

Afford a Future: Dane County



- Afford A Future Dane County is a Realtors® Association of South Central Wisconsin campaign to promote Safe and Affordable Housing in Dane County.



RASCW

REALTORS' ASSOCIATION OF SOUTH CENTRAL WISCONSIN

Afford a Future

...Georgetown, he was
fifth in the 1,000 and sixth
with a career best time of
16:00.40 in the 1,650 to finish
seventh in the Atlantic 10
Conference meet.
Schimanski said a lot of
people at Davidson helped
him adjust to the culture
of North Carolina and its
differences from living in
the Midwest.

Epic Systems, a spe-
cialist in software systems used in
the health care industry.
As a tech service analyst,
he leads and supports
six different health
organizations around the
country and trains their
teams in deploying analytic
software.
Periodically, he swims in
master's events, which are
open to competitors at the

Shanks con-
Mandli, Ryan O'Donnell and
Brian Heiser.
"After swimming for
so long, I feel it becomes
part of who you are,"
Schimanski said. "That's
a great way to stay
connected."

95% OF HOUSES
are out of budget for Dane County's
median household income

THE SOLUTION IS IN OUR OWN BACKYARD.
Outdated land-use regulations make new homes more expensive to build
and homeownership more difficult. By breaking down these barriers, we help
the next generation afford a future.

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Association of South Central Wisconsin campaign.
Learn more at AffordAFuture.com

RASCW
AFFORD A FUTURE
DANE COUNTY

Settings/
Registration

Energy
Saver

- **McFarland
(9,031)**

- **Cottage Grove
(7,020)**

Afford a Future



September

Reach: 39,805

Impressions: 124,646

Engagements: 6,756

August

Reach: 31,672

Impressions: 52,889

Engagements: 5,378

AFFORDAFUTURE.COM

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AFFORD A FUTURE DANE COUNTY Afford A Future: Dane County is...

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Afford a Future

- McFarland and Cottage Grove were chosen because they are areas that are struggling with growth (Not In My Back Yard)
- Presented the Community Outreach Campaign to the Cottage Grove Chamber of Commerce with a broker member
- Featured it in a seminar given to RASCW's members.

Afford a Future

- Housing needs to be the focus of every election.
- Housing needs to be the focus of every new ordinance and every municipal decision.
- We try to ask every time there is a new ordinance or program, how will this decision affect housing affordability?
- There needs to be a continuous conversation with residents, elected officials, and stakeholders with regard to expanding housing options.