

# THE GAD REPORT

VOLUME 10, ISSUE 7      AUGUST, 2017

## MILLS FLEET FARM EXPANDS TO EAU CLAIRE

The Eau Claire City Council has approved a site plan for a new 218,000 square foot Mills Fleet Farm store to be constructed on a 42 acre site at the intersection of Interstate 93 and Highway 93 in the town of Washington, across from Ken Vance Motors and Golds Gym.

The site, which was intended to be a southside grocery store only two years ago and has served as a rock quarry for several years, was recently rezoned to commercial use.

The only remaining step will be to vacate part of Old Town Hall Road to move a portion of it to the east, opening up three lots near

Highway 93. One lot will be for stormwater retention, the second will occupy a gas station and car wash while the third lot will be available for a restaurant or other commercial use.

The main store will have enough parking for 600 vehicles and will be cut into the hillside, allowing a 50 foot ridge behind the site to act as a buffer for a planned housing development that may be built there in the future.

Site clearing is underway with construction expected to begin this fall and the store opened a year from now.

Mills Fleet Farm is constructing a million square

foot distribution center in the Chippewa Falls industrial park which will be up and running next year.

On the other end of Old Town Hall Road sits Gander Mountain, who has closed their doors as part of its purchase by Camping World. The new owners have stated that the current site will not be used, but Eau Claire will have a Camping World facility that will consist of a new building with many of the same products as the current Gander Mountain.

Officials have not said whether they will build on a 895,000 square foot lot next to the current store.

## GORDY'S CLOSING HAYWARD, SELLS 2 IN EAU CLAIRE

Gordy's Markets, with 25 locations recently announced that they have closed their grocery store in Hayward, and sold two locations in Eau Claire and one in Tomah to Onalaska-based Festival Foods.

Gordy's rapid growth

over the past three years caught up with them and as a result, store inventories have suffered, coupled with changes in their supply chain while has led to shortages of many products in the stores.

A new grocer is being

sought for Hayward, meantime, Festival will close on their new acquisitions by mid-September, and plan to dramatically increase employment by 150 per store when they take over. More moves by Gordy's may be coming soon.



**RPAC Appreciation Lunch**

**Thursday, October 5th**

**11:00AM—1:30PM**

**Florian Gardens**

**Eau Claire**

**Admission is FREE with ANY RPAC Investment or \$35 at the door.**

**R.S.V.P. to Bruce King:**

[bruce@ranww.org](mailto:bruce@ranww.org)

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# 2017 Housing Pulse Survey



This survey, which measures consumers' attitudes and concerns about housing issues in the nation's 25 largest metropolitan statistical areas on a biennial basis, found that **84 percent** of Americans believe that **purchasing a home is a good financial decision**, the highest since 2007.

## Housing Costs

**Lack of affordable housing is a growing problem.**



Nationally, **44 percent** of respondents categorized the lack of available housing that is affordable as a very big or fairly big problem. In the top 25 markets, more than half see the lack of affordable housing as a big problem. This is up **11 points** from the 2015 Housing Pulse survey.



The lack of affordable housing and the cost of housing is especially troublesome to renters, non-whites, and women. Additionally, housing costs are more of a strain for those under the age of 50 than older Americans.

**The majority believe needing public assistance for housing is due to difficult circumstances, not poor personal choices.**



Most people who need public assistance for housing are struggling because of low wages, high rents and limited job opportunities.

## Buying a Home

**44%**



### POCKETBOOK ISSUES

**Forty-four percent** of respondents stated that affordable health insurance, low wages, and housing costs top list of problems facing Americans.

**40%**



### DOWN PAYMENT

Little more than **40 percent** believe that banks and lenders require a down payment of **15 percent** or more when buying a home.

**51%**



### BUDGET

When forced to choose, **51 percent** picked a neighborhood with better schools and job opportunities even if housing prices are a strain on their budget.



### TRUSTED SOURCES

When it comes to buying, most people trust their family or friends as a source of information. A **local REALTOR® or real estate agent** is a close second.

Visit [www.nar.realtor](http://www.nar.realtor) for the full results of the 2017 Housing Pulse Survey.

 NATIONAL ASSOCIATION of REALTORS®

 REALTOR PARTY

## RANWW TO OFFER CANDIDATE TRAINING ACADEMY



RANWW will be offering a comprehensive one day workshop for anyone who is considering running for public office at the local, state or national level.

The Candidate Training Academy is administered by Cornerstone Solution under contract with NAR. It's a free service to the Association and will be held in the RANWW Conference Room on Thursday, October 26 from 8:30am until 4:30pm. Partici-

pation will be limited to the first 25 people who register. This is open to REALTORS®, affiliates and members of the public who are thinking about running for office.

All materials will be provided, and we are also extending an invitation to our neighboring Associations in case people there are interested.

Cornerstone Solution has a long history of developing strategies for political campaigns, from developing a message, to financing to executing Get Out The Vote and target audience.

With recent changes in federal, state and local campaign finance laws, it's vital to know everything involved in running a campaign.

Register with Bruce ([bruce@ranww.org](mailto:bruce@ranww.org)).

## CRANBERRY CREEK GETS ITS PERMIT

The Department of Natural Resources has approved a permit for Cranberry Creek Dairy to dramatically expand their operation.

The plan will allow the farm to increase their herd from 2,107 cows to 6,495 cows, with 4,375 milk cows, 400 heifers and 650 calves by the end of 2018.

The operation is expected

to produce 475 tons of solid manure and 49 million gallons of liquid manure. That manure will be spread on 4,934 acres of land owned by the farm and leased to Cranberry Creek by landowners or are under manure spreading agreements with the farm.

The expansion plan has been the source of protests by environmental groups and

other landowners who are concerned with the number of trucks and tractors on the roads, spreading of manure that may runoff and airborne particles.

The Dunn County board voted 17-11 to extend their moratorium to complete their Livestock Operations Study which will recommend an ordinance for operations.

**HAVE YOU  
INVESTED IN  
YOUR BUSINESS?  
MAKE YOUR  
RPAC  
INVESTMENT  
TODAY, CONTACT  
BRUCE**

## VINEHOUT REGISTERS TO RUN FOR GOVERNOR

While its not a formal announcement, Senator Kathleen Vinehout (D)-Alma has changed her registration with the state Ethics board in order to take contributions for Governor.

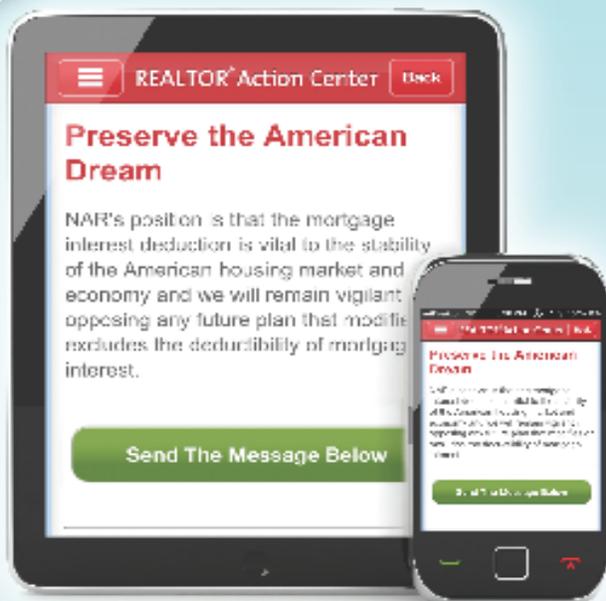
That's important as the maximum contribution for a state Senator is \$2000 per person, while the maximum

for Governor is \$20,000. The filing change allows Vinehout to collect more money if she does decide to make a run.

She has run for Governor before in 2012, finishing third. State Superintendent of Public Instruction Tony Evers has also filed to run for Governor.

Others, including 91st Assemblyman Dana Wachs are

looking into a possible run for Governor. What may sway Wachs, Vinehout and others currently in the Legislature is that they can only run for one office, meaning they would have to give up their current seat in order to run for Governor.



## WHERE WILL YOU BE WHEN YOU GET THE CALL FOR ACTION?

As a busy professional on the go your **lifeline to clients and your office is your phone**. Fewer and fewer of us are tied to a traditional desktop or laptop anymore to complete the functions of our work. Smartphones and tablets are how we increasingly manage our information and daily tasks.

### THE REALTOR® ACTION CENTER MOBILE APP – DON'T JUST GET IT – USE IT! DOWNLOAD AND LOGIN TODAY

The REALTOR® Action Center mobile app contains a host of features to help you VOTE, ACT and INVEST on the go:

#### ★ MOBILE ADVOCACY

When there is a Call for Action you will **receive a standard push notification** alerting you. The new mobile action alert format will make your participation a snap. **No forms to fill out. Shorter, crisper** summaries of the issue and why your action is important.

#### ★ ACTION PROFILES

The app will contain a summary of your REALTOR® Party engagement. A list of open action items, actions you have already taken, your current year's RPAC investment amount, and more.

#### ★ INVEST IN RPAC

Through the REALTOR® Party mobile app you can easily make an investment in RPAC on your mobile phone. To help you plan your investment amount, your action profile displays your total amount invested year to date.

#### ★ ADVOCACY REPORTS

Track how your state and local associations **are doing in terms of their advocacy efforts**. Help us reach our annual 15% goal!

#### ★ SURVEYS

Take important REALTOR® Party surveys on your phone.

#### ★ REALTOR® PARTY TRACKER

Learn how your state and local association is using NAR programs to build political strength in your own backyard. Find out what tools and programs NAR is providing your association and how much money those programs cost.

To download, text "App" to 30644 and remember to login!



We are the REALTOR® Party

## JOBS COMING TO THE REGION & STATE

A number of announcements over the past few months reflect a major uptick in construction and employment in the region. Some examples:

The announcement by the State of Wisconsin that Foxconn will build a ten billion dollar plant in Racine County and employ up to 13,000 people, with 10,000 construction workers needed to build the 20 million square foot campus. Over 350 jobs

coming to Chippewa Falls where the Mills Fleet Farm distribution center is under construction, and around 100 more next year when Eau Claire’s store is open.

Festival Foods is buying three stores from Gordy’s Markets in Eau Claire and Tomah. Currently, Festival has 28 stores across the state, employing 200 to 250

people at each store. The stores will receive some remodeling but remain open during the transition.

The former dog track in Hudson after a decade of being dormant, will roar back to life as a mixed use facility complete with a new Northwoods baseball league expansion team, offices, condos, restaurants and stores. The facility will have 1000 jobs.

## “A YEAR OF REPLENISHMENT” CAMPAIGN CONTINUES

Now is the time to make an investment in your business.

Our 2017 campaign theme is “A Year Of Replenishment”. Already, we are seeing candidates for public office preparing for next year’s races. By building up your Direct Giver account now, you will be in a position to help the candidates of your choice

get their name and position out to the public. Running a political campaign at any level is time consuming and very, very expensive.

Whether you invest at the Direct Giver level (\$100—\$999) or a member of the Large Donor Council (\$1000—\$10,000), you can use 70% of those funds to support candidates for public office.



## COCHRANE-FOUNTAIN CITY REFERENDUM VOTE

Voters in the Cochrane-Fountain City school district will be asked to approve a seven million dollar referendum in November to conduct maintenance and facility improvements.

Priorities for the referendum dollars include repairing and replacing heating units thru the building and up-

grades to the fire suppression system. Plumbing will include new water mains, water heaters and sinks in many classrooms along with bathroom fixture replacements.

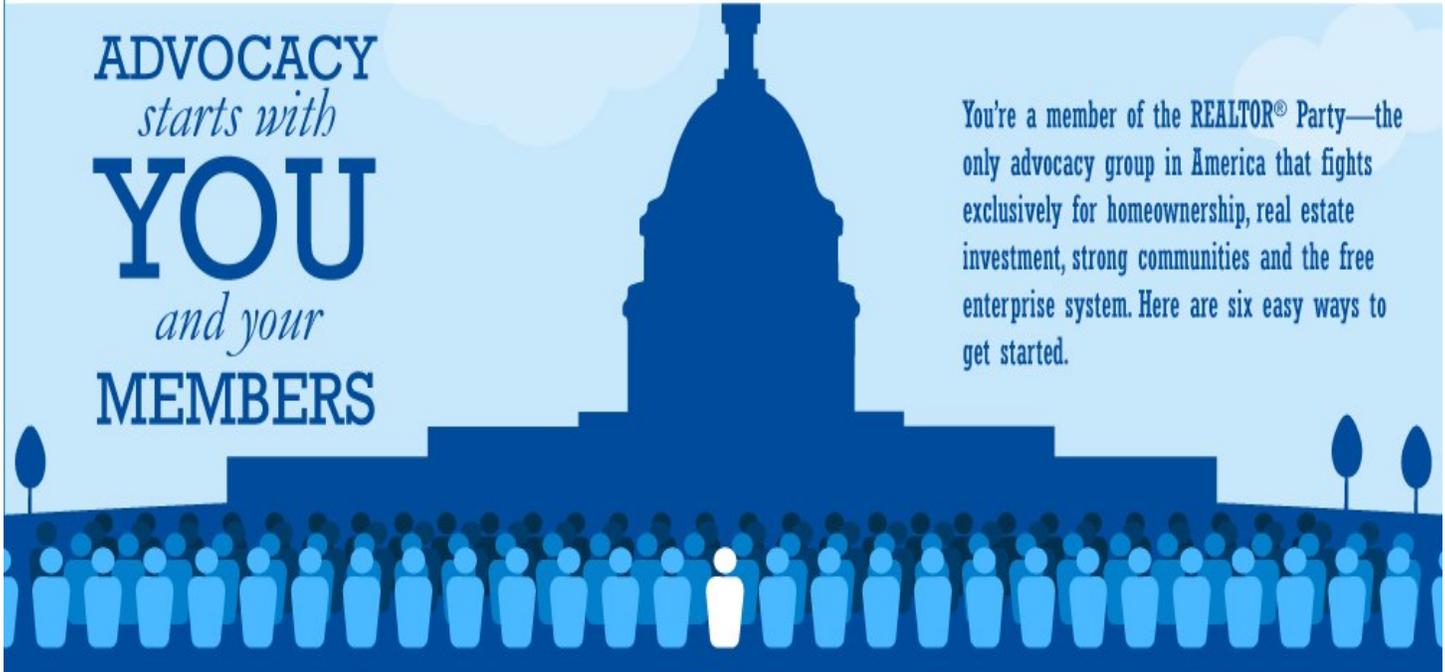
Classroom upgrades for science, technology and agriculture.

Capital improvement dollars will take care of other pro-

jects the school wants to do. The district contracted with a consulting firm from Minnesota to oversee design and construction activities providing the referendum passes in November.

ADVOCACY  
*starts with*  
**YOU**  
*and your*  
MEMBERS

You're a member of the REALTOR® Party—the only advocacy group in America that fights exclusively for homeownership, real estate investment, strong communities and the free enterprise system. Here are six easy ways to get started.



STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
<b>Register To Vote</b>	<b>REALTOR® Party Mobile Alerts</b>	<b>Follow Us</b>	<b>Visit Us Online</b>	<b>Check Your Email</b>	<b>Do Your Research</b>
Our goal is to have as many of our members registered and at their polling place on Election Day as possible	Text <b>REALTOR</b> to <b>30644</b> to have national and state calls for action sent directly to your phone	Follow the REALTOR® Party on Facebook and Twitter. Use #REALTORParty in your posts.	Stay tuned to <a href="http://www.realtoractioncenter.com">www.realtoractioncenter.com</a> for the latest news and information	The REALTOR® Party News newsletter is sent the 2nd Thursday of the month	Learn who your elected officials are and where they stand on real estate issues

[www.realtoractioncenter.com](http://www.realtoractioncenter.com)



# RANWW

**Realtors® Association of Northwestern Wisconsin**



**REALTORS® ASSOCIATION  
OF NORTHWESTERN  
WISCONSIN**

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**Bruce King**  
**Government Affairs Director**

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**WWW.RANWW.ORG**

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“OUR MISSION IS TO HELP OUR  
MEMBERS BE MORE SUCCESSFUL IN  
REAL ESTATE”

The REALTORS® Association of Northwestern Wisconsin is the largest association in terms of area, stretching from Millston, Whitehall and Fountain City to the south all the way to Cable in Bayfield County to the north. We are the fourth largest of the 19 Associations in terms of membership. Your Association covers 355 units of local government, monitoring a wide variety of issues that can and do affect you. In addition to local government, your GAD also monitor issues at the state and national level that will have a direct or indirect impact on housing and the industry, as well as legislation that can affect the consumer. Your Government Affairs Director works with members and affiliates to raise investment dollars for RPAC that help to support elected officials that support your business. RANWW is one of only three REALTOR® Association's in Wisconsin that have their own PAC, which was started 38 years ago to support candidates at the local and state level. We maintain a Facebook page, called “The GADabouts”, that aims to keep you up to date on political issues that will affect your business. Your GAD also produces a periodic government affairs program posted on our YouTube channel, RANWWTV!!



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## MY THOUGHTS—BY BRUCE KING

I spent a week attending GAD Institute in West Palm Beach Florida, working with NAR staff and invited experts on all facets of government, politics and information technology.

Some of that technology will reach you by year's end. First, I was asked to share my opinions on the new REALTOR® Party platform that will roll out on December 29th. The new site will be much easier to maneuver around and will have much more information without having to dig thru the current site. Second, how I reach you with Calls To Ac-

tion, breaking news, RPAC and other information will change with Advocacy Everywhere. It's a new platform that NAR will be using and that we can use at our Association.

For example, if we need to reach you with a Call To Action locally, you will receive the regular email that you do now, but you will also receive a text message to act then and there or will send you to your email to make two clicks and sent the message on. We can use that system to craft a message and have it reach you in a matter of three hours. The current

system by Convio is nice, but from an operators perspective, its slow and very user friendly.

Your Association has a lot happening this fall. RPAC Appreciation Lunch on October 5th, Phone A Friend for RPAC on October 10th and Candidate Training Academy on October 26th. Contact me to register for any or all three of these events.

The strength of our growing Association (on track to reach 1000 members in the next few months) is you and your participation on committees, in RPAC and in program offerings.

