

Funders Forum on Housing & Smart Growth

Join community leaders, lenders, builders, and housing advocates for a roundtable discussion on the need for Down Payment Assistance to help first-time and moderate-income homebuyers achieve homeownership in Fitchburg.



What to Expect:

- Hear from local experts and practitioners about barriers and solutions to homeownership.
- Learn how down payment assistance can bridge the gap for families earning 80–120% of area median income.
- Participate in an interactive discussion to shape a potential DPA program in Fitchburg.



Where: Fitchburg Public Library, 5530 Lacy Road Fitchburg, WI 53711

When: Thursday, November 13th 1:30-3pm

RSVP by November 1st



Questions? Contact:

Loreen Gage, Housing Initiatives & Programs Specialist

loreen.gage@fitchburgwi.gov



Featuring Panelists and Speakers:

- Julia Arata-Fratta, Mayor of Fitchburg
- Kristen Fish-Peterson Redevelopment Resources
- Tiffany Malone, Alvarado Group (Realtor)
- Chad Lawler, Madison Area Builders Association (Builders)
- Olivia Parry, Senior Planner Dane County (Housing)
- Moderator: Bill Connors, Executive Director of Smart Growth Madison



Funders Forum on Housing & Smart Growth Agenda

City of Fitchburg Housing Initiatives

 Thursday, November 13th, 2025 |  1:30 – 3:00 PM

 Fitchburg Public Library

1:30 – 1:40 PM – Networking & Refreshments

- Light food available as participants arrive and connect

1:40 – 1:45 PM – Welcome & Opening Remarks

- Mayor Julia Arata-Fratta

1:45 – 1:55 PM – Purpose & Down Payment Assistance Overview

- Loreen Gage, Housing Initiatives & Programs Specialist

1:55 – 2:05 PM – Housing Data & Key Findings

- Redevelopment Resources

2:05 – 2:15 PM – Smart Growth & Housing Affordability

- Bill Connors, Smart Growth Madison

2:15 – 2:30 PM – Staff Perspectives: Housing & Community Development

- Mike Zimmerman, Economic Development Director

- Deanna Schmidt, Planning Director

2:30 – 2:55 PM – Panel Discussion: Expanding Homeownership Opportunities

- Moderator: Bill Connors, Smart Growth Madison

- Panelists: Tiffany Malone (Alvarado Real Estate Group), Chad Lawler (Madison Area Builders Association), Olivia Parry (Dane County)

2:55 – 3:00 PM – Closing Remarks & Next Steps

- Loreen Gage, Housing Initiatives & Programs Specialist