

THE GAD REPORT

VOLUME 12, ISSUE 4 MARCH, 2019

GOVERNOR EVERS INTRODUCES BUDGET

Governor Tony Evers introduced his proposed budget to a joint meeting of the Legislature. The \$83 billion package of spending over the next two years will go before the Joint Finance Committee to have individual parts of the measure debated and voted on.

Or, the Republican controlled Legislature could scrap the entire measure and start from scratch, writing their own version of a budget.

Or, Governor Evers could, with the strongest veto pens of any Governor in the country, veto the entire budget and start over.

Either way, this may be a

long journey to a budget that both sides can agree to and that can be passed into law. The budget is due by June 30, but has been



passed and signed much later than that. Governors Walker and Doyle signed budgets months late. What happens if the budget goes beyond June 30, the current funding levels for all departments and debt service continues until a new bud-

get is adopted. Unlike Minnesota or the federal government, who shut parts of government down when funding runs out, Wisconsin continues on.

Among the highlights of the proposal are a proposed 8 cent a gallon raise in the state gas tax and an elimination of the minimum markup law that has been on the books since the 1930s. There are proposals to change minimum wage, spend more on K-12 and UW system schools, change voter ID law, voter registration, right-to-work and spend more on health care as well as a non-partisan commission to draw legislative maps just after the 2020 census.

BARRON COUNTY, JENNIE-O PARTNER ON HOUSING

Low to moderate income residents in Barron County may be able to buy their own homes with assistance from the county and the largest employer in the county.

Jennie-O has proposed to the County Community

Development Block Grant committee an endowment of \$134,000 to be used for down payment dollars to qualified low and moderate income homebuyers.

The money will provide matching grants of up to \$15,000 to qualified home

buyers for new homes. Federal funds are available to finance construction of mid-range single family homes. The money is available as long as the county and developers meet the criteria, that being a federally approved *(continued on Page 2)*

HAVE YOU GOTTEN OUR TEXT MESSAGES?

Text REALTORS to 30644 to get alerts on CALLS FOR ACTION

SIGN UP TODAY

NATIONAL ASSOCIATION of REALTORS® REALTOR PARTY

GOVERNOR EVERS INTRODUCES 2019-21 BUDGET	1
BARRON COUNTY HOUSING STUDY	2
MEET & GREET CANDIDATES MARCH 12	2
REALTOR® & GOVERNMENT DAY	3
CHIPPEWA VALLEY HOUSING TASK FORCE	4
SPECIAL SECTION- OPPORTUNITY ZONES	7
LDC MEMBERS INVEST AT THE AUCTION	9

AMERICAN EXPRESS NOW ACCEPTED FOR RPAC INVESTMENTS



To mark the 50th anniversary of RPAC (and the 40th anniversary of RANWW’s PAC), we are looking to recruit 50 current and new Large Donor Council members in 2019.

The Association has been among the top three in terms of Large Donor Council membership the past four years, and wants to involve as many of our members as possible to assure that our Association has the means to sup-

port candidates and incumbents for both local and state office.

To help with budgeting, we are providing an eleven month investment at only \$100 per month, set up on the day of your choosing with WRA. Large Donor Council membership is a minimum \$1000 investment, at \$100 a month, you’ll be recognized as an LDC

immediately, and will be eligible for all the benefits of participation as soon as you agree to be an LDC. You will have \$750 to invest in local or state candidates and \$350 will go to RPAC...40% of that \$350 comes to your Associations PAC to support candidates and other advocacy programming.

To set up your LDC investment for 2019, <https://secure.donationpay.org/wra/>

SAVE THE DATE:

2019 REALTOR® & Government Day— Wednesday, April 24 in Madison. Register at:

<https://www.wra.org/RGdayRegistration/>

BARRON COUNTY DOES HOUSING STUDY

-from Page 1. The study, currently underway in the county, reveals that there is a need for housing priced at \$100,000 to \$130,000, based on potential buyers income level, leaving either renting or older single family housing if available.

Barron County has reserves in the program of \$130,000 that it can use to

help buyers with down payment assistance or closing costs. In order to receive the money, the buyer has to agree to work in the county for three years.

Other cities such as Menomonie, Abbotsford and Wausau have rolled out programs similar in the past year or two. Your Association hosted a program with Warren Hanson of the Greater

Minnesota Housing Fund to explain the concept and benefits of Employer Assisted Housing.

Jennie-O is working with the county on the study. The company has a large number of Somali employees who could benefit from the program. Government and the school district are also participating in the survey.

JOIN US MARCH 12TH IN THE CONFERENCE CENTER

We need members to attend this Meet and Greet with candidates for Eau Claire City Council and Eau Claire School Board. Please plan to spend some time to get to know the candidates and what they stand for.





WEDNESDAY | APRIL 24, 2019

"Success hinges on what we advocate together."



MADISON CONCOURSE HOTEL

1 WEST DAYTON ST., MADISON, WI 53703

PROGRAM

It's time to lobby! The WRA's annual lobbying event, REALTOR® & Government Day, is your chance to shape the laws that affect you and your real estate business in Wisconsin. This unique event showcases the influence that you and fellow Wisconsin REALTORS® have in passing good laws and defeating bad ones.

The event kicks off with an issue briefing where you'll learn about pending laws and how they touch real estate. Next, you'll move to the Capitol where you'll have the rare opportunity to meet in person with your state lawmakers to lobby for or against laws. This

exclusive access with your policymakers ensures that you can address the issues of interest to your practice and your clients.

This is your chance to advocate for issues that impact the real estate industry, homeownership and property rights in Wisconsin. The knowledge you'll gain about laws and regulations on the horizon will help you be the most educated representative for your clients. At REALTOR® & Government Day, your voice will be heard, and a better Wisconsin real estate market will follow.

EVENT SCHEDULE

- 12:30 – 1:00 p.m. Registration
- 1:00 – 1:15 p.m. Welcome and overview
- 1:15 – 1:45 p.m. Address by Gov. Evers (invited)
- 1:45 – 2:45 p.m. Issue briefing
- 2:45 – 3:00 p.m. Move to the Capitol
- 3:00 – 4:30 p.m. Capitol visits
- 4:30 – 5:30 p.m. Reception (Madison Concourse)



REGISTRATION (includes reception)

Contact Information

Name _____

Company name _____

Address _____

City / state / zip _____

Work phone _____

Home phone _____

WRA member # _____

FEES

Free to WRA members with advanced registration

At the door \$25

Nonmembers \$25

Enclosed is a check payable to the WRA

Charge my VISA/MasterCard (circle one)

Card # _____

Exp. date _____

Register online at www.wra.org/RGDay

Register by mail: Wisconsin REALTORS® Association | 4801 Forest Run Road, Suite 201 | Madison, WI 53704

Register by phone: 800-279-1972 | 608-241-2047

Register by fax: 608-241-2901 | Online registration: www.wra.org/RGDay



CHIPPEWA VALLEY HOUSING TASK FORCE RECOMMENDATIONS

For the past year, the Chippewa Valley Housing Task Force has been meeting to gather data and information to better understand the housing stock in the area and make recommendations to address housing supply and affordability. Both have numerous challenges built in, so one solution is not necessarily the right one for the market.

The task force, made up of city zoning staff, Chamber of Commerce representatives,

city Housing Authority, elected city council members and the Mayor of Altoona, community individuals and members and staff from your Association are all at the table to chart a course moving forward that will address needs, availability and affordability in the metro area.

The stated goal of this task force is "fair and equi-

table access to safe, quality, healthy, stable housing for all individuals and families is critical for success in health and economic stability, education, and disparities resulting from differences in race, ethnicity, income and location must be addressed."

Presentations to the Eau Claire and Altoona Plan Commissions and City Councils will be made to bring both up to speed on the progress that *(continued below)*

The 4th Annual RPAC Auction will be held on Thursday, May 2nd at the Eagles Club in Lake Hallie. Start time is 5:30pm, auction at 6:30pm.

FINAL RECOMMENDATIONS WILL BE ANNOUNCED THIS SPRING

is being made and a list of draft recommendations that will be presented prior to a meeting this month to refine goals, action items and present a final blueprint of needs that will be acted on by Altoona and Eau Claire. Among the recommendations:

Revise Zoning Requirements to allow greater density in areas that can accommodate

that kind of development and transition to form-based standards that considers how a building and site design functions and performs within its neighborhood.

Increase Infill and redevelopment in existing neighborhoods and corridors throughout the region.

Relax required parking lot size to further reduce cost of

developing housing and subsequent demand for automotive infrastructure where appropriate.

Investigate regulatory mechanisms to address accessible and affordable housing that are not addressed by Wisconsin's prohibition of inclusionary zoning.

There are a number of other concepts that *(continued)*

POLICY CHANGES AND PARTNERSHIPS NEEDED

Will require the city government to address issues such as updating the inventory of infill development sites, a mix of housing types and styles in appropriate areas, using existing TIF resources to advance housing priorities wherever available, create incentives or programs that will encourage high-

performance building design that may reduce long-term operating costs, encourage smaller housing unit sizes to support smaller families and persons looking to downsize.

Other plans will include the availability of public funding, establishing public-private partnerships, such as Live It Up

Wausau and La Crosse Promise programs.

Civic involvement as final ideas are presented and acted upon will be a key success component moving forward.

The next meeting of the task force will be on March 13th with final recommendations after that.

Special Section—Opportunity Zones Explained — *by LeeAnn Przybylski, GAD Intern*

Opportunity Zones

Created after the 2017 Tax Cuts and Jobs Act, Opportunity Zones work to increase private investment in distressed communities throughout the United States. The program creates investments in some of the nation's most economically challenged communities through tax incentives. These incentives work to encourage private investment, which stimulates economic growth and job creation. This is a federal program that relies on participation from the governor. The governor identifies areas in their state that should be designated as Opportunity Zones, based on federal guidelines given to them. This information is gathered from the qualifying census tracts to designate each zone. There are currently more than 110 sites in Wisconsin, including two areas in Eau Claire and two in Chippewa Falls.

How does this help the investor? This gives them the ability to defer capital gains on earnings that are reinvested in "Qualified Opportunity Funds" which are special purpose entities that exist to invest in businesses located in Opportunity Zones. Long term investors receive an additional step-up in basis, cancelling some of their original tax bill. Investments upheld for ten or more years are not subject to additional capital gains tax on any earnings from Opportunity Zone Investments. The statute promotes equity investments for new businesses. For more information on the topic, visit <http://impinvalliance.org/opportunity-zones> <https://www.wheda.com/Opportunity-Zones/>

Why does investing in opportunity zones affect me? The Opportunity Zones program offers three tax incentives for investing in low-income communities through a qualified opportunity fund. First, there is a Temporary Deferral. Taxable income for capital gains is reinvested into an Opportunity Fund. Second, there is a Step-Up In Basis. This is for capital gains reinvested into an Opportunity Fund. The basis will increase 10% if the investment in the fund is held by the taxpayer for at least 5 years and by an additional 5% if held for at least 7 years. This excludes up to 15% of the original gain from taxation. Third, there is Permanent Exclusion. This comes from taxable income of capital gains from the sale or exchange of an investment in an Opportunity Fund, if the investment is held for at least 10 years. This exclusion only applies to gains accrued after an investment in an Opportunity Fund. For more information about benefits and examples of how the Opportunity Funds work, visit <https://eig.org/wp-content/uploads/2018/02/Opportunity-Zones-Fact-Sheet.pdf>

2019 marks the 50th Anniversary of RPAC. It also marks the 40th Anniversary of RANWWs PAC. To mark the occasion, we are looking for 40 of our members to join the Large Donor Council for 2019. To help make this as budget friendly as possible, we are offering you the opportunity to spread your investment out for the entire year, but receiving the benefits of membership from day one. It's an investment of \$100 a month to your credit or debit card. With the 2018 election season behind us, our members had a huge impact on candidates on both sides of the aisle. Local elections occur on April 2, candidates for those offices need support from our members. Contact Bruce to set up your investment and to learn more about the benefits of LDC membership. WRA now accepts American Express for RPAC investments!!



VISA

RPAC

VISA

1969-2019



RANWW

**Realtors® Association of
Northwestern Wisconsin**

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each investment of \$1000 or more is available for your use, 30% of your investment is retained by RPAC for use to support state and national candidates, of that, 40% is returned to RANWW for use in its PAC after WRA reaches its fundraising goal, until then, 30% is sent to the National PAC to support federal candidates and is charged against your limits under 2 U.S.C. 447a.

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
Register To Vote	REALTOR® Party Mobile Alerts	Follow Us	Visit Us Online	Check Your Email	Do Your Research
Our goal is to have as many of our members registered and at their polling place on Election Day as possible	Text REALTOR to 30644 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 www.realtoractioncenter.com 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



RANWW

Realtors® Association of Northwestern Wisconsin



RANWW

Realtors® Association of
Northwestern Wisconsin



40th Anniversary 1979-2019

In recognition of the 40th Anniversary of your Association's Political Action Committee and the 50th Anniversary of RPAC, we are offering an opportunity to members to invest in RPAC thru the Direct Giver Program. This program will give you **100% control** of your Direct Giver dollars to invest in *local and state candidates*.

The investment is \$50 per month, charged to your credit or debit card for 12 months, giving you up to \$600 to invest in candidates for partisan and non-partisan offices. With local elections in April and 2020 being a huge year for local, state and national offices, now is the time to begin building Direct Giver dollars and supporting those individuals that support real estate and land use issues.

Have questions? Get answers by contacting Bruce King (bruce@ranww.org).



WRA now accepts American Express for RPAC investments! To set your investment up, use this link:

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

THURSDAY, MAY 2nd—EAGLES CLUB IN LAKE HALLIE

AUCTION BEGINS AT 6:30pm!!



Attention LDC members; past and present: want to make a large investment to RPAC while taking home some cool prizes? We have the event for you! The annual RPAC auction is set to take place Thursday, May 2nd with social hour at 5:30pm followed by the auction at 6:30pm. We are anticipating some awesome prizes at this year's auction. In addition, any money you spend at the auction goes directly towards your investment for this year. Say you wanted to invest \$1,000 in RPAC this year. If you spent \$1,000 at the auction not only would you take home some cool prizes, you would have your investment paid for in the same night! Bonus! Not a member of the Large Donor Council but interested in becoming one? This is the event for you! If you spend \$1,000 at the auction this goes directly towards your investment as well and now you're a member of the LDC! How nice! You know what this means, come to this year's RPAC auction and take home so fabulous prizes while investing in RPAC at the same time! Any questions? Contact me, LeeAnn, your government affairs intern for 2019 at RANWWIntern@ranww.org Thank you for all of your support!



**REALTORS® ASSOCIATION
OF NORTHWESTERN
WISCONSIN**

3460 Mall Drive
Suite 5A
Eau Claire, WI 54701

Phone: 715-828-1976 home office/text
Phone: 715-835-0923 board office
E-mail: bruce@ranww.org

Bruce King
Government Affairs Director

WWW.RANWW.ORG

“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 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 375 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 40 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!!



MY THOUGHTS—BY BRUCE KING

My former profession requires me to note that February set a record for snowfall in Eau Claire with nearly 53 inches, and only the fourth time since records began that Eau Claire has had more than 80 inches of snow in a season that runs from July 1 to June 30. With a few more weeks to improve on that record, the all time record of 89 inches is within reach.

My current profession requires me to note that there is a lot going on in your Association that you should be actively participating in.

On the 12th, we'll host a meet and greet for Eau

Claire City Council and School Board candidate from 4:30 to 6:30 at the board office in partnership with the Chippewa Valley Homebuilders. Several candidates have indicated they will be there. You need to be there as well. On the 13th, the Chippewa Valley Housing Task Force will convene to sharpen its recommendation to the community moving forward with ideas and concepts to address housing and affordability in the area. Your Association is well represented on this task force and is the culmination of over a year's worth of work.

WHEDA was in town to discuss some of the same concepts. I was invited to participate to share my perspective on housing needs throughout the Association.

Under “Save The Dates”, the annual REALTOR® and Government Day is Wednesday, April 24th in Madison, we need attendance at this meeting, please plan to attend. The following week, the 4th Annual RPAC Auction will be held on May 2nd at 5:30 at the Eagle's Club in Lake Hallie on Business Highway 53. We are counting on you to break last year's record \$13,400 total!!