



NORTHWEST MICHIGAN

HOUSING SUMMIT 2019



NATIONAL
ASSOCIATION *of*
REALTORS®



Networks
Northwest

Talent / Business / Community



United Way of
Northwest Michigan





Today's agenda: Creating local solutions for local needs.



- Provide housing for the workforce
- Give our kids & grandkids a place to come back to
- End homelessness
- Make sure seniors, people with disabilities, and vulnerable populations have safe, accessible places to live

Costs & complexities of development limit new home construction

- Land values
- Infrastructure
- Financing
- Zoning barriers
- Lack of public support
- Incentives or subsidies not available
- Construction labor shortage
- Short term rentals





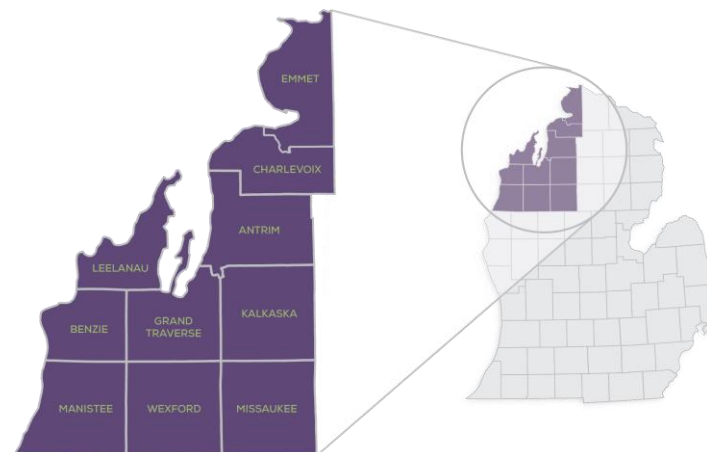
Our region is making it happen.

2019 Development Success



- Michigan Economic Development Corporation
- Michigan State Housing Development Authority
- Michigan Community Capital
- City of Cadillac
- City of Manistee
- City of Boyne City
- City of Traverse City
- Hollander Development
- Traverse City Housing Commission
- Homestretch
- Northern Homes
- Leelanau REACH
- Leelanau County Land Bank Authority
- Northwest Michigan Community Action Agency





AWARENESS

Outreach, messaging, & communications tools to communities, developers, & other partners.

ADVOCACY

Identify and influence policy that impacts development opportunities in rural Michigan

CAPACITY & RESOURCES

Work with partners to develop new tools & funding options for housing.

HOUSING NORTH BOARD OF DIRECTORS

- Chair, Kelly Smith, Baker College
- Carlin Smith, Petoskey Regional Chamber of Commerce
- Frank Clements, Leelanau County Housing Action Committee
- Precia Garland, Missaukee County
- Caroline Kennedy, Village of Elk Rapids
- Tony Lentych, Traverse City Housing Commission
- Josh Mills, City of Frankfort
- Annie Olds, Kalkaska/Small Business Development Center
- Steve Parsons, Little River Band



ORGANIZATION

- ▶ Hired staff
- ▶ Expanded Board
- ▶ Organizational Guidance
 - ▶ Strategic Plan
 - ▶ Communications strategy
 - ▶ Advocacy Strategy
 - ▶ Fundraising Strategy

COMMUNICATIONS

- ▶ Communications strategy
- ▶ Campaign development
- ▶ Target market analysis update

ADVOCACY

- ▶ Broad regional Advocacy Committee
- ▶ Advocacy strategy
- ▶ Implementation

CAPACITY & RESOURCES

- ▶ Technical support for cities & nonprofits
- ▶ Develop local capacity for “Housing Readiness”
- ▶ Local & regional funding options

YEAR ONE



What's next?

Awareness Campaign



Memberships & Partnerships



Advocacy presence
in Lansing



Organizational Capacity



Land Acquisition Fund





Success: Not Just New Housing Units

Housing is a part of conversation on community “infrastructure”

Housing choices are celebrated

Awareness of housing impacts/solutions leads to new partnership

A common language is used across the region

Revenue is more available for housing choices

Communities are actively participating in advocacy efforts

Statewide organizations, legislators, and other highly regarded stakeholders look to us for input and/or endorsement

Communities, developers, and other stakeholders begin to use newly developed tools

More diverse housing is proposed



TODAY'S AGENDA

9:35	Target Market Analysis	Sharon Woods, LandUse USA
10:00	MSHDA Housing Needs Assessment	David Allen, MSHDA
10:45	Break	
11:00	Developer Success	Shannon Morgan, Renovare Jill Ferrari, Renovare
11:45	Lunch	
12:15	Urban Land Conservancy	Aaron Miripol, Urban Land Conservancy
1:15	Break	
1:15	Land Bank Authorities	Jim Tischler
2:00	Communications	Woody Smith
3:00	Policy Panel	Kent Wood, Borealis Consulting Jessica AcMoody, CEDAM Jennifer Rigterink, MML Brad Ward, Michigan REALTORS®



NORTHWEST MICHIGAN HOUSING LEADERSHIP AWARD



NORTHWEST MICHIGAN HOUSING LEADERSHIP AWARD

The Northwest Michigan Housing Leadership Award highlights the contributions of individuals in Northwest Lower Michigan who have made positive, significant contributions to housing for all residents. The award is for individuals who have:

- Made important contributions to the region's housing choices,
- Increased the understanding and awareness of housing needs, and
- Led efforts resulting in significant economic, social, and/or political impacts in the community that had encouraged housing choices for all.