



# RANWW

Realtors® Association of  
Northwestern Wisconsin

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## The GAD Report

### THE CHAIR NEEDS YOUR PARTICIPATION

So, besides the obvious, what is The Chair and why is it important?

The Chair is our new fundraising campaign that we hope will inform you of the need to participate in RPAC, hopefully at the Direct Giver level or higher. The Chair will send a consistent message every month in the GAD Report on what having a seat in The Chair means to real estate, to your customers and to you.

For example, did you know that because we had a seat in The Chair, Governor Evers signed the 2021-23 budget that included a number of items that are beneficial to you. They include a \$650 million property tax cut, \$225 million for rural broadband expansion, and \$5 million for DSPS to do technical upgrades to simplify online credentialing as well as the removal of a number of proposals that would be detrimental to real estate.

This is only one example of what happens when we have a seat in The Chair.



Every month, we will bring you items that demonstrate how The Chair is working for you and your customers. Many of you will receive The Chair investment letter via mail or email in the coming weeks and months. **IT IS CRITICAL TO OUR SUCCESS THAT OUR MEMBERS PARTICIPATE IN DIRECT GIVER** so that we can support decision makers at all levels of government and have our seat in...The Chair.

Read more on Page 4 and INVEST IN RPAC.

***This edition of the GAD Report will have a look at our new Direct Giver investment program.***

***It's done to give you an idea of why we ask you month after month to invest in RPAC and why we need to support decision makers that work for you and challenge those who don't.***

***Enjoy this month's report and remember to Vote. Act. Invest.***



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#### SPECIAL POINTS OF INTEREST

- The Chair
- New Housing in BRF
- Budget Wins
- Capitol Insights
- Bloomer Brownfield Grant
- Clairemont Apartments

## NEW HOUSING COMING TO BLACK RIVER FALLS

S.C. Swiderski will be making a large imprint of the Jackson County seat in the months to come. First, the company announced the purchase of 5 lots in Lalapalooza Estates on Black River Falls northeast side. Those homes will start construction later this year.

Across the road, plans have been finalized, and approvals secured to begin a project to bring nearly 100 apartments and storage to an area that has set idle for years.

At its July 6 meeting, the Common Council amended the zoning map to allow the apartment complex and storage buildings. The district, located in TID #5 also received approval to extend utilities and construct roadways through the lots.

Construction of the apartments will begin in the spring of 2022 and be completed in early 2023.

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*“Just Because You Do Not Take An Interest In Politics, Doesn’t Mean That Politics Won’t Take An Interest In You.” –Pericles (430 B.C)*

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The City of Altoona is currently in the process of updating their Comprehensive Plan, the plan, which guides the city for the next several years, is a vital document for the vision of both elected officials, city staff and representatives of the public that want their vision of what Altoona can be.

Altoona is the 2nd fastest growing city in Wisconsin, and is currently under tremendous growth, particularly in the areas of business and housing with several developments currently under construction, other projects approved and still more housing and businesses in the planning stages and will receive approval later this year.

## WRA WINS FOR REALTORS & TAXPAYERS

The recently signed state budget had a number of wins for REALTORS®. They included:

The WRA opposes increasing local levy limits to put an increased burden on taxpayers. The WRA was instrumental in defeating a proposal that would have allowed local levies to increase by 2% annually.

**Rather than increase property taxes, the WRA helped pass a state budget that reduced property taxes by \$650 million. That is nearly \$300 of property tax relief for the typical Wisconsin homeowner!**

The WRA continues to support the property tax freeze and will fight to reduce property taxes even further.

\$225 million for broadband:

**Gov. Tony Evers and the Wisconsin Legislature just approved and signed into law \$225 million for broadband expansion in Wisconsin. The dramatic \$177 million increase from the last budget will help build much-needed infrastructure.**

Today, access to broadband internet has a tremendous impact on property values, helping secure sales and interested buyers.

The last few years have shown that statewide access to broadband is a necessity for students, employers, employees and EVERY household in Wisconsin.

The WRA worked tirelessly to provide more access to broadband as a state budget priority.

The Chair: It works, time for you to support our efforts with an investment in Direct Giver: <https://www.wra.org/dgcontribution/>



Governor Evers passed the 2021-23 budget that contains a number of initiatives that are favorable to homeowners, people wanting broadband and a more streamlined process to get credentialed from DSPS. WRA's Tom Larson sits down with Senator Howard Marklein to discuss the budget. You can listen to it here: <https://youtu.be/7rZvLKDoIow>

## BE A PART OF THE REALTOR PARTY



The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to protect and promote homeownership and property investment. The REALTOR® Party speaks with one voice to advance candidates and public policies that build strong communities and promote a vibrant business environment.

Now more than ever, it is critical for REALTORS® across America to come together and speak with one voice about the stability a sound and dynamic real estate market brings to our communities. From city hall to the state house to the U.S. Capitol, our elected officials are making decisions that have a huge impact on the bottom line of REALTORS® and their customers. Through the support of REALTORS® like you, the REALTOR® Party represents your interests, interests at the federal level with issues such as mortgage interest deductions and flood insurance, at the state level with rural broadband and workforce housing and at the local level with housing, zoning, parks and other quality of life issues that make our communities, large and small, places to live, work and play. You can be a part of that by volunteering on a committee, investing in RPAC, running for office or working at the polls on election day. Vote Act Invest...it's all part of the REALTOR® Party.

### RPAC AND YOU

Did you know that you can make your RPAC investment securely online using your Visa, Mastercard and now American Express card? And, you can set up monthly payments!

Go to <https://www.wra.org/dgcontribution/>

If REALTORS® do not speak out, get involved and help shape the discussion, someone else will.

Nobody knows a community better than a REALTOR®. You are on the front line as defenders of real estate issues.

Investing in RPAC assures you a seat at the table when critical decisions are made for homeowners and private property owners.

Supporting vetted candidates and incumbents at all levels of elective governance is part of what RPAC is about.

Now more than ever, we need your financial investment in RPAC thru the Large Donor Council or Direct Giver.





## The Chair.

Besides the obvious usage for sitting, The Chair has a different meaning altogether when it comes to real estate. The Chair symbolizes a seat at the table for a REALTOR®, GAD or lobbyist when legislation that will affect housing, land use and the rights of private property owners are discussed, or local ordinances regarding zoning and land use are planned.

The Chair means that your business interests are being represented, policies that make it easier for your customers to achieve the dream of homeownership are realized and that bills that are an impediment to housing are defeated. In short, we have a seat at the table.

*Because we had a seat at the table, Governor Evers signed the 2021-23 budget into law. This budget contained a number of provisions that are beneficial for homeowners, taxpayers and REALTORS®. Including a \$650 million property tax cut for homeowners, \$225 million for broadband expansion in Wisconsin, \$5 million for DSPS tech upgrades to simplify online credentialing and the removal of proposals that are detrimental to real estate.*

To have a meaningful dialogue with our elected representatives, we need to support them. How? Through the three principals of the REALTOR® Party: Vote, Act, Invest. First, vote for REALTOR® champions at all levels of governance. Next, act by attending REALTOR® & Government Day February 9<sup>th</sup> in Madison and last, invest in Direct Giver.

Direct Giver is a minimum investment of \$100 up to \$999 that goes to support local, state, and federal candidates that support your industry. It does not buy votes. If a politician can be bought for \$100, we need to have a different conversation with them. Your investment in Direct Giver can go to the candidate(s) of your choosing. By supporting REALTOR® champions, you are supporting your industry and assuring that decisions regarding housing and land use will have a REALTOR®, GAD or lobbyist at the table.

In...The Chair.

Please make your Direct Giver investment using WRAs secure website:

<https://secure.donationpay.org/wra.directgiver.php>



REALTORS® POLITICAL ACTION COMMITTEE

## BLOOMER AWARDED BROWNFIELDS GRANT

The City of Bloomer will receive a grant from the Wisconsin Assessment Monies program thru the DNR. The grant is for a ten acre property on the city's north side and will go toward contractor services up to \$35,000.

The site, which used to be an agricultural coop for 30 years before closing in 2004. An inspection of the property noted the presence of environmental contamination.

With an interest in the property, the city will now retest the entire site to determine what types of contaminated are contained on the site and how much needs to be mitigated. The site can then be prepared for sale.



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“We in America do not have government by the majority, we have government by the majority who participate” - Thomas Jefferson

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## APARTMENTS COMING TO CLAIREMONT AVE

When it opened in 1960, it was constructed to be a hotel, most notably a Howard Johnson's. The branding has changed over the decades, and coming in October, it will serve the Eau Claire community in a whole new way.

The Eau Claire City Council unanimously approved a plan for Compass Real Estate Management to reimagine the 121 room hotel and convert it into 87 units of studio and 1 and 2 bedroom apartments.

O'Leary's Pub and Mancino's will be lost, but the restaurant already is looking for a new place to call home. The current lobby and commercial space will be converted into a green space for the residents while maintaining enough space for some

commercial development at a later date. Just down the street are a number of establishments for food and a new Chipotle is currently under construction on an outlot of the former Shopko store, which is being rented for storage for businesses.

One of the advantages of the soon-to-be-former hotels location is its proximity to both UW-Eau Claire and Chippewa Valley Technical College.

The floor plan will have the building designate 52 studio units, 28 one-bedroom and seven two-bedroom units.

Construction will begin in October and is planned to be ready for occupancy a year later.

*Did you know that you can use your Visa, Mastercard or American Express to make your Direct Giver investment? You can set up a recurring payment and run it until you reach the desired amount, or you can do it all at once. Remember, we also take LLC checks (sorry, NO corporate checks allowed).*

*Your investment in RPAC is an investment in your business!*

Representatives in the Wisconsin Legislature

29<sup>th</sup> Assembly  
Clint Moses  
608-266-7683  
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Rob Summerfield  
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Nick Milroy  
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74<sup>th</sup> Assembly  
Beth Meyers  
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75<sup>th</sup> Assembly  
Dave Armstrong  
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91<sup>st</sup> Assembly  
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93<sup>rd</sup> Assembly  
Warren Petryk  
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**State Senators**

23rd Senate  
Kathy Bernier  
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25th Senate  
Janet Bewley  
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31st Senate  
Jeff Smith  
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OUR MISSION:

“RANWW/  
NWWMLS UNITE  
TO ADVOCATE FOR  
REAL PROPERTY  
RIGHTS, ADVANCE  
PROFESSIONALISM  
AND CONNECT MEM-  
BERS WITH OUR  
COMMUNITIES.”

## RANWW GOVERNMENT AFFAIRS

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 central Bayfield and southern Ashland county to the north. We are the fourth largest of the 19 Associations in terms of membership. Your Association covers 385 units of local government, monitoring a wide variety of issues that can and do affect you. In addition to local government, your GAD also monitors 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 41 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. And be watching for a podcast called “The Chair” coming soon.

**Bruce King, C2EX, AHWD,  
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**Enhance your skills.  
Empower your future.**