ECIA

A Regional Response to Local Needs

IEDC 2018 WEBINAR
AFFORDABLE HOUSING AND ECONOMIC DEVELOPMENT – A RURAL APPROACH
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Presented by:
Kelley Hutton Deutmeyer
ECIA, Executive Director

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

The Power of Knowledge and Leadership

WHO IS ECIA?

- Council of Governments
  - Five Counties in Eastern Iowa
  - Population approx. 198,000
- Efficiency in Services
- Regional Collaboration
- Resource Sharing
- Public/Private Liaison
- Strengthen Communities
- An Extension of City and County Staff

ECIA
PROGRAMS AND SERVICES

- General Technical Assistance
- Community Development
- Economic Development
- **Housing**
- Employment and Training
- Transportation and Planning
- Transit
- Community Services

HOUSING SITUATION IN EASTERN IOWA

Median owner occupied housing value 2012-2016

Dubuque County $153,000

Jackson County $116,400

Delaware County $123,400

Cedar County $138,600

Clinton County $110,900

Average $128,460

Data from: U.S. Census Bureau

Iowa Income and Housing

- **Income Statistics (2016)**
  - Median household income: $56,247
  - Median family income: $72,351
  - Per capita income: $30,047
- **Housing Characters occupancy and tenure (2016)**
  - Total housing units: 1,380,087
  - Owner-occupied: 70.6%
- **Year structure built (2016)**
  - 2010 and later: 4.7%
  - 1939 or earlier: 25.7%
  - Median year built: 1969

Source: Iowa Data Center

Housing Needs Assessments

- Assess the community's perceived strengths, weaknesses, needs, and existing assets.
- Determines demographic and economic factors influencing housing needs.
- Determines specific housing needs of the city/area and used to leverage funding
- Especially important in smaller, non-metropolitan communities because the willingness of private investors to participate is more limited.
- More importantly, small, nonmetropolitan communities are more vulnerable to sudden change.
- Perceived need is not enough....need data and demand

Planning, People and Partnerships

- Economic Development Entities
- Council of Governments or Regional Planning Organizations
- Private Developers
- City Government
- County Government
- State agencies and Associations
- USDA
- Federal Home Loan Bank
- Local Housing Trust Fund
- Utility Companies
- Realtors Associations
- Private Foundations
- Local Banks
- University or College

“Quality, affordable housing is a key element of a strong and secure Iowa.”

PAST Iowa governor Thomas vilsack

EXAMPLES OF UNIQUE PROJECTS IN IOWA

Creating Non-Profits for Housing Development

- ECDC is ECIA's non-profit spin off entity
- Developed in 2016
- Promote and encourage the public welfare including but not limited to expanding opportunities in East Central Iowa cities and counties.
- Current programming
  - Development of Pocket Neighborhoods in ECIA's region
  - Homeless assistance programs

ECIA Pocket Neighborhood

POCKET NEIGHBORHOOD WHAT IS IT?

- Planned Community with common green space and amenities
- Moderately priced homes for workforce housing
- Simple more affordable building templates with smaller footprints
- Promotes close knit sense of community with community spirit
- Increased sense of ownership and connectivity among residents
- Appeals to multiple types of buyers
- Incorporates sustainability and green building concepts

POCKET NEIGHBORHOOD MAQUOKETA

- East Central Development Corporation (ECDC) Developer
- 10 Homes – Partner with a local builder
- 1,064 sq ft - 2 and 3 bedroom homes
- 1 Car garage with 2nd garage optional
- Targeting 80% of the County Median
- Price point - $150,000 to $160,000 less down payment assistance
- Down payment assistance of $10,000 per home
- Led lighting, high efficiency appliances

POCKET NEIGHBORHOOD TARGET MARKET

- Senior Citizens wanting to downsize
- Young professionals, small families, singles and couples
- Veterans

POCKET NEIGHBORHOOD INCOME RANGES

Income Limits								
						Updated:	April 4, 2018	
Household Size	1	2	3	4	5	6	7	8
80%	**38,000**	**43,400**	**48,850**	**54,250**	**58,600**	**62,950**	**67,300**	**71,650**
100%	47,500	54,300	61,100	67,800	73,300	78,700	84,100	89,500

MAQUOKETA POCKET NEIGHBORHOOD LOCATION

Jackson County owned site between German St. and Creslane St.

POCKET NEIGHBORHOOD SITE LAYOUT

This site plan is not to scale. This is a planning document only.

MAQUOKETA POCKET NEIGHBORHOOD FUNDING SOURCES

- Tax Increment Financing City of Maquoketa – $435,000
- Land donated by Jackson County Supervisors
- Eastern Iowa Regional Housing Corporation Housing Trust Fund - $24,999/unit for construction costs - $249,900 over two years
- Eastern Iowa Regional Housing Corporation Housing Trust Fund - $10,000/unit for down payment assistance over 2 years
- Realtors Association Grant - $2,000
- Iowa Area Development Group Foundation Grant - $10,000
- University of Iowa Sustainable Communities Program Engineering students January- May 2018 on the utility extension design, foundation layouts
- Applied to the Federal Home Loan Bank Affordable Housing Program $20,000/unit – application pending

CITY OF MAQUOKETA ONE OF A KIND

Eastern Iowa Regional Housing Corporation Housing Trust Fund

IADG Community Foundation

Benefits to the Community

- Addressing the need for affordable workforce housing
- Affordable new construction for buyers not being done by private sector
- Increased valuation and tax revenues – approx. $430,000 over 15 years
- Economic Impact Benefits
  - Overall construction will generate $2.23 million in economic output
  - Construction of homes will employ approx. 12.6 workers with labor income of $373,494
- Additional school revenue if new children move into the district
- Appeals to a wide variety of buyers
- Supports local business employee recruitment
- Certain projects may improve or clean up a slum and blight area

ICOG AFFORDABLE HOUSING PROGRAM

Southeast Iowa Regional Planning Commission
seirpc

ICOG | IOWA ASSOCIATION OF COUNCILS OF GOVERNMENTS

IPI
Building Brighter Futures

OVERVIEW OF PROPOSED HOUSING DEVELOPMENT PROJECT

- Modeled after South Dakota "Governor's House" program
- Stick-built 2BR and 3BR homes trucked to home sites
- Operated by a nonprofit entity
- Adjacent to the Newton Correctional Facility
- Pipeline of apprenticed trades to the construction industry
- Low cost homes for income-qualified buyers
- Lower recidivism rates / fewer Iowa crime victims

PARTNERSHIP MODEL

- Iowa Council of Governments
- Iowa Prison Industries
- Community Colleges
- State legislature

Stick built homes for under $100,000

Organizational Structure

- Sales network organized with councils of governments (COGs) as first point of contact
- Homeowners, non-profit organizations, or contractors purchase the home through COGs
- COGs will coordinate any assistance available to purchasers
- COGs will ensure building sites are developable
- Homes are targeted to income-qualified buyers and should not compete with existing home builders

ICOG
IOWA ASSOCIATION
OF COUNCILS OF GOVERNMENTS

Apprentice Opportunities

- Floor Layer
- Painter (construction)
- Electrician
- Plumber
- HVAC installer, service
- Carpenter – rough, finish
- Dry wall applicator, finisher
- Building inspector

Next Steps

- One time State appropriation for capital start-up costs
- Incorporate non-profit once funding is imminent
- Solidify sales, marketing structures with regional organizations in Iowa
- Lay groundwork for apprenticeship programs
- Make final decisions on home designs, offerings
- Finalize financial plans and forecasts

“Creative Placemaking – a people centered approach to building a strong, vibrant community through cultural and entrepreneurial amenities, concepts and catalytic projects.”

Bethany Wilcoxon, The Tomorrow plan

Housing Plus Amenities

- Amenities incentivize people to stay rather than simply passing through
  - Community art
  - Community Theater
  - Local breweries
  - Enchanting downtown
  - Local restaurants
  - Local shopping
  - Aquatic facilities
  - Recreational trails
  - Makerspaces

QUESTIONS????

"Coming together is a beginning;
keeping together is progress;
working together is success."
Henry Ford

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