakeshore communities), the UWGB system will increase focus as a Maritime University with a strong emphasis on environmental programs. Currently, there are 420 miles of Lake Michigan Coast Line between the four campuses.

University reinvention:

- The UW system is moving away from 2-Year universities and is in a period of reinvention, UWGB included. This transition will take time and will need increased financial support, something the Door County area may be able to offer.
- The Door County region could provide a substantial donor base and may be an attractive location for younger students to study environmental programs, especially those associated with fresh water.
- Sturgeon Bay and Fish Creek were mentioned specifically as possible locations. UWGB also recognizes they are in a global market for attracting faculty. Door County has national appeal in that regard, but housing availability could be an issue.

Current land holdings:

- The University does have land holdings in in Door County; Toft Point and Peninsula Center were mentioned specifically. Other than some form of environmental protection, there are no immediate development plans for the properties.

Outreach campaign:

- UWGB needs good visibility and exposure to the public in Door County. An outreach campaign will need to be engaged to better understand what Door County residents may expect out of a university presence.
- Some opportunities previously discussed include a “community engagement arm” which could include learning programs for all age groups with certifications. This appears to be a growing trend especially with recent retirees.

- Other opportunities include an arrangement with UW-Stout that promotes collaboration between the colleges' programs within the hospitality industry and/or entrepreneurial education. A master's program in Arts Management also seems to fit.
- Should UWGB grow as "maritime" study university, it is envisioned students will likely be involved in summer type study programs (Nantucket example cited). If this were to occur in the Door County area, student housing would be needed adding to the already increasing housing shortage.

Uptown Project's role:

- The Uptown Project property could provide an opportunity for UWGB to work jointly with other partners on an educational facility as part of the overall development plan.

Funding:

- The UW system is very "financially starved" so dollars for new infrastructure are limited.
- A financial model of sorts will be needed to make any UW investment in Door County a reality.
- Additionally, partnerships will need to occur to make any new investment in space possible.
- Online streaming of classes would occur so broadband/internet needs must be met.
- Educational/classroom space will look very different in the future than the current traditional campus. Shared discussion on space design and utilization is needed.

Luca Lopes Fagundes, Mountain Biking Enthusiast

Mountain biking is an adventure-type silent sport that has seen a steady increase over recent years and attracts many patrons of the younger demographic. If Door County wishes to retain and attract this type of demographic, providing opportunities for the activities they seek, such as mountain biking courses and trail systems, could make Fish Creek a destination of choice. The Redmann Property could provide such an opportunity for trail courses given the relief and terrain along the escarpment.

Infrastructure:

- Discussed WDNR involvement with mountain biking at Peninsula State Park. Such opportunities may be realized if development of a future course was engineered through more private, local community efforts first.
- Suggested to set the fee process and maintenance of the trails locally.
- On August 5, nationally recognized bike trail designer, Jake Carston will walk the Redmann property with Fagundes. Two days of Carston's services have been donated by a local business to help generate potential ideas and trail plans.
- Fagundes mentioned possible funding via grants and loans through the IMBA (International Mountain Bikers Association) as a future source of income to build the infrastructure.

Education

- Past conversations and meetings highlight a need to educate and motivate voters, especially the younger generations within the town, on the economic impact such a trail system could have on the community.
- Educational efforts would key on the social and economic benefits development of the Uptown Project could have on the local community, but securing the site is key.
- A mountain bike course/trail system could potentially be a key piece of the development and could occur relatively quickly due to design resources and the likelihood of obtaining financial support.
- More information will be forwarded by Fagundes after the August 5 site visit occurs.

Noel Halvorsen, President & CEO, NeighborWorks, Green Bay, WI

Noel Halvorsen attended the National Low-Income Housing Coalition Conference this year and conveyed the issue of affordable rental housing nationwide. The “National Affordable Housing Deficiency Map” continues to show serious growth, Wisconsin included. The bottom line is there are simply not enough units available for the demand, which leads to increased housing cost for the units available.

Current housing/development challenges:

- Many communities simply do not know how to develop land without a developer or how to attract a developer.
- In addition, it appears developers have cooled to the housing market favoring more profitable commercial developments.
- Lag time impacts of the recession on available housing has hit. Again, too few of units available for the demand inflating prices.

NeighborWorks’ Role:

- Since the NeighborWorks Service Area includes all of NE Wisconsin, they have serious interest in assisting in Door County.
- NeighborWorks has discussed with Door County Planning Director, Mariah Goode, specifically, how they could play more of a role.
- Discussed collaboration with like-minded organizations. For example, the establishment of the Door County Housing Trust is a key piece in order to secure properties. NeighborWorks could then focus their resources on the design and construction. The Trust’s involvement would also maintain affordability from buyer to buyer.

Additional considerations:

- Land prices are a significant cost in creating affordable/attainable housing and its expected Door County land prices will be some of the highest in NE Wisconsin.
- Without some donation of land, providing housing that is attainable will be hard to cash flow.
- Construction materials may also track higher in this region inflating costs.

- Public utilities are preferred when developing vacant land but not absolutely necessary. Utility allies will be needed.

Additional thoughts:

- Although NeighborWorks typically develops vacant, improved lots, they would be very interested in developing a “greenfield” site to design and develop a neighborhood or small complex of buildings.
- Greenfield site development maybe the only logical approach to making a true dent in the attainable housing shortage crisis.
- The Uptown Project may provide just that opportunity should the town consider donating a portion of the Redmann property for this purpose.
- Should this opportunity advance, Halverson suggested a local project manager start discussing building supply costs and align area resources to use in construction.

Field Day/Open House:

- For the Field Day/Open House event, NeighborWorks could supply a photo base of past projects and housing types.
- Include descriptions of how the housing is unique, attractive and affordable, not onerous to the buyer.
- Future efforts should focus on “Building a Neighborhood”.
- Townhouses could be part of that mix.
- Tie the neighborhood to access of the property’s and adjacent parks/community’s environmental features.

Jim Schuessler, Executive Director, Door County Economic Development Corporation

Jim Schuessler expressed his interest in assisting the Town of Gibraltar anyway possible. Door County Economic Development Corporation (DCEDC) continues to stress the importance of creating more housing opportunities (both single family and rentals) within Door County, especially on the heels of the AECOM Door County Housing Study. The study revealed the County is about 400 rental units short.

- Housing should no longer be viewed as support for economic development. *It is economic development.*
- A balance of housing due to changing demographics is needed; therefore, communities must adjust to the market to be sustainable.
- One of the biggest changes is the preference to rent vs. buy. This translates into the need for more rental housing. The downsizing movement by Millennials and Baby Boomers is driving this change.

Economic Consequences Due to Lack of Housing

A question that should be asked is "What does a lack of housing mean to the area economically?"

- Workforce and aging in place housing are key ingredients to a balanced community.
- Quality employees need places to live.

Potential Partnership and Funding Opportunities

- The DCEDC is familiar with NeighborWorks' townhouse designs that might fit nicely in areas throughout Door County.
- DCEDC has worked with Wisconsin Housing and Economic Development Authority (WHEDA) in the past. Both WHEDA and NeighborWorks, as well as Wisconsin Economic Development Corporation (WEDC/contact: Naletta Burr) were mentioned specifically as potential resources/partners.
- Legislation to allow a TID (TIF) like the example of Cable, Wisconsin would be significant in helping fund any needed infrastructure costs.
- A TID (TIF) area would require a commercial component. However, new legislation could increase the amount of housing allowed in a TID. Cedar should provide more detail on the Cable, Wisconsin example.
- Schuessler also mentioned the possibilities of a TDI grant administered through WEDC for \$250,000. He will forward more information about the program.

Housing

- A mixed-use development would appear to fit the Redmann property. However, multiple level, mixed-use structures would require sprinkler systems adding cost and required infrastructure. Townhouse-type housing may be the exception.
- A mixed-use development could be a compliment to the Fish Creek downtown.
- Schuessler suggested that any type of future housing should be phased on the site. Since the housing shortage is widespread throughout the county, so will the solution of building new units.
- Schuessler felt the construction of 20 new rental units and 12 single-family, owner-occupied units would address the immediate housing needs of the Town of Gibraltar area and help relieve some of housing pressure in the norther Door County region.
- For this type of housing to occur more quickly, site control by the Town will be key to initiate development.

Mariah Goode, Director, Door County Land Use Services Department

Goode summarized the existing 584 permits approved by the county that go with the current Redmann property.

- The zoning for the upland area of the 195-acre parcel is primarily residential.

- Depending on specific location, commercial development would likely require rezoning. However, if supported by the Town's comprehensive plan, rezoning should not be an issue. The county typically recognizes the Town's comprehensive plans to support rezoning.
- There are 60 total acres approved for housing development, not specifically defined: 20 acres are designated to accommodate single family and 40 acres are designated to accommodate multi-family.
- The type of multi-family unit is not specific in the approval and can vary (e.g. duplexes, townhouses, multi-unit complexes).
- Not all units have to be exercised in future developments. In fact, given density requirements, it's unlikely they would be.
 - Single family units on individual lots must be a minimum of 750 sq. ft.
 - No minimum sq. ft. sizes for multi-family units.
 - There is a 35' limit on the height of structures.
 - Two-story residential over commercial would require sprinkler systems.

Sewer

- Discussed the option of developing a small sewer collection system with a collective holding tank to accommodate waste (similar to the Hidden Blossom development).
- The County Sanitary Code will need to be reviewed due to recent law changes to see if this option still exists.
- Ken Jaworski noted that some counties allowed development on holding tanks if the land is within a sanitary district or sewer service area. This could be explored within the Door County Sanitary Code.
- It is unlikely running public sewer into the property from the sanitary district will be feasible for the initial development phases of the site. Development will likely need to reach a density point to justify the investment, but clustered collection systems could be designed to accommodate new development and be converted to a public system at a later date.
- All of the Redmann property is within the current Fish Creek Sanitary District.

Housing Costs

The economics of developing affordable housing were discussed in detail.

- Land costs are extreme in Door County and many housing developers approach communities to see if land can be obtained for free in order to make the development affordable in today's housing market.
- Town control of the Redmann parcel would certainly aid in making an affordable or attainable development a reality.
- The type of housing balance (owner occupied, rental, design) could be better controlled by the Town and County if purchased by the Town.
- Even without land cost, construction cost appears to be around \$160 per sq. ft. just for the building. Meaning a 930 sq. ft house would cost about \$150,000. A well and septic system would add another \$40K.

- Mound system costs have escalated due to high sand costs. Utility (gas-elec.), driveway and landscaping costs are also additional costs.
- Mariah will forward the PowerPoint used to educate the public at the three county meetings held this summer, in addition to some published information which goes into greater detail on the breakdown of housing costs and the housing challenges in the Door County area.
- Door County Land Use Services Department is creating a web site called <HousingDoorCounty.org> over the next month to be used as a resource guide for those interested in renting, building or acquiring housing in the Door County area.

Additional Notes:

- Door County area developers appear to be smaller in scale; any larger development would likely need to attract outside interest.
- Schuessler previously discussed the need to initiate a “Developers Tour” of the Door County area through DCEDC to generate interest.
- Goode indicated that The Ridges, Door County Land Trust and the Nature Conservancy have been in meetings to develop outdoor classroom space and potential housing for a joint complex. This might be an additional opportunity on the Redmann site.

Deby Dehn, Business & Community Engagement Officer, WHEDA

Karole Kimble, Manager-Business and Community Engagement, WHEDA

Stuart Kuzick, Director of Commercial Lending, WHEDA

A conference call was arranged with the above WHEDA representatives on August 2, 2019. Ken Jaworski, Dick Skare and Wayne Kudick gave a brief background of the Redmann parcel situation and the Town’s option to purchase.

Funding/Cost Feasibility:

- Stuart indicated that WHEDA does not get involved in funding capital expenditures. Rather, this is accomplished mostly through tax credits to the developers for providing affordable rental properties.
- It was suggested by the WHEDA reps that the greater the number of units developed, the more cost-effective the developments. (E.g. Complexes of 20 rental units or less provide less tax credit potential and overall cost benefit.) Economies of scale are improved through larger complexes.
- Tax credits can be applied to 501c3 non-profit organizations such as a NeighborWorks but the benefits may not be as great as those offered to private developers.
- Rental gaps between market rental rates and tax credit subsidized housing vary between geographic areas within the state. The Door County area may contain significant gaps.

Additional Potential Partners

- The WHEDA panel suggested other agencies which may also be able to help with potential components of this project:
 - USDA Rural Development
 - Wisconsin Economic Development Corporation (WEDC-Naletta Burr); Skare will be meeting with Naletta Burr next week through Jim Schuessler to explore possibilities through WEDC.
 - Wisconsin Department of Administration (DOA-David Pawlisch) – Community Development Block Grant (CDBG) program

Similar Projects:

- Stuart mentioned that the Town of Gibraltar's situation is similar to a Baron County project. More details will be provided on that project along with other Door County projects that have been completed over the years (the last one being in Sister Bay in 2012 – 24 total units).
- Dehn stated she will forward HTC award projects from 2015 to 2019. She will also sort out Door County Projects dating back to as far as she can obtain information.
- Dehn to send a "Multi-Family Housing in Wisconsin" Report published in 2018 which summarizes the issues and opportunities within the multi-family residential market in Wisconsin. It features several WHEDA funded projects.

Additional Notes:

- Dean of WHEDA has also served on the NeighborWorks Board of Directors since 1996. She is very familiar with that organization's successes and challenges.