

**2026 ANNUAL
CONFERENCE**
WISCONSIN COUNTIES ASSOCIATION

Three stars (blue, red, blue) are positioned below the association name.

An Intergenerational Community Transformation: A
New Vision for Aging
8:00 – 9:00 am



LA CROSSE COUNTY
Exceptional services. Extraordinary place.

La Crosse County's Intergenerational Community Transformation

SEPTEMBER 22, 2026

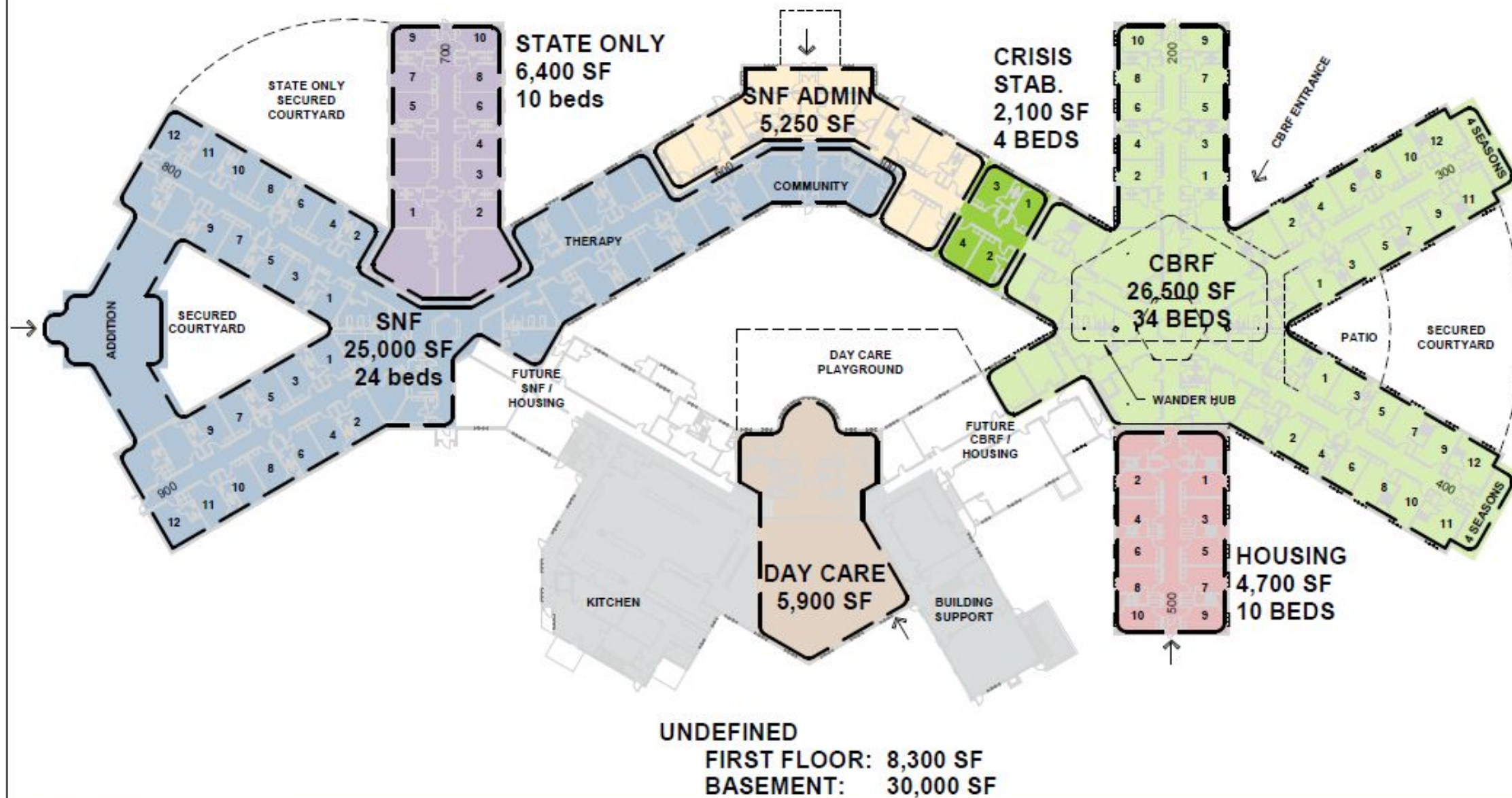
Long Term Care and La Crosse County

- La Crosse County operates **two long-term care campuses**: Hillview (La Crosse) and Lakeview (West Salem).
- Lakeview's modern 102-bed facility **opened in 2016**, replacing a 1970s 255-bed institution.
- Hillview, untouched for decades, was **overdue for reinvestment**.

Hillview at a Crossroads

- Hillview once housed 200 residents; by 2023 capacity was **reduced to 60**.
- The building had an **institutional, outdated** feel.
- As an enterprise fund with no **property tax levy support**, there was financial pressure for change.
- Hillview's **future was uncertain**, and options limited.





CONCEPT FLOOR PLAN



project # 22406
06/07/23

PR-01

American Rescue Plan Act (ARPA)

- La Crosse County received **\$22.9 million** from the American Rescue Plan Act
- County board had **prioritized** affordable housing, childcare, sustainability, equity, local economy, and infrastructure with a focus on aging.

Converging Priorities

- Homelessness was rising, prompting work toward a coordinated **city/county response**.
- **Childcare shortages** affected County staff and families generally.
- We asked: Could Hillview become the place where **multiple community needs** meet, while preserving its role as a nursing home?

The Plan

- Renovate Hillview to include
 - A new **39-bed** Community Based Residential Facility
 - 10 units of adult **bridge housing**
 - An **intergenerational center** (childcare + older adult programming)
- Total cost: **\$19.6M** (\$12m ARPA + bonding)
- Additional **\$1M** secured through a federal earmark from Senator Baldwin.

Park Lane Studios

- A formerly vacant wing is now **Park Lane Studios**
- Includes 10 adult bridge housing units with rent set at **30% of income**.
- Six residents arrived directly from homelessness; four from temporary shelter.
- Within 3 months:
 - 70% contributed rent
 - 60% **secured employment** or enrolled in higher education.



Intergenerational Center

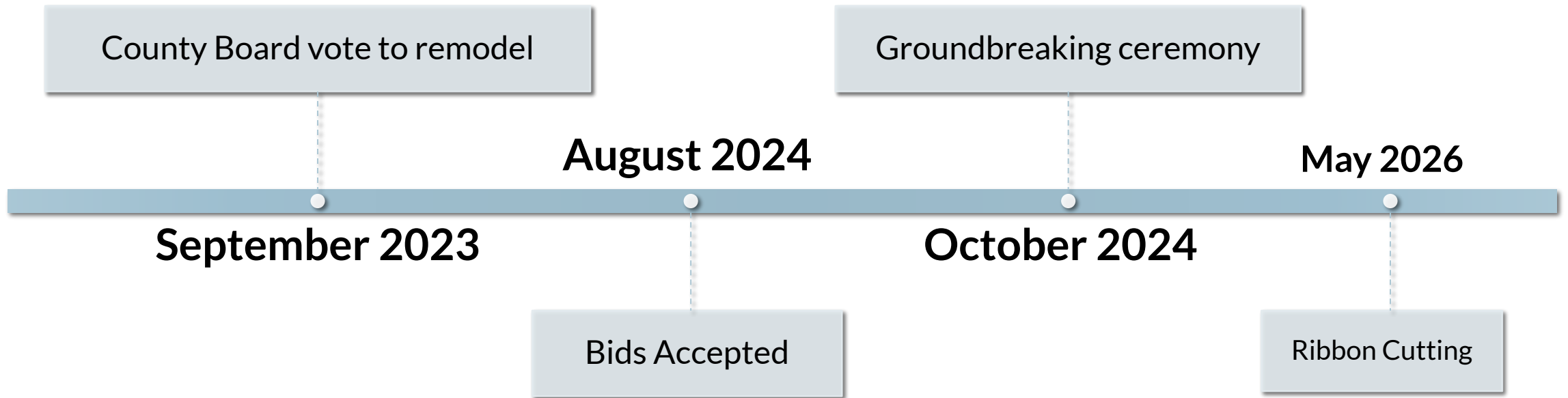
- Former dining hall renovated into space for childcare for up to **60 children** and programming for older adults
- Designed to foster daily **intergenerational interaction** and mutual benefits.
- Operated by **YWCA La Crosse** with support from the ADRC

Long Term Care Improvements



- Existing **nursing home** renovated with private rooms, improved common areas and kitchen spaces
- New **Community Based Residential Facility** adds new residential option
- Most of our residents are supported by **Medicaid**.
- Many counties have **privatized** nursing homes; we see a future for public long-term care.

Timeline



Hurdles

- Not without challenges – **regulatory requirements** have delayed the intergenerational center's opening
- **Park Lane Studios** integration with the campus has presented some difficulties
- End goal has now been reached, and Hillview's future as a **community asset** is secure.

