TACKLE TOP-OF-MIND ISSUES WITH TRANSFORMING NEIGHBORHOODS

January 24, 2023
REALTOR® PARTY PROGRAMS AND GRANTS:
COMMUNITY OUTREACH AND ENGAGEMENT

- Housing Opportunity Grants
- Placemaking Grants
- Rural Outreach Grants
- Smart Growth Grants
- State and Local Growth Polling
- Transforming Neighborhoods Program
- Land Use Initiative
- Fair Housing Grants
TRANSFORMING NEIGHBORHOODS

Take the Lead on Top-of-Mind Real Estate Issues

- NAR Partnership with The Counselors of Real Estate (CRE) Consulting Corps

- Helps Associations Take the Lead and Address Top-of-Mind Real Estate Issues such as declining housing stock and affordability, natural disasters and commercial and residential disinvestment

- CRE Consulting Corps will provide analysis, plans and actionable recommendations for REALTOR® associations and key public and private stakeholders.
The Counselors of Real Estate®

Organization of commercial property professionals known for creative problem solving

- Affiliate of National Association of REALTORS®
- Nonprofit. Founded in 1953
- 1,000 thought leaders
- Membership extended by invitation
- High-level expertise across many specialties
- 50+ Real Estate Disciplines
- Objective real estate advice and counsel
- CRE® credential = Real Estate Problem Solvers
The Counselors’ Public Service Initiative

- Members of The Counselors volunteer to assist nonprofit or government entities
- 50+ Assignments since Consulting Corps formation in 1997

Real estate strategy and action plans

- Feasible, achievable recommendations
- Cost-Effective: good value
- Objective: nonpartisan, unbiased, no conflict of interest
- Time-Efficient: recommendations provided onsite
- Advisory only: Consulting Corps does not implement the recommendations
Sampling of Past Assignments

**Economic Development**
- Fairborn, Ohio
- Central State Hospital, Milledgeville, GA

**Brownfield Redevelopment**
- Rome, New York
- Preston, Connecticut

**Disaster Response**
- Paradise, Calif.
- New Orleans

**Military**
- Naval Air Station Oceana
- Fort Ritchie

**Universities and Schools**
- Univ of Texas El Paso
- Philadelphia Public Schools

**International**
- Polish National Railway
- ADIS Bulgaria

**Affordable Housing**
- Spokane, Wash.
- Orlando Coalition for the Homeless

**Faith-Based Institutions**
- St. Andrews Presbyterian Church
- Diocese of Charleston
Consulting Corps Partnerships with REALTOR® Associations: Transforming Neighborhoods

Transforming Neighborhoods (2022)
• Peoria, Illinois
• Huntsville, Alabama
• Knoxville, Tennessee

Prior Partnerships
• Tucson, Arizona (2019)
• Spokane, Washington (2021)
• Paradise, California (2021)
Consulting Corps Assists Peoria, Illinois

Assignment: Reimagine the neighborhood and spur reinvestment following demolition of 2 schools and land assemblage in a distressed community

Team was onsite Oct. 16-20, 2022
Consulting Corps Assists Peoria, Illinois: Implementation Gameplan

1. Demolition of McKinley and Harrison Schools
2. ORGANIZE for Neighborhood Redevelopment
   1. Create Community Development Corporation
   2. Coordinate with School and Parks for Outdoor Programming
3. Southside Neighborhood Identity
4. Home Ownership and Rehab
5. Rental Housing Development
Peoria Area Association of REALTORS®
PAAR Relationships Set the Stage for Success

• Peoria, Illinois
• Huntsville, Alabama
• Knoxville, Tennessee
Huntsville Area Association of REALTORS®
Mission Statement: Redevelopment of Meridian Street Corridor

1. Develop criteria to review, evaluate, and prioritize promising opportunities and key sites.
2. Provide recommendations for development of promising opportunities and key sites.
3. Recommend short term and long-term action plans to implement recommendations:
   a. Actions to include identifying priority incentives, investments and financial programs that encourage development
   b. Actions to include economic and community development that benefits those currently living and working in the community, as well as the broader Huntsville area
LOW LINE - ACTIVATE SPACE

LOW LINE ENHANCEMENTS
• Solicit Local Students & Artists to Paint the Columns
• Improve Outdoor Lighting
Transforming Neighborhoods Applications Due Feb. 17

Application: https://realtorparty.realtor/transforming

Application is live on the website. Due Feb. 17

Next Steps
• Identify priority real estate challenge which requires Consulting Corps problem-solving
• Align priorities with key local leaders
• Submit application

Selection Process
• Must demonstrate engagement with other stakeholders and realtor leadership
• Demonstrate capacity to schedule stakeholder meetings, obtain data and plans, etc
• CC will do the review and selection process
• Selection process will include calls/zoom interviews
Questions and Answers

Where in your community do you see a need?
Is there a property in your community that needs a fresh look?
How could the Consulting Corps helpful?

For more information, visit
www.cre.org/initiatives/consulting-corps

Contact: Samantha DeKoven
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To access the 2023 application and program details, visit
https://realtorparty.realtor/transforming

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THANK YOU