



WASHINGTON
EST **COUNTY** 1836
WISCONSIN

Our Great Community

Next Generation Housing Kick-Off

October 7, 2021

Brian Heckendorf



Welcome

Josh Schoemann



Our Great Community

The Challenge

Today isn't about housing



- We've been diagnosed with a sansdemic
 - Sansdemic – An absence of people
- System Failures
 - Unemployment/Under employment
 - Civil Unrest/Violence
 - Political Strife
- System Security
 - Individual Empowerment – Education/Purpose (Work)
 - Love Your Neighbor – Trusting Networks/Shared Values
 - Basic Needs – Housing/Food/Clothing
- Today is about Prosperity for Posterity
 - “People are a resource we can no longer afford to take for granted. As one generation ages, as the next generation opts out of the labor force, and as the coming generations shrink, we need to do the best we can to keep the people we have. Retain, retain, retain. Keep your people, keep your students.” - Emsi

A Starting Point...

Next Generation Housing



- Food for Thought
 - What was your first job (in your career field) salary?
 - How much did your first home costs?
 - How many square feet was that home?
 - How big was the lot it was on?

Why is Washington County Special?



- Have you recently found yourself thanking God you live in Washington County?
- **Identity. Prosperity. Community.**
 - Identity - A safe place and a virtuous people
 - Prosperity - Thriving households and businesses
 - Community - Trusting networks and shared values
- How do we retain the character of our great community and embrace the changes of the future?

Manage Growth So It Doesn't Manage Us



- The "Silver Tsunami" is here (Emsi, The Demographic Draught)
 - 3 million baby boomers retired in 2020 in America - ~1% of population
 - 60+ population in Washington County is 20% higher than America
- "Managing Growth" in the past decade
 - Washington County grew ~3.7%
 - West Bend grew ~1.7%; Hartford ~10%
 - This pace of growth will not keep pace with retirements alone
- "Manage Growth" in the next decade
 - Starts with bringing our kids home
 - Continues by welcoming and integrating new residents
- We are in a regional, state, national and global race for Prosperity
 - The places that keep their people will win the battle for PROSPERITY for a generation

Our Great Community - A Vision for 2050 & Beyond



- Washington County 2050: A place where individuals are connected to one another through trusting networks and common values in service to each other and Our Great Community
- **Identity. Prosperity. Community.**
 - Identity - A safe place and a virtuous people
 - Prosperity - Thriving households and businesses
 - Community - Trusting networks and shared values

A Virtuous Cycle of Prosperity



Turning Vision into Reality for the Next Generation



- **Workforce/Education**
 - Create a pipeline of talent for local employers
 - Short term & long-term strategies
- **Social Capital**
 - Building trusting networks today and for the next generation
 - Strengthening Individuals
 - Strengthening Community
- **Next Generation Housing**
 - Major hurdle for any Millennial or Gen Z entering workforce
 - Home Ownership - Not just the American Dream. Foundational to community

We've Been Here Before

Post WWII America

- GI Bill; VA Loans; Neighborhoods throughout suburban America

Business Funded Housing

- Kohler; West Bend Company; Quad

Municipal Funded/Financed Infrastructure

- Janesville; West Bend

| Historical population | | |
|-----------------------|------------------------|----------|
| Census | Pop. | %± |
| 1840 | 343 | — |
| 1850 | 19,485 | 5,580.8% |
| 1860 | 23,622 | 21.2% |
| 1870 | 23,919 | 1.3% |
| 1880 | 23,442 | −2.0% |
| 1890 | 22,751 | −2.9% |
| 1900 | 23,589 | 3.7% |
| 1910 | 26,501 | 12.6% |
| 1920 | 25,713 | 8.1% |
| 1930 | 26,551 | 3.3% |
| 1940 | 28,430 | 7.1% |
| 1950 | 33,902 | 19.2% |
| 1960 | 46,119 | 36.0% |
| 1970 | 63,839 | 38.4% |
| 1980 | 84,848 | 32.9% |
| 1990 | 95,328 | 12.4% |
| 2000 | 117,493 | 23.3% |
| 2010 | 131,887 | 12.3% |
| 2020 (est.) | 136,445 ^[7] | 3.5% |

U.S. Decennial Census^[8]
1790–1960^[9] 1900–1990^[10]
1990–2000^[11] 2010–2020^[1]



Testimony



Logan Bliss



Tom Hostad



The Magic

Describing how a community when pulling together can accomplish much!

The Magic



- Workforce Attraction Initiative – employee survey
- Housing costs perceived as too high in Hartford
- Reviewed with Mayor and City Staff. Formed a team to learn more about housing issues
- Determined the need for a Housing Study
- Not a problem unique to Hartford. Met with County Exec to promote a countywide strategy on housing

Dan Anhalt



The Housing Study

*Successfully maneuvering around the
regulatory and financial obstacles.*

Dan Anhalt



The Housing Study

Kraig Sadownikow



Private Industry

*Creating a prosperous community through
vision and opportunity!*

nd each other.

re quick but never



Testimony



Kate Winkler



Tami Winkler



Lender

*Empowering prosperous lives by investing in
our next generation.*

Lender



- \$225,000 Mortgage (30 yr fixed at 3.50%)
- Monthly Principal/Interest Payments \$1,011
- Monthly Property Tax/Insurance Pmt \$448
- **Total Monthly Cost \$1,459**

Lender



| | | |
|---|-------------|------------|
| Monthly Avg Salary (annually \$77,663) | \$6,472 | 100% |
| Mortgage/Prop Tax/Insurance (\$225K) | -1,459 | -23% |
| Student Loans | -700 | -11% |
| Vehicle Loans | <u>-544</u> | <u>-8%</u> |
| Total Expenses (s/b <43%) | -2,703 | -42% |
| What's left to pay for all other expenses | \$3,769 | 58% |

Lender



- \$300,000 Mortgage (30 yr fixed at 3.50%)
- Monthly Principal/Interest Payments \$1,347
- Monthly Property Tax/Insurance Pmt \$683
- **Total Monthly Cost \$2,030**

Lender



| | | |
|---|-------------|------------|
| Monthly Avg Salary (annually \$77,663) | \$6,472 | 100% |
| Mortgage/Prop Tax/Insurance (\$300K) | -2,030 | -31% |
| Student Loans | -700 | -11% |
| Vehicle Loans | <u>-544</u> | <u>-8%</u> |
| Total Expenses (s/b <43%) | -3,274 | -51% |
| What's left to pay for all other expenses | \$3,198 | 49% |

Lender



Costs not included in mortgage determination:

Income tax - 29%

Day Care - 12%

Food - 9%

Utilities - 6%

Health Care - 5%

Vehicle Gas - 1%

Total 62%

Bryan Lindgren



Broken System

The Diagnosis

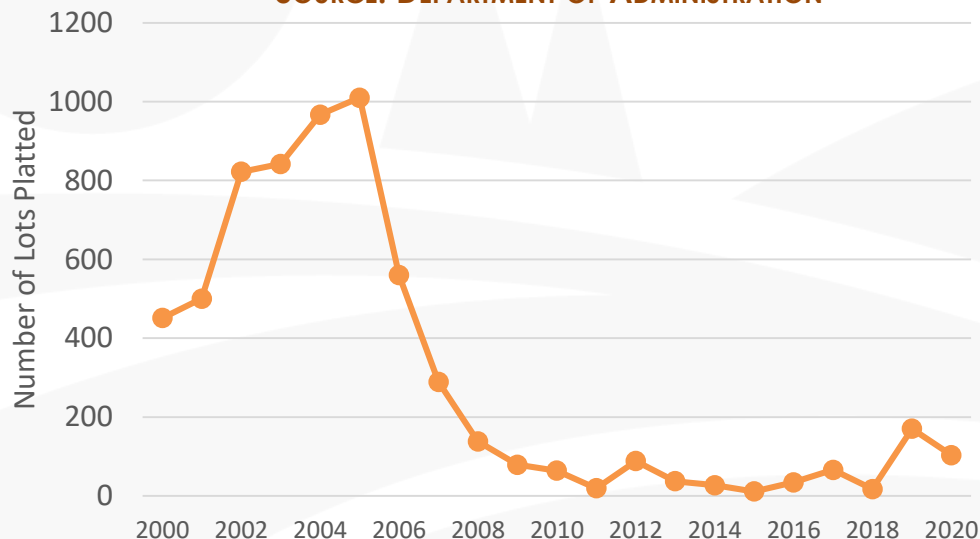
Broken System

- Be Realistic – Costs and Expectations
- Planning & Zoning Challenges
- Municipal Obstacles
- Let's Fix it Together



NUMBER OF LOTS PLATTED PER YEAR IN WASHINGTON COUNTY, 2000-2020

SOURCE: DEPARTMENT OF ADMINISTRATION



Testimony



Jack Rettler



Josh Schoemann



Next Steps

A Coalition for Community



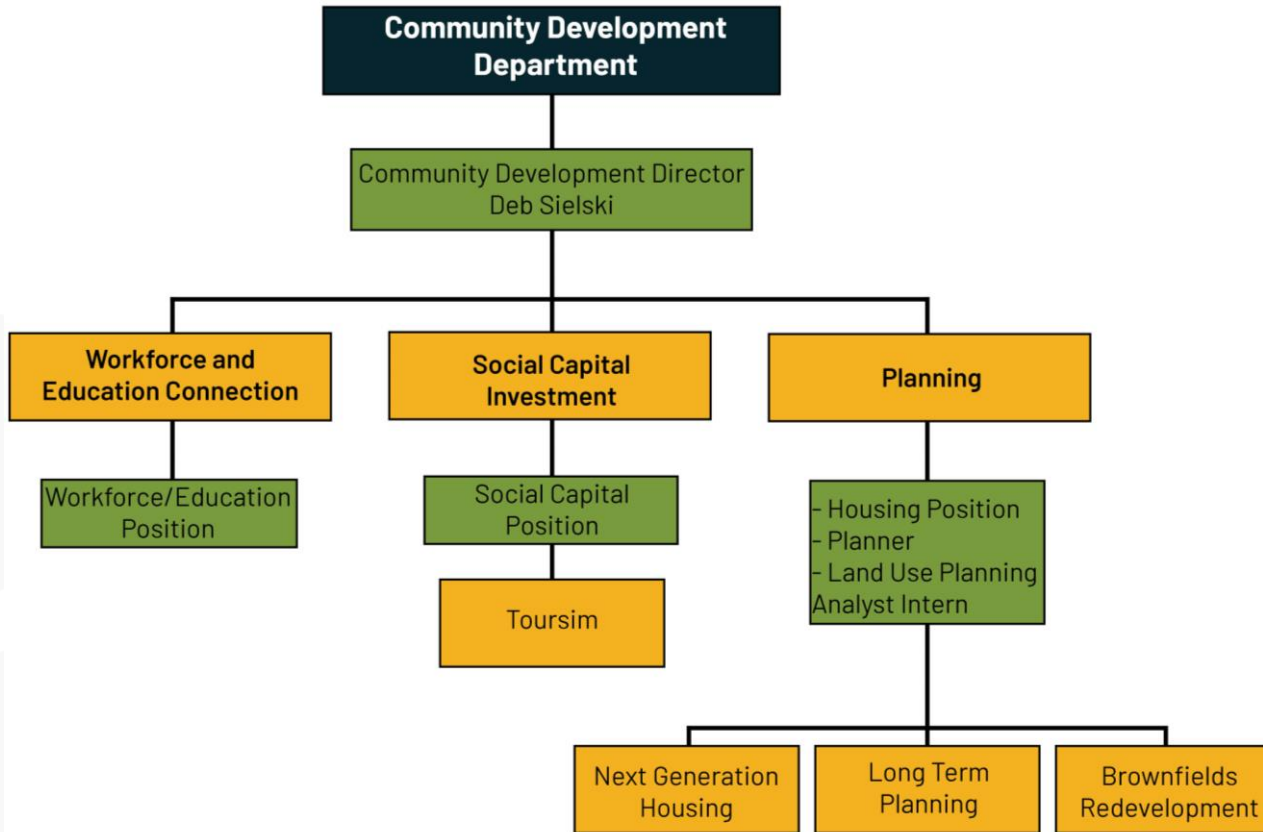
OGC Platform

- County government, human & financial resources
- Next Generation Housing Plan & financial support

Next Steps



Community Development Team



Debora Sielski
Community Development
Director

Next Steps



- Wisconsin Economic Development Corp (WEDC) Workforce Innovation Grant
 - Award up to \$10 million
 - Resolving the most pressing workforce challenge in Washington County –
 - Retaining & attracting a skilled workforce
 - Satisfying the basic need of obtaining quality homes within 30% of household income
 - Overcoming the barriers to home ownership for the next generation workforce
 - Partially fund tools to overcome barriers which could include a housing revolving loan fund or a housing endowment

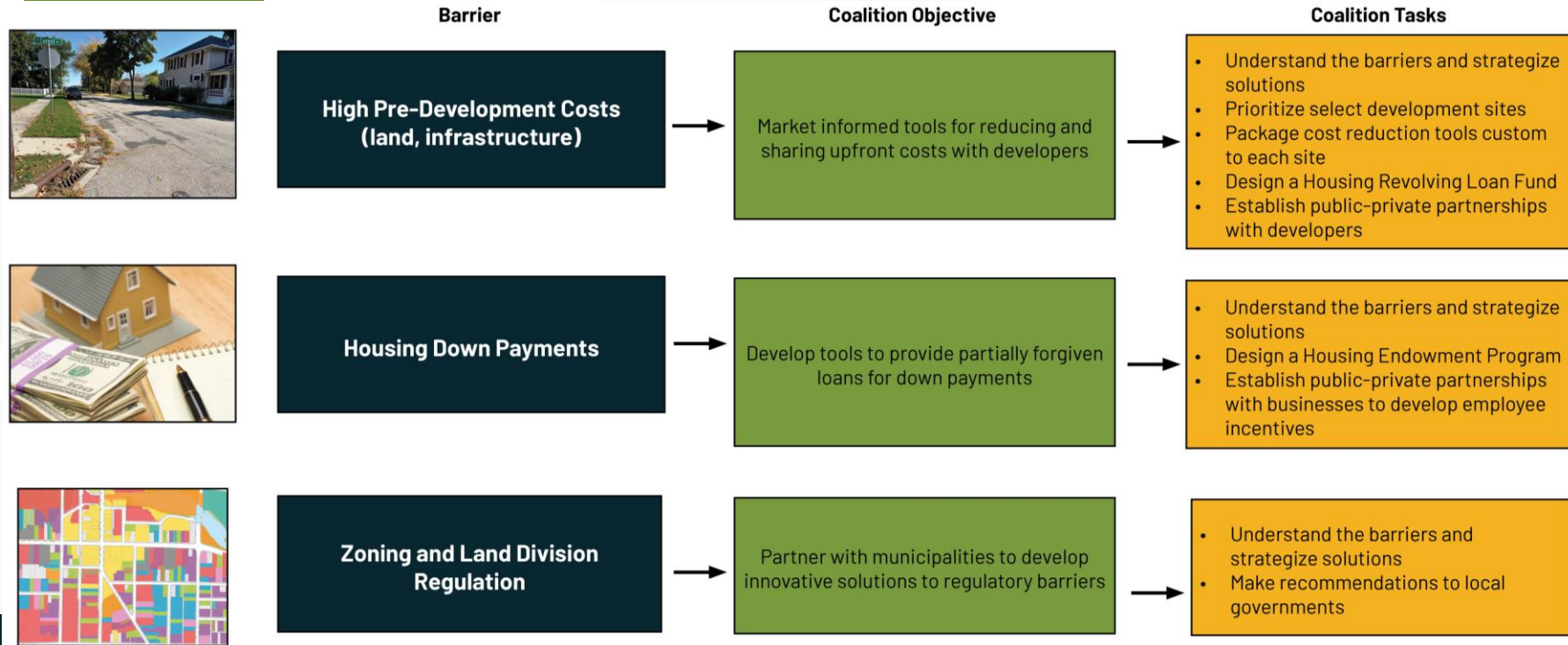
Next Steps



- Creation of a Next Generation Housing Coalition
 - Local governments and key stakeholders
 - Working together to overcome the barriers to Next Generation Housing
 - Modeled after the Brownfields Site Redevelopment Coalition
 - Working together = **SUCCESSFUL + STRATEGIC + SUSTAINABLE SOLUTIONS!**
 - Improvements in one community = positive impact for all communities!

Next Generation Housing Coalition

Implementing Solutions that Overcome Housing Barriers



Building the Coalition



- October:
 - Contacting local governments and key stakeholders
 - Consider joining the Next Generation Housing Coalition
 - Be a part of the discussion, solution and success!
 - Requesting Letters of Commitment for the Innovation Grant
 - Contact deb.sielski@washcowisco.gov or 262-335-4772
 - County Board considering resolution to apply for the Innovation Grant Program – 10/13/2021
 - Submit WEDC Workforce Innovation Grant Application – 10/20/2021
- November:
 - 1st meeting of the Next Generation Housing Coalition

Josh Schoemann



Closing

We Need You!!!



- What can YOU do today?
 - Share the ideas of Our Great Community with friends & neighbors
 - Join a local civic group or church leadership team
 - Encourage one young person to return home
 - Engage our “coalition for community” to help preserve the character and values of Washington County for the next generation
- Ongoing Dialogue
 - Submit your ideas to county.exec@washcowisco.gov