

Housing Solutions Network: Who Are We?

The **Housing Solutions Network** seeks to aid in development of a diverse mix of regional housing choices with affordable options that fit in with the unique character of the countryside, neighborhoods, villages, and cities of our region.

We do this by:

- Educating
- Collaborating
- Developing resources

Our informal network group is made up of representatives from nonprofit housing organizations, funders, lending institutions, real estate, local government, and other housing stakeholders from Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford counties. We work collaboratively to raise and leverage funding, provide educational resources, and build awareness of housing issues.

Housing Solutions Network: 2016 Mission Statement

The **Housing Solutions Network** develops and provides relevant data and information needed for our region's stakeholders to understand the complexities of housing development and the housing needs of our community. The Network will build upon past successes in establishing a foundation of credible knowledge to preserve housing choice and grow housing opportunity in the ten-county region of Northwest Michigan.

Housing Solutions Network: 2016 Report

Products/Outputs		Short-Term Impact	Long-Term Impact	2016 Activities	Proposed 2017 Activities
PILOT Education	Workshops featuring speakers/information including: <ul style="list-style-type: none"> What PILOTs are, how they work Projects built with PILOTs White paper/brief summarizing information from workshops	Inform local and regional conversation about PILOTs	Policy support Public awareness	A PILOT workshop was held at the Grand Traverse County Government Building on June, 2016. Approximately 50 representatives participated, including local government treasurers and other elected and appointed officials. Since the PILOT workshop, three communities have requested presentations or materials to educate local elected boards on PILOT issues.	
Network Needs: Position Paper	Assessment of Network needs and goals, including: <ul style="list-style-type: none"> Financial support for events (staff support, marketing, event space, speaker fees) Benchmarking/evaluation support to measure policy change and public support 	Track progress toward public awareness goals and policy changes	Enhanced, stable Network capacity and credibility	Network representatives worked with Rotary Charities “Network Sandbox” and NorthSky consultants throughout 2016 to share Network needs around communications and future activities.	
Housing Summit	Conduct a region-wide housing summit including: <ul style="list-style-type: none"> “State of the Region’s Housing” update Keynote speaker Legislative speakers/guests In-depth topical/solution-oriented presentations 	Inform local and state decision-makers about housing needs, solutions	Policy support Public awareness	The second annual Northwest Michigan Housing Summit was held on October 24 at the Hagerty Center in Traverse City, featuring keynote speakers Kevin Elsenheimer (MSHDA) and Ianna Kachoris (MacArthur Foundation), along with breakout sessions and discussions on crowdfunding; communications; housing partnerships; and local government issues. Over 180 representatives of local government, development interests, public and nonprofit organizations, and employers attended. Interest among Summit participants in crowdfunding, communications, and housing partnerships spurred additional events and activities in late 2016, with additional activities planned for 2017.	
Development Education	Workshops featuring information including: <ul style="list-style-type: none"> Pro forma tutorials “Missing Middle” building techniques 	Assist developers in putting together financially viable, community-supported projects Equip decision-makers with information on development process and needs	Leadership and community support Viable developments that meet community needs		
Awareness Campaign	Advertising and other outreach materials featuring: <ul style="list-style-type: none"> Definitions/description of affordable housing “Faces” of affordable housing Housing solutions 	Inform public and leaders about housing needs, solutions	Community support	Communications consultant Carmen Stevens facilitated a communications session at the Housing Summit. Housing Solutions Network discussion identified a consensus to seek approximately \$10,000 in funding for a complete communications strategy for the Network, including development of a brand/logo.	Identify potential funding sources and develop funding proposal

