

Enhancing communities with creative solutions

Heartland Properties shares affordable housing ideas

Heartland Properties, Inc., has been successful in its mission to provide high-quality affordable housing for families and older adults in communities throughout America's heartland. Recently, HPI expanded this quest by sharing its knowledge, experience and success stories with interested community leaders and housing professionals.

According to **Dean Baumgardner**, vice president of HPI, an adequate supply of affordable housing is critical to economic development. In order to retain existing employers and attract new firms, communities must offer sufficient housing for their existing and potential workforce.

Workshops and tour provide forum

HPI, a subsidiary of Alliant Energy Resources, presented four one-day workshops in various locations around Iowa to provide a forum where ideas and resources were shared to help communities pursue their own housing solutions. More than 200 community leaders and housing professionals attended the workshops. The workshops were



co-sponsored by the Alliant Energy Economic Development Department.

In addition, on May 27, HPI sponsored a tour of several of its historic landmark properties in Wisconsin that have been converted for use as downtown housing. The tour included Fox River Mills in Appleton; Jung, Leverenz and Balzer Wagon Works buildings in Sheboygan; and Brickner Woolen Mills in Sheboygan Falls. Community leaders and Alliant Energy employees participated in the tour.

Heartland Properties, in cooperation with the City of Sheboygan Falls (Wis.), purchased and renovated this 119-year old mill, converting it into 34 affordable apartment homes. In 1998, Heartland Properties was honored by Governor Thompson and the Wisconsin Main Street Program for "Best Downtown Adaptive Reuse Project" of the decade for the Brickner Woolen Mills apartments.

More than a utility provider

Baumgardner was pleased with the cross section of individuals who attended the presentations. "The fact that many Alliant Energy account managers took the time to attend is very important," says Baumgardner. "The account managers are actively involved in community issues and have insight into local industry housing needs. Alliant Energy is much more than a utility provider. By expanding their knowledge of HPI services, the account managers can better utilize HPI as a resource and demonstrate the value-added services Alliant Energy brings to the table."

Since its founding in 1988, HPI has sponsored more than 100 developments, representing more than 5,000 high-quality, affordable apartment homes. Innovative approaches to financing, development and public/private partnerships help make the work of HPI possible.

"The affordable housing created by HPI is a positive situation for Alliant Energy shareowners and communities," says **Ruth Domack**, president of HPI. "HPI's affordable housing investments, valued at more than \$300 million, reinforce our commitment to communities served by Alliant Energy."



Fox River Mills was one of the properties featured on the recent Heartland Properties Historic Property Tour. The 188-apartment complex consists of three separate historic developments located along the banks of the Fox River in Appleton, Wis.



Many community leaders and housing professionals saw successful housing solution examples first-hand on the recent Heartland Properties Historic Property Tour. At left, Tom Aller, vice president-Investments, is talking with John Eisenhauer, plant manager, Equistar Chemical and president, Clinton (Iowa) Chamber of Commerce; Pam Graboski, Clinton City Council member; and LaMetta Wynn, mayor of Clinton.