Housing Michigan Residents Lessons Learned

Pennies from Heaven Foundation's Approach to the Housing Crisis
**Target Market Analysis**

- Workforce Housing
- Blighted Properties
- Vacant Properties
- High Rents
- Seasonal Residents

**Housing Task Force Formed**

- Redevelopment and Blight Elimination
- Attracting New Development

**Vacant Property Campaign**

- Redevelopment Ready Community Certification
- Updated Outdated Ordinances
- Community Education of Resources
TIMELINE CONTINUED

- What Happened Next?
SUCCESSES

- Community Education & Awareness

- Blight Elimination:
  - Neighbor to Neighbor: Neighborhood Revitalization
  - Adaptive Re-Use Ordinance
  - Rental Ordinance**

- Attract New Development:
  - Projects:
    - Bowling Alley Block Redevelopment
      - Awarded Credits in Spring Round of 2016, Closed Deal Fall 2018!
    - A few projects circling
    - Redevelopment Ready Communities – Engaged
ADAPTIVE REUSE

What to do with B.O.B.s?
RENTAL ORDINANCE

FOR SALE
CHALLENGES AND LESSONS LEARNED

- It takes a Village!!!
  - Time and Capacity
  - Willing Participation Across Sectors

- Think like a Developer!

- Market Your Community!
CONTACT INFORMATION

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Organizations Mentioned:

▪ Habitat for Humanity of Mason County: Jamie Healy
▪ Community Economic Development Association of Michigan (CEDAM)
  ▪ Michigan Vacant Property Campaign
▪ Michigan State Housing Development Authority (MSHDA)
▪ Michigan Economic Development Association of Michigan (MEDC)
  ▪ Redevelopment Ready Communities (RRC)