

NORTHWEST MICHIGAN HOUSING SUMMIT 2019

OCTOBER 18, 2019 | 9AM - 4PM

HAGERTY CONFERENCE CENTER, TRAVERSE CITY

Join community leaders, businesses, housing agencies, and funders to network, learn, and build solutions for housing choices in Northwest Michigan

HOSTED BY: Networks Northwest and Housing North

SPONSORS



United Way of Northwest Michigan



AGENDA

OPENING REMARKS

9:00 WELCOME AND STATE OF THE REGION'S HOUSING

Sarah Lucas, Executive Director, Housing North

- Housing North Update
- Successful Regional Proposals & Projects

9:20 HOUSING LEADERSHIP AWARD

Join us in recognizing this year's Housing Leadership Award recipient, Marsha Smith. The Housing Leadership Award highlights the contributions of those 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.

MORNING SESSIONS

9:35 HOW MANY HOMES DO WE NEED? TARGET MARKET ANALYSIS UPDATE

Sharon Woods, Principal and President, LandUse USA

A residential Target Market Analysis was developed for Northwest Michigan in 2014, with forecasts of the housing market potential for all ten counties in the region and through 2019. An update to that study is now underway (with some changes to the format) and results will be available for most cities and villages in the region. Sharon Woods of LandUseUSA | Urban Strategies will give an overview of the work approach, preliminary findings for a sample county, and what to expect when the full report is released later this year. *Moderated by Kathy Egan, Networks Northwest.*

10:00 MICHIGAN'S HOUSING MARKET & PROGRAM IMPACTS: MSHDA HOUSING NEEDS ASSESSMENT OVERVIEW

David Allen, Chief Marketing Analyst, Michigan State Housing Development Authority (MSHDA)

Recent trends in Michigan's housing markets will impact Michigan State Housing Development Authority (MSHDA) policies and programs around placemaking, affordable and workforce housing, and homeownership. David Allen from MSHDA's Office of Market Research will discuss MSHDA's Statewide Housing Needs Assessment, which explores these recent housing trends in the context of MSHDA programs and policies. *Moderated by Dan Buron, Goodwill Industries of Northern Michigan.*

10:45 BREAK

11:00 BIG SUCCESS IN SMALL TOWNS: WORKING WITH DEVELOPERS IN RURAL COMMUNITIES

Shannon Morgan, Managing Partner, Renovare Development • **Jill Ferrari**, Managing Partner, Renovare Development

What are developers looking for in rural communities? What are some resources that have made projects work? Hear from multi-family affordable housing developer Renovare about successful projects in rural and small-town Michigan, what communities can do to pave the way for development, and state and federal resources that are often underused by small communities. *Moderated by Kelly Smith, Baker College of Cadillac.*

11:45 LUNCH - Buffet in *Rotary Hall*; luncheon program in *Main Ballroom*.

LUNCH KEYNOTE

12:15 LEVERAGING LAND FOR HOUSING SOLUTIONS: THE URBAN LAND CONSERVANCY MODEL

Aaron Miripol, President & CEO, Urban Land Conservancy

The Urban Land Conservancy acquires, preserves, and develops real estate to under-served areas for long-term community benefit in the greater Denver and Front Range area. Through the acquisition, development and preservation of real estate in urban areas, they help communities meet infrastructure needs such as schools, affordable housing, community centers and nonprofit facility space. Though its practices resemble those of both land banks and community land trusts, the ULC is in other ways a very different kind of real estate organization. Aaron Miripol, President and CEO of the Urban Land Conservancy, will share ULC's real estate model, and how it leverages partnerships with public, private and nonprofit organizations to preserve and build community assets - including affordable housing. *Moderated by Sarah Lucas, Housing North.*

1:15 BREAK

AFTERNOON SESSIONS

1:30 LAND BANK AUTHORITIES: LEVERAGING LAND & LOCAL TOOLS FOR HOUSING

Jim Tischler, Development Director, Michigan Land Bank Authority

Land bank authorities are organized at the county level to deal with tax foreclosures, and come with important legal and financial tools available to get land back into private ownership and on the tax rolls – from demolishing blighted buildings, to cleaning up contamination, to the purchase, sale, and management of property, to partnerships with private or nonprofit developers. Jim Tischler of the Michigan Land Bank Authority will share information about how land bank authorities are organized, the tools available to them, and how counties throughout Michigan are using them in partnership with local governments and nonprofits to meet local goals. *Moderated by Chip Hansen, Charlevoix County Community Foundation.*

2:15 FRAMING THE MESSAGE: NEW HOUSING COMMUNICATIONS TOOLS & CAMPAIGN KICKOFF

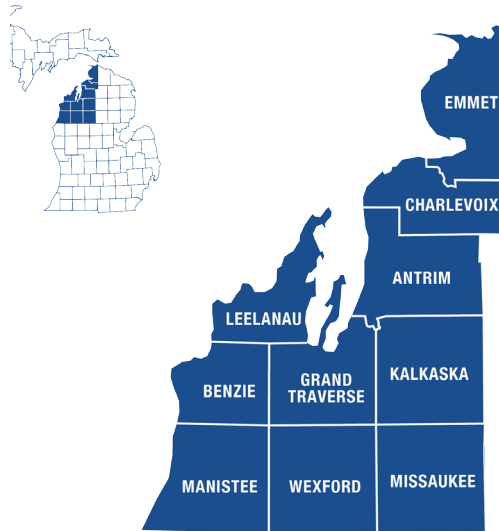
Sherwood (Woody) Smith, President, Avenue ISR

We know that a lack of public support and engagement are huge barriers to moving housing projects and initiatives forward. How can we better communicate housing needs to the public - and get them engaged in solutions? Housing North and Avenue ISR have developed messaging guidance around housing solutions that will be paired with an advocacy campaign designed to drive action from the public, local governments, and employers. Learn more about messaging from Woody Smith of Avenue ISR, along with an update on the Housing North awareness campaign. *Moderated by Carlin Smith, Petoskey Regional Chamber of Commerce.*

3:00 BIG SUCCESS IN SMALL TOWNS: WORKING WITH DEVELOPERS IN RURAL COMMUNITIES

Jessica Acmoody, Community and Economic Development Association of Michigan (CEDAM) • **Jennifer Righerink**, Michigan Municipal League • **Brad Ward**, Michigan REALTORS® • **Kent Wood**, Borealis Consulting and Traverse Area Chamber of Commerce

With housing solutions becoming an ever-greater economic development priority statewide, the time is right to advance policy change in Lansing. Learn about Housing North's newly-developed policy agenda, how it can move forward in Lansing, and what other housing initiatives have been happening in Lansing, with speakers from MML, the Michigan REALTORS, CEDAM, and Borealis Consulting. *Moderated by Caroline Kennedy, Village of Elk Rapids.*



NETWORKS NORTHWEST

Founded in 1974, Networks Northwest serves businesses, community organizations, individuals, units of government, and regional or sub-regional topical networks in the ten-county region of Northwest Michigan. Our mission is to build stronger communities and enhance the quality of life in Northwest Michigan. We employ our hallmarks of public-private partnership, visionary leadership, responsiveness and adaptability, entrepreneurship, and economy of scale to facilitate and manage various programs and services related to talent, business, and community. Programs include Northwest Michigan Works, the Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives that respond to local requests and needs. Networks Northwest is also the convening agency for the Regional Prosperity Initiative for its ten member counties of Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.

HOUSING NORTH

Housing North was organized in 2018 by a cross-sector group of regional housing partners to overcome the communications, policy, and financial barriers that stand in the way of housing solutions. It is governed by a ten-county Board of Directors that represent business; philanthropy; local, county, and tribal government; workforce development; and housing agencies. Housing North activities are supported by partners including Rotary Charities of Traverse City, the Frey Foundation, and Networks Northwest. It is a 501c3 that supports communities, developers, employers, and other stakeholders as they work to create housing in Northwest Michigan.



Thank you to our 2019 Sponsors:

*The National Association of REALTORS®, Traverse Area Association of REALTORS (TAAR),
Michigan State Housing Development Authority,
Federal Home Loan Bank of Indianapolis, Goodwill Industries of Northern Michigan,
Traverse City Housing Commission, United Way of Northwest Michigan,
Area Agency on Aging of Northwest Michigan (AAANM), Homestretch,
Habitat for Humanity Grand Traverse Region, and Opportunity Resource Fund*