

NOBLE COUNTY HOUSING STRATEGY



IMPLEMENTATION PLAN

2023

NOBLE COUNTY, IN



IN PARTNERSHIP WITH
BE NOBLE INC.



HOUSING RESOURCE HUB
WWW.YOURHOUSINGRESOURCE.ORG
FORT WAYNE, IN

TABLE OF CONTENTS

Housing Coalition Team	3
Housing Strategy Process "How it Works"	4-10
Housing Optimization Strategic Planning Guide	11
Housing Optimization Planning Workshops Recaps	12 - 14
Housing Market Potential Analysis Results	15 - 17
Marketing Empowerment Plan	18 - 19
Communication Plan	20 - 30
Marketing Toolkit	31 - 45
Catalyst Project Pipeline	46 - 48
Implementation Plan	49 - 55

NOBLE COUNTY HOUSING COALITION

The Noble County Housing Strategy was commissioned by Be Noble Inc. and is comprised of key stakeholders. We thank the following individuals for their input and direction.

Angie Kidd - Common Grace Ministries

Earle Franklin - City of Ligonier

Melanie Kellogg - Be Noble Inc.

Gary Leatherman - County Commissioner

Grace Caswell - Tourism, Young Professionals

Jacob Ihrie - Be Noble Inc; Town of Albion

Jeff Dyson - Be Noble Inc; Entrepreneur and Developer

Jenna Anderson - Noble Thrive by Five

Kay Craig - The Arc Foundations Noble County

Leigh Pranger - Town of Rome City

Lori Gagen - Be Noble Inc.

Margarita White - Community Foundation of Noble County

Nathan Scherer - Be Noble Inc; Entrepreneur and Developer

Steve Geist - Creative Liquid Coatings

SuzAnne Handshoe - Be Noble Inc; City of Kendallville

Tara Streb - Be Noble Inc.

Tena Woenker - Be Noble Inc; Town of Avilla

Teresa Tackett - County Plan Commission

Will Thatcher - Community State Bank

Zach Smith - Noble County Engineer

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HOW IT WORKS

HOUSING OPTIMIZATION MARKET EMPOWERMENT PROCESS

***"HOUSING IS ECONOMIC
DEVELOPMENT"***

- HEATHER PRESLEY-COWEN

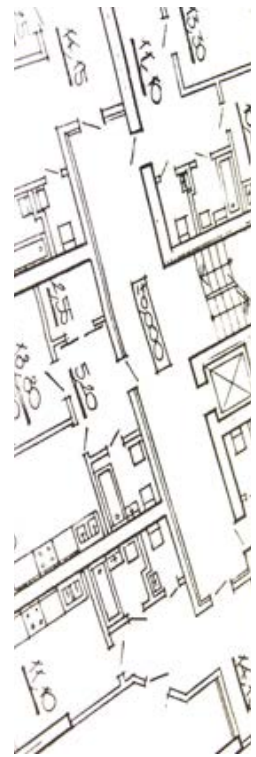


HOUSING RESOURCE HUB

Housing Optimization through Market Empowerment

Housing Optimization happens when communities seek to build enough of the housing that buyers seek to buy and renters seek to rent, at the price points they can afford, as their housing strategy. This work is most effective when a community seeks to treat existing residents with as much care and concern as it seeks to attract new residents.

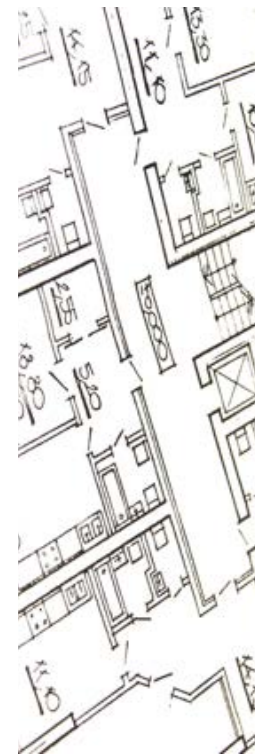
Market Empowerment happens when communities know what they want, are willing to do what it takes to make it happen and refuse to settle for less. Without Market Empowerment the private sector - lenders, developers, builders and buyers - are powerless to accomplish a community's housing goals.



#Swagger

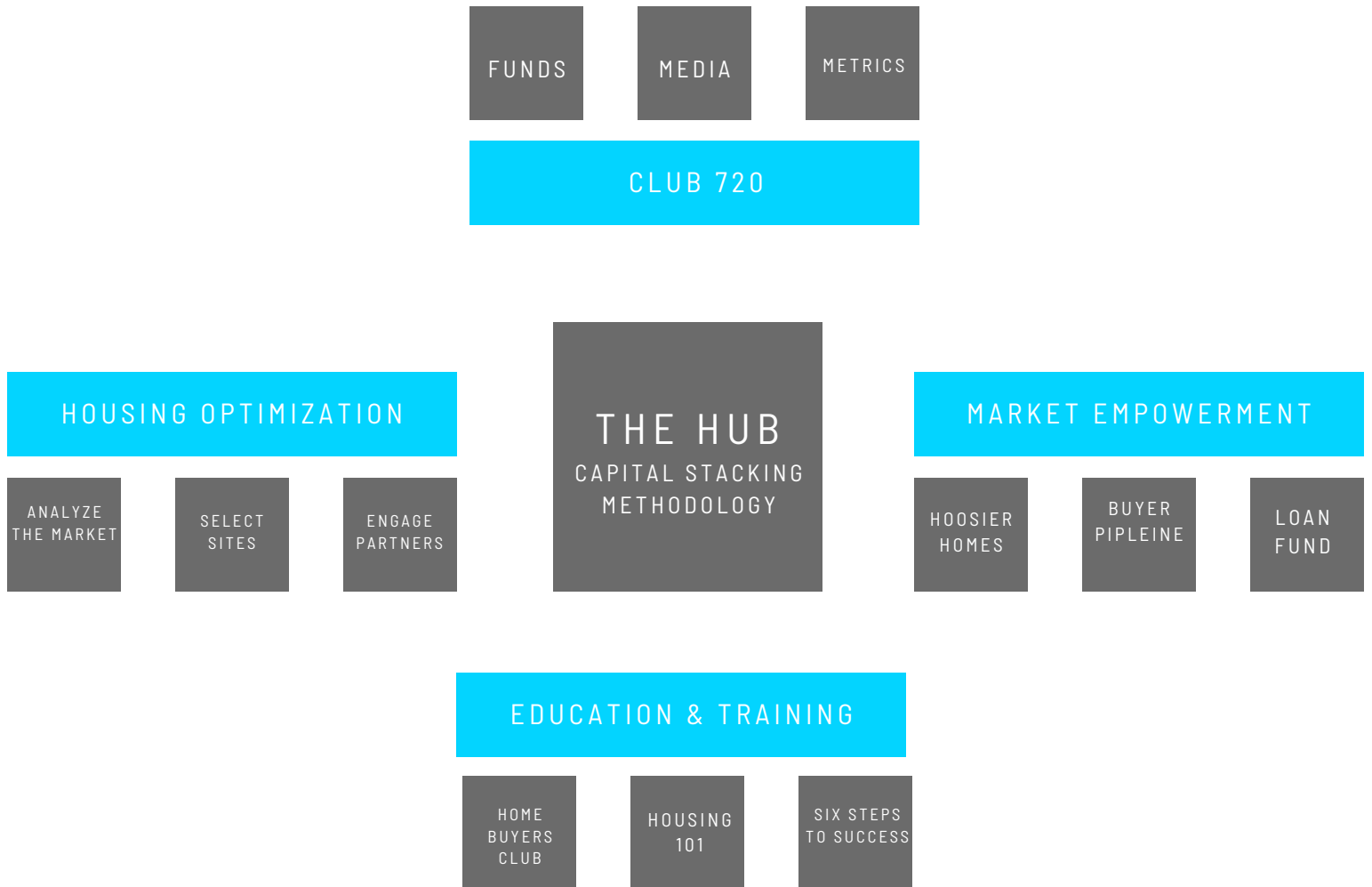
When Housing Optimization happens alone, side effects can include unintended consequences, such as a completed document that is placed on a shelf and never put into action. Market Empowerment ensures that the gaps that exist in most every housing market, such as appraisal gaps and affordability gaps, are minimized and eradicated.

The H.O.M.E. Method is designed with the high performance community leader in mind. This type of leader tends to take matters into their own hands and fearlessly endeavors to create their own success, rather than relying solely on one-size-fits-all tools of states and Federal governments. This type of leader knows that Housing is economic development and that it is most definitely a key aspect of the local infrastructure. To put it another way, this type of leader has "Swagger".



The HUB Methodology

2023



Measuring Progress

The H.O.M.E. Method uses a practical methodology that produces tangible results. Communities with SWAGGER seek housing solutions, not just a study of them. Many "housing studies" are designed to look back at past trends as an indicator of future housing market performance. They can be excellent tools for making applications for Federal and State funding streams, but high performance leaders are typically not looking to simply ask for funding. They want a tool to help them make good decisions about how to jumpstart their own local housing initiatives, with or without outside funding streams and the restrictions that come with them. The H.O.M.E. Method begins with the end in mind by determining a community's optimal housing market position and then builds a strategic plan for addressing key variables that are interacting in the market, that are preventing this from occurring.

Key Indicator	Activity / Project	Data / Outcome
New housing units developed or underway	Housing Strategies	<ul style="list-style-type: none"> • Optimum market position • Capacity to undertake complex housing projects (swagger)
Homebuyers assisted and/or supported	Local Government Homebuyer Initiative	<ul style="list-style-type: none"> • Reduced worker commute time • Employer engagement
New investment attracted (\$)	Catalyst Housing Development Projects	<ul style="list-style-type: none"> • Income taxes • Real Estate taxes

Project Phases

This process takes approximately 18 - 24 months to complete.

01

Project Initiation

- Formalize Steering Committee
- Select communities to be included in market potential analysis
- Establish Communication Homebase

02

Set the Baseline

- Prepare Communication Plan
- Report on Housing Market Potential
- Release RFI for Catalyst Sites
- Launch Community Housing Needs Survey

03

Engage Stakeholders

- Hold Housing Symposium
- Select Catalyst(s)
- Design Housing Program

04

Implement Housing Strategy

- Establish Community-Based Development Team(s)
- Establish Site Control for Catalyst Site(s)
- Begin Quarterly Steering Committee Strategy Sessions

05

Execute Housing Strategies

- Begin Pre-Development on Catalyst Site(s)
- Launch Club 720 Home Buyer Initiative

Housing Strategy Roadmap

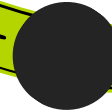
Housing Optimization Market Empowerment



Housing Strategy Starts Here!



Communication Planning Workshop



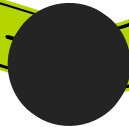
Kick Off with the Task Force



Market Potential Analysis Results



Program Planning Workshop



Build a Project Pipeline



Housing Symposium



Housing Fair



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HOUSING OPTIMIZATION STRATEGIC PLANNING GUIDE

2023

NOBLE COUNTY, IN



THE JOURNEY

Table Setting Meeting: Six Steps to Success

To prepare the guiding coalition for the Housing Strategy, which included representatives from the Economic Development Corporation and County government, the Hub reviewed the 6 Steps to Success for a community to undertake a housing initiative, focusing heavily on the importance of leadership. This led to a discussion about who should be included on the Noble County Housing Coalition Team. It was recommended that leaders from the following sectors be included: employers, government, realtors, lenders, non-profit. Be Noble Inc. agreed to take the lead in creating a list of potential Housing Coalition members.

Kick Off Meeting

The initial meeting of the Housing Coalition was focused on understanding the important role the group will play in leading the county-wide effort. This will include communicating to stakeholders, tracking results and helping to overcome barriers. During this meeting, the group not only familiarized themselves with the HOME Method, but also discussed the outcomes they would like to achieve, including development of new units in communities ready to take action.

THE JOURNEY

Communication Workshop

The Housing Resource Hub hosted a meeting for the Housing Coalition members to learn more about how they can use their networks and areas of expertise to bring awareness to the housing initiative in Noble County, influence decision makers to ensure the initiative is successful, and engage key stakeholders that will be vital partners in the housing development and homebuyer pipeline processes.

Market Potential Analysis Results Meeting

The Noble County Housing Coalition convened virtually to learn the results of the Market Potential Analysis completed by Zimmerman Volk Associates. The Market Potential Analysis revealed the quantity, price point and type of housing that the market will support. This information was used to inform the efforts of the Housing Coalition as they led housing strategy implementation. Housing Coalition members engaged in discussion about the Market Potential Data and how to interpret and communicate it to various stakeholders.

Noble County Housing Symposium

On April 21st, 2023, the Noble County Housing Coalition hosted a housing symposium.

NOBLE COUNTY HOUSING SYMPOSIUM

The Noble County Housing Coalition and leaders from all around the county gathered to discuss the growing potential of the community, identify workforce housing obstacles, and identify the next steps to jumpstart the housing market potential for Noble County.



50+

COMMUNITY LEADERS ATTENDED

"SO MUCH HOUSING MARKET POTENTIAL EXISTS"

"HOUSING IS WIDELY RECOGNIZED AS THE BIGGEST BARRIER TO GROWING"

FEEDBACK

"THIS COMMUNITY IS HEADED AND IT'S VERY EXCITING"

NOBLE COUNTY HOUSING MARKET POTENTIAL

NOBLE COUNTY POPULATION OVERVIEW 2023

POPULATION: 48,157

HOUSEHOLDS: 17,795

1 & 2-PERSON HOUSEHOLDS: 58%

MEDIAN HOUSEHOLD INCOME: \$64,800

HOUSING UNITS: 20,650

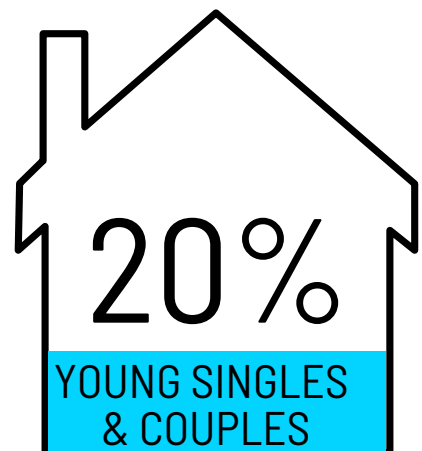
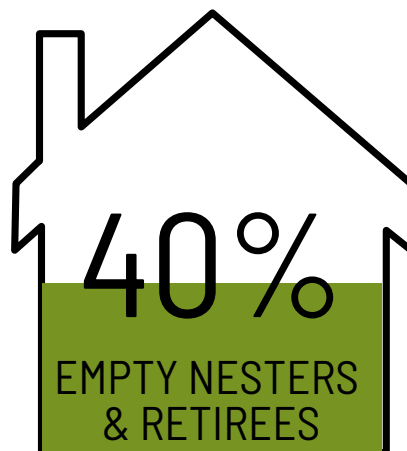
OWNER-OCCUPIED: 78%

SINGLE-FAMILY DETACHED: 78%

MEDIAN HOUSING VALUE: \$166,200



HOUSEHOLD LIFESTAGE



TO SEE THE FULL REPORT, PLEASE VISIT
WWW.YOURHOUSINGRESOURCE.ORG/NOBLE

NOBLE COUNTY HOUSING MARKET POTENTIAL CONT'D.

WHERE DOES THE POTENTIAL MARKET FOR THE COUNTY LIVE NOW?

NOBLE COUNTY: 44.4%
REGIONAL DRAW AREA: 26.8%
ALLEN COUNTY: 11.1%
BALANCE OF THE U.S.: 17.7%

2295

HOUSEHOLDS OF ALL INCOMES
HAVE THE POTENTIAL TO MOVE
TO NOBLE COUNTY EACH YEAR!



TRADITIONAL &
NON-TRADITIONAL
FAMILIES
43%



YOUNGER SINGLES
& COUPLES
33%

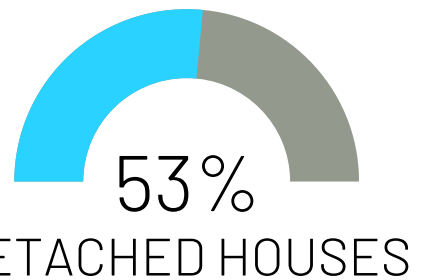
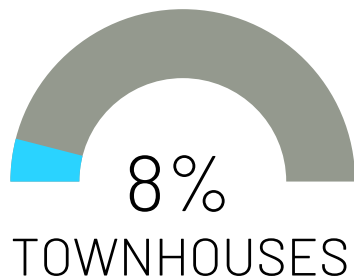
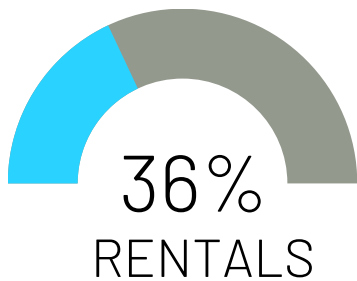


EMPTY NESTERS
& RETIREES
24%

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NOBLE COUNTY HOUSING MARKET POTENTIAL CONT'D.



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NOBLE COUNTY

MARKET EMPOWERMENT GUIDE



Noble County Market Empowerment Plan

Main Goal: Empower the Community

With the housing production wheels in motion, Phase II is Market Empowerment. This part of the Strategy is designed to enhance the community's economic stability and prosperity through increased homeownership and reduced employee commutes. By focusing on the talent that local employers are seeking to attract and retain as targeted buyers and renters of housing, this approach blends community attachment with employer/employee engagement.

The project is composed of three high-level tasks:

- **Program Design:** Private sector stakeholders, such as employers, banks, lenders, builders, developers and realtors are the focus of this project. Program design will be informed by the Housing Symposium and the community housing needs survey.
 - **Fund Development:** Community investors & creditors (employers, banks, lenders, etc.) are the focus of this step. With the Hoosier Homes down payment assistance program as a lead tool, a workforce housing toolkit is developed from available community development grants & loans, etc.
 - **Program Delivery:** Local residents and employees are the focus of this step. A media strategy featuring both earned and paid media will be developed to attract a pipeline of interested buyers for new homes under construction is built.
-

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NOBLE COUNTY

COMMUNICATION PLAN

2023

NOBLE COUNTY, IN





Key Audiences

- Local/County Leaders
 - General Public
 - Employers
 - Realtors
 - Builders + Developers
 - Banks + Lenders
 - Schools
 - Farmers
 - Commuters
 - Convention + Visitor Bureau
-
-
-

Project Messaging

The first step in executing an effective Communication Plan is to address the desired outcome.

Outcome: Create a comprehensive workforce housing program that bridges the gap between the existing housing market & local housing market potential.

It is also important to consider the VIPs of this initiative, which include the groups you identified in the communication planning workshop and are listed on the previous page. The outreach must be personalized to each group but the outcome must remain the same.

Here are a few points to consider including in your messaging:

- The Housing Strategy is designed to put employers and the talent they seek to recruit and retain at the center of the Strategy.
- Starting with an analysis of the local housing market potential, we will delve into understanding who wants to live in the community, whether they want to buy or rent and how much they can afford.
- Actual housing units will be developed within close proximity to employment centers as a part of the Strategy.
- Development-specific financing packages will be assembled to bridge confirmed and audited development financing gaps.
- A homebuyer pipeline will be developed using a mobile app, called Club 720, which will provide access to various grants and affordable loans offered by and through local employers, banks and lenders to prospective buyers.



Levels of Participation

INFORM: to provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions

CONSULT: to obtain public feedback on analysis, alternatives and/or decisions

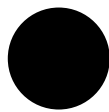
INVOLVE: to work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered

COLLABORATE: to partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution

EMPOWER: to place final decision making in the hands of the public

Local Gov't. Decision Makers

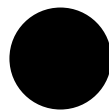
Level of Participation



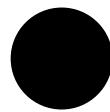
Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to empower this group to fully understand the initiative and how to jumpstart housing development within their communities.



Methods of Communication



- Invite leaders to Housing Symposium to engage in an exciting conversation about housing opportunities in their communities
- Invite leaders to identify and secure potential catalyst sites in partnership with the Hub
- Equip communities with sample social media posts that direct viewers to the Be Noble, Inc.'s website
- Deliver Capital Stacking 101 webinar

General Public

Level of Participation



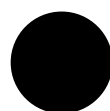
Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want everyone to see this as a countywide project where everyone has a chance to get involved.



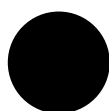
Methods of Communication



- Share updates on Noble County's housing strategy webpage located on Hub website
- Local social media posts directing viewers to Hub website for updates
- Request participation in Community Housing Needs Survey

Homebuyers / Commuters

Level of Participation



Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to build a pipeline of ready buyers for homes currently available and being developed.



Methods of Communication



- Press Release: Introduce the Strategy and how to get involved
- Invite buyers to attend local Housing Fair to showcase available housing options and resources
- Invite buyers to a Homeownership is Possible webinar to build the homebuyer pipeline via Club 720

Employers

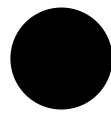
Level of Participation



Inform



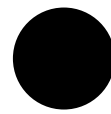
Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to collaborate in efforts to spread the word about local housing opportunities because we know that recruitment and retention require housing production.



Methods of Communication



- Invite employers to Housing Symposium to share about the Strategy
- Equip employers with a break room flyer announcing:
 - Community Housing Needs Survey via Hub website
 - Homebuyer Pipeline Builder (Club 720 QR code)
- Host an employer-assisted housing webinar to showcase examples of ways for them to get involved

Realtors

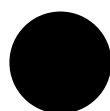
Level of Participation



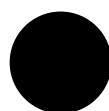
Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to better understand the barriers of homeownership from the realtor perspective and invite them to spread awareness about the housing opportunities.



Methods of Communication



- Invite realtors to Housing Symposium to learn about the housing initiative
- Invite realtors to Housing Fair to connect with ready homebuyers
- Present housing strategy to local Realtors' Association

Builders + Developers

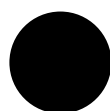
Level of Participation



Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to share details of the initiative with this group in efforts to encourage them to build and develop housing and resources based on the community's needs.



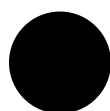
Methods of Communication



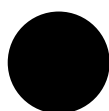
- Invite this group to Housing Symposium to hear about the Strategy
- Equip builders/developers with a model home flyer inviting buyers to find financing options via the Homebuyer Pipeline Builder (Club 720 QR code)
- Co-host a virtual open house to display housing options to Club 720 buyers

Banks + Lenders

Level of Participation



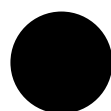
Inform



Consult



Involve



Collaborate



Empower

Outcome of Communication

We want to empower this group to both participate in catalyst site development projects, and create and provide loans, grants, and services that can be easily accessed by buyers via Club 720.



Methods of Communication



- Invite this group to Housing Symposium to hear about the Strategy
- Invite this group to sponsor and participate in the Housing Fair to connect with prospective buyers
- Invite banks and lenders to offer programs and products on Club 720

Marketing Toolkit



Noble County Housing Strategy



Workforce Housing Solutions Here:

The Housing Resource Hub is a regional housing non-profit focused on helping communities put the 'workforce' back into the workforce housing equation. In 2022, the Hub began work alongside Noble County local units of government, economic development professionals, community leaders, banks/lenders, builders, employers, and other key stakeholders to develop strategic and actionable housing solutions.

How to get involved:



Scan the QR Code to learn more about the Noble County Housing Strategy and how to get involved!



Catalyst Projects

Local government leaders have been exploring multiple sites as a possible solution to the current housing situation.



Capital Stacking

Local leadership is working tirelessly to explore funding avenues to accomplish their housing dreams.



Homebuyer Pipeline

Club 720, a free mobile app that connects homebuyers to local funding resources, will be offered to all Noble County homebuyers.

Want to learn more?



hello@yourhousingresource.org



www.yourhousingresource.org/noble

Noble County Housing Strategy Community Page



Here, the Hub will host the Community Housing Needs Survey for the general public, the current state of the market, the market potential, and updates on the Housing Strategy.

Caption: A Housing Strategy is being conducted for Noble County by the Housing Resource Hub to create a comprehensive workforce housing program that bridges the gap between the existing housing market & local housing market potential. We know that this can't be done right without your voice. We're asking you to provide input about your housing dreams in order to shape the development of the housing program for our community. Visit www.yourhousingresource.org/noble and tell us your housing dream!

#noblecountyhousing #housingmarket #housingiseconomicdevelopment



FOR IMMEDIATE RELEASE

As a New Housing Initiative Begins, ENTITY Wants to Hear from You

Noble County, IN - Noble County has the ability to absorb up to X new housing units over the next five years, according to a recently released market potential analysis that was commissioned by the ENTITY in partnership with the Housing Resource Hub.

The community is asked to participate in a Community Housing Needs Survey and provide input about their housing dreams in efforts to shape the development of a housing program community leaders are designing. Individuals can learn more about the housing strategy, view the housing market potential results and share their housing dreams and ideas for the county by visiting www.yourhousingresource.org/noble.

The market potential analysis information.

Using this insight, ENTITY is beginning to fulfill the potential and engage local leadership and influencers, like banks, realtors and developers, to support implementation of the housing initiative.

QUOTE from ENTITY leadership.

For more information about this effort, please visit www.yourhousingresource.org/noble.

###

Community Housing Needs Survey

Do you currently rent or own your home?

- Rent
- Own

As a lifestyle choice, do you prefer renting or homeownership?

- Renting
- Homeownership

Do you plan to rent or buy a home within the next two years?

- Rent
- Buy
- Not Applicable

If you answered 'yes' or 'maybe' to the previous question, would you be interested in any of the following?

- Grants and/or Matching Funds to help you purchase the asset(s)
- Online education on consumer credit, how to improve your credit, financial goal planning, etc.
- Group coaching for goals you have set
- 1:1 coaching for goals you have set

Are you planning to do any of the following in the next five years? (Select all that apply.)

- Buy a home
- Fix/Renovate your home
- Buy a vehicle for work
- Get further job training/education
- None of the above



**SCAN HERE
TO LEARN
MORE!**



NOBLE COUNTY HOUSING INITIATIVE!

OUR ULTIMATE EMPLOYEE BENEFIT



- Find available housing programs and products
- Learn about the new housing coming to town
- Access wealth building tools like down payment assistance & credit builder loan products
- Access online financial education courses
- Join a virtual homebuyer community
- Get this all for free through our sponsorship!

Follow the Housing Initiative and join the
homebuyer pipeline by visiting
www.yourhousingresource.org/noble



We'd Like to Help Your Workforce Live Closer to Work!

Hello!

A Housing Strategy is currently underway for Noble County to complement your ongoing talent attraction and retention efforts. We invite you to attend a webinar focused on employer-assisted housing where you'll learn ways you, too, can be involved in this initiative.

Employers are encouraged to get involved in this initiative by:

- offering Club 720 as a free ultimate employee benefit tool
- learning the housing issues and preferences of their employees through a Community Housing Needs Survey
- developing employee housing assistance programs

Please join us on (insert date and time) to attend this session. Click [here](#) to register.

Hope to see you there!

You're Invited to the Noble County Housing Symposium!

Hello!

You're invited to join an important conversation focused on housing throughout Noble County. In partnership with the Housing Resource Hub, we have launched a Housing Strategy to create a comprehensive workforce housing program that bridges the gap between the existing housing market & local housing market potential.

At the Housing Symposium, we will share the housing market potential analysis results for Noble County, the Community Housing Needs Survey results and ways your workforce can turn their dream of homeownership into a reality.

As your local champion for this project, please join us on (insert date and time).

Hope to see you there!

You're invited to the Noble County Housing Symposium!

Hello!

You're invited to join an important conversation focused on housing throughout Noble County. In partnership with the Housing Resource Hub, we have launched a Housing Strategy to create a comprehensive workforce housing program that focuses on breaking down the barriers of homeownership between our existing housing market and our local housing market potential.

At the Housing Symposium, we will share the results of the housing market potential analysis, results from our Community Housing Needs Survey and ways you can participate even further to turn your clients' dreams of homeownership into a reality.

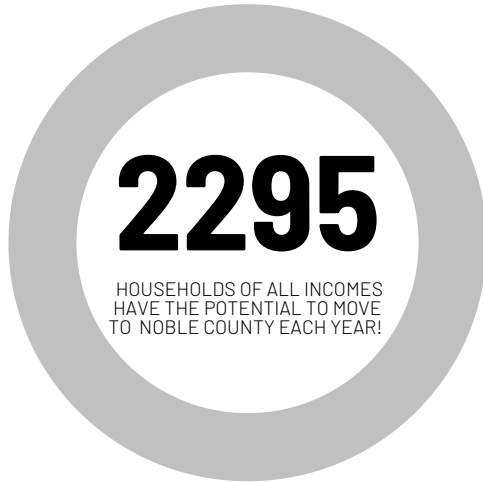
As your local champion for this project, please join us on (insert date and time).

Hope to see you there!

NOBLE COUNTY NEEDS 1,130 - 1,526 NEW HOUSING UNITS BY 2028



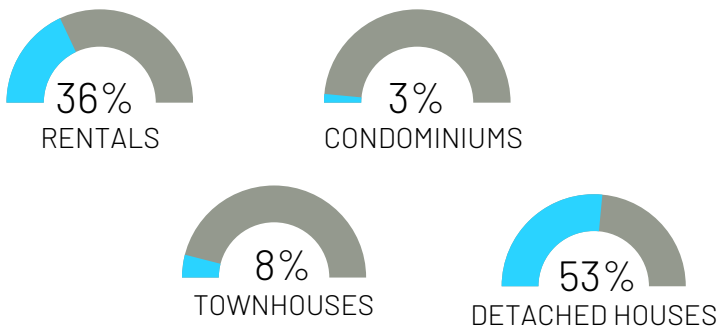
Noble County Economic Development



Who Wants to Move Here?



What Are Their Housing Preferences?



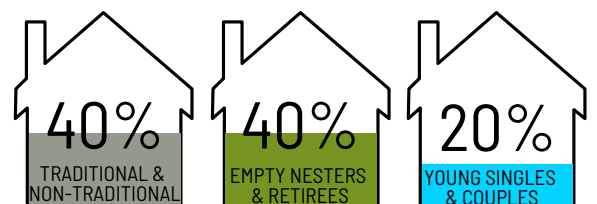
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HOUSEHOLDS BY LIFESTAGE



Get Ready to Connect with Local Homebuyers!

Hello!

You're invited to attend a Housing Fair for Noble County on DATE at VENUE.

Join us for a chance to connect with willing and ready homebuyers as they learn more about new local housing programs and developments and how to get started on the path to homeownership now!

As your local champion for this project, we hope to see you there!

Join Us at the Noble County Housing Fair!



DATE
TIME



LOCATION

Join us for a chance to connect with willing and ready homebuyers as they learn more about new local housing programs and developments and how to get started on the path to homeownership now!

Got Products to Offer? Join the Conversation!

Hello!

You're invited to attend a workshop -- sponsored by various Noble County community leaders and its nonprofit housing partner, the Housing Resource Hub -- about our local housing initiative.

Join us to learn more about our local housing market potential, participate in a community credit needs analysis and learn about Club 720 -- a CRA tool every bank should be using.

The workshop will be held on DATE, TIME at LOCATION. Please tell us about the products you're excited to offer and register **here**.

As your local champion for this project, we hope to see you there!

Get a Housing Development Deal Done in Your Community!

Hello!

You're invited to attend the Housing Resource Hub's Capital Stacking 101: A webinar designed to introduce local decision makers, like you, to the action steps community leaders can take to jumpstart their housing markets.

Topic areas include:

- Donated Sites & Other Impact Investments
- Density & Other Residential Development Financing Tools
- Down Payment Assistance & Employer-Assisted Housing Programs
- Regional Housing Loan Funds

Join us on DATE & TIME for a chance to connect with other local leaders and continue learning ways to improve and meet the needs of our community.

As your local housing champion, we hope to see you there!

WWW.YOURHOUSINGRESOURCE.ORG/NOBLE

NOBLE COUNTY

CATALYST PROJECT PIPELINE

2023

NOBLE COUNTY, IN



HOUSING RESOURCE HUB

Catalyst Project Roadmap

Strategic Housing Development



THE JOURNEY

Site Prioritization Workshop

The Housing Coalition Team discussed details of potential catalyst sites such as adequate acreage, proximity to downtown, commute to major employers, easily accessible utilities, and ability to be obtained in order to strategically prioritize development projects in the community.

Site	Issues	Priority
Ligonier - Former Foundation 27 acres for single family homes		High - This is a community-backed project and will be one of the main focuses of the initiative that will hopefully lead to a pipeline of other developments.
Town of Albion Possible single family homes, senior living, rentals, and townhomes.		High - This is a community-backed project and will be one of the main focuses of the initiative that will hopefully lead to a pipeline of other developments.
City of Kendallville Downtown mixed use. Commercial and Residential		High - This is a community-backed project and will be one of the main focuses of the initiative that will hopefully lead to a pipeline of other developments.

Implementation Plan



UNLOCKING MARKET POTENTIAL

Objective: Noble County will be empowered to unlock its local housing market potential. Working alongside Community Champions, the Housing Resource Hub will guide every step of the way, turning the vision of accessible workforce housing for all into a reality.

1	ESTABLISH PHASE II CHAMPIONS: Establish and onboard champions for the Implementation Strategy. Unlike Phase I, which focused on understanding the market potential, Champions will be focused on the role of capital stacking for both housing development and housing affordability.
2	AWARENESS AND ONBOARDING: Create awareness about the ongoing Housing Strategy & how local governments can get involved. Reach out to local leaders, conduct virtual workshops, and employ targeted marketing strategies to help communities understand the benefits of offering Hoosier Homes, a self-funded down payment assistance program for homebuyers earning a wide range of incomes.
3	LOCAL PARTNERSHIPS: Establish strong relationships with local nonprofits, banks, and credit unions. These partnerships will be key to providing affordable loans and credit products to offer their FDIC-supported (or equivalent) products and services on Club 720.
4	COMPLETE AT LEAST ONE CATALYST SITE: Once a site has been selected, champion the work of the Housing Resource Hub as it conducts due diligence, site planning, and capital stacking to fill identified and underwritten development financing gaps.
5	CLUB 720 LAUNCH: With the catalyst site in place, advertise Club 720 as a way to build a pipeline of ready homebuyers. Work closely with local HUD-certified housing counseling agencies to ensure the success of this phase.

PHASE II CHAMPIONS: HOUSING UNIT PRODUCTION

By performing these roles effectively, the Committee can ensure the housing production pipeline is successfully established and the resulting housing is effectively absorbed by the community.

Ensure Effective Communication

The Committee should act as a bridge between the different stakeholders involved, ensuring everyone stays informed about the project status, including challenges and achievements.

Partnership Engagement

Establish and maintain relationships with local non-profit housing market optimizers, local banks and credit unions, HUD-certified housing counseling agencies, and potential investors. Their involvement is crucial to meet the financial and technical requirements of each project.

Oversight and Review

The Committee should regularly review the progress of each project, ensuring it stays on track in terms of the schedule, budget, and quality standards.

Risk Management

Identifying potential risks and devising strategies to mitigate them is a key function of the Committee. This might include market fluctuations, regulatory changes, or community resistance.

PHASE II CHAMPIONS: HOMEBUYER CULTIVATION

Marketing and Outreach:

The Committee plays a critical role in ensuring the created housing units are absorbed by the right buyers and renters. This involves developing and implementing a marketing strategy to attract potential buyers and renters, with a focus on affordability and community benefits.

Homebuyer Program and Credit Product Implementation:

Promote the county-wide authorization of the Hoosier Homes Program, a down payment assistance program for homebuyers earning a wide range of incomes. Work closely with the local banks and credit unions to implement the homebuyer program and affordable credit products. This helps to make homeownership accessible and affordable.

Supportive Programs Coordination:

Coordinate with local HUD-certified housing counseling agencies to provide housing coaching. This ensures potential buyers and renters understand their rights and responsibilities, the buying or renting process, and the support available to them.

Community Engagement:

The Committee should maintain a strong connection with the community. This might include regular updates on progress, involvement in decision-making where appropriate, and addressing any concerns or issues the community might have.

PROGRAMS & POLICY TOOLKIT

By implementing these recommendations, community leaders can create a more vibrant, prosperous community, ensuring that housing development aligns with the Analysis of Housing Market Potential.

Incentivize Housing Development:

- Offer local incentives or grants to developers building housing units that align with the housing market potential analysis.
- Facilitate a streamlined zoning and permit approval process for affordable housing projects.

Adapt Zoning Regulations:

- Reevaluate and modify zoning codes to allow for a mix of housing types that cater to greater housing densities.
- Consider updating the existing comprehensive plan, as needed.

Strengthen Public-Private Partnerships:

- Encourage collaboration between local government, private developers, and non-profits.
- Establish revolving funds to assist developers in financing housing projects that align with the market potential analysis.

Invest in Amenities:

- Enhance downtowns, community facilities, parks, and public spaces to improve the quality of life.
- Provide improved transit options to connect housing with employment centers.

PROGRAMS & POLICY TOOLKIT

Foster Neighborhood Revitalization:

- Invest in targeted neighborhood improvement programs.
- Create incentives for rehabilitating existing housing stock, making it more energy-efficient and accessible.

Support Homeownership and Renting Education

- Collaborate with HUD-certified Housing Counselors and Club 720 coaches to offer homeownership and renting education.
- Implement first-time and repeat homebuyer assistance programs.

Monitor and Evaluate Policies:

- Establish clear metrics to track the success of housing policies.
- Create a transparent reporting system that allows community input and adjustment as needed.

Leverage Technology for Accessibility:

- Utilize Club 720 to connect buyers and renters with available units.
- Enhance online permitting and application processes for developers and residents.

Thank You!

