

Central UP CEDS/RHP Meeting #1

February 23, 2024

Agenda

- ▶ Welcome and introductions
- ▶ Target Market Analysis Tutorial - Sharron Woods, LandUseUSA
- ▶ MSHDA Updates
- ▶ Central UP RHP project brainstorm
- ▶ Partner Updates



CUPPAD

Welcome and Introductions

2024 CEDS Committee

Alan Barr	<i>Creative Change</i>	Vince Bevins	<i>Michigan Department of Transportation</i>
Trent Bellingar	<i>Delta Schoolcraft ISD</i>	Joe Thiel	<i>Innovate Marquette SmartZone</i>
Victoria George	<i>Schoolcraft Tourism & Commerce</i>	Brigitte LaPointe	<i>Keweenaw Bay Indian Community</i>
Alex Kofsky	<i>Accelerate UP</i>	Julee Kaurala	<i>Michigan Department of Health and Human Services</i>
Holly Peoples	<i>Michigan Works of the Upper Peninsula</i>	Kathy Reynolds	<i>Greater Munising Bay Partnership of Commerce</i>
Leo Isleib	<i>MEDC Business Development</i>	Lois Ellis	<i>Dickinson Area Economic Development Alliance</i>
Phil Britton	<i>Fresh Systems, LLC</i>	Amy Berglund	<i>Invest UP</i>
Ed LeGault	<i>Delta County Economic Development Alliance</i>	Michelle LaJoie	<i>Community Action Alger Marquette</i>
Emily Leach	<i>Marquette County Planning</i>	Nate Heffron	<i>Superior Trade Zone/ City of Negaunee</i>
Kathleen Henry	<i>Superior Watershed Partnership</i>	Dave Nyberg	<i>Northern Michigan University</i>
Christopher Germain	<i>Lake Superior Community Partnership</i>	Ryan Stern	<i>UP Regional Labor Federation</i>
Bill DeGroot	<i>Chocolay Township</i>	Zak Aubert	<i>Menominee County & Menominee DDA</i>

Welcome and Introductions

2024 Central UP Housing Collaborative

Antonio Adan	Marquette County	Andrew McNeally	<i>UPPCO</i>
Alan Barr	Keller Williams	Amy Berglund	<i>InvestUP</i>
Anne Giroux	Marquette County	Ashley Sellnow	<i>CAAM</i>
Bill DeGroot	Chocolay Township	Beth Brunelli	<i>Veteran's Affairs</i>
Christopher Germain	LSCP	Craig Cugini	<i>City of Ishpeming</i>
Connie Heikkila	Forsyth Township	Dave Nyberg	<i>NMU</i>
Debb Brunell	Michigan Works	Emily DeSalvo	<i>UPCAP</i>
Rod DesJardins	DHHS	Eileen Sparpana	<i>Bay College</i>
Emily Leach	Marquette County	Holly Peoples	<i>Michigan Works</i>
Jason Carviou	Menominee County	Jon Dickerson	<i>Schwalbach</i>
Jen Tucker	MEDC Community Development	Julie Shaw	<i>SAIL</i>
Kathy Reynolds	GMBPC	Kim Shiner	<i>City of Manistique</i>
Lindsey Clark	MEDC Community Development	Lois Ellis	<i>DAEDA</i>
Lyn Durant	Marquette Township	Michelle LaJoie	<i>CAAM</i>
Nate Heffron	City of Negaunee	Brad Neumann	<i>MSU-E</i>
Henry Sales	Habitat for Humanity	Ray Govus	<i>MEDC Community Development</i>
Renee Barron	City of Gladstone	Sean Hobbins	<i>City of Marquette</i>
Sharon Maki	Marquette County Housing Commission	Steve Mulka	<i>Breitung Township</i>
Tyler Anthony	City of Escanaba	Victoria George	<i>Schoolcraft Tourism and Commerce</i>

MSHDA Updates - 2/21/24

- ▶ Budget reduction; 2.48M down to 2.28M.
- ▶ Quarterly progress reports coming soon.
- ▶ MI Neighborhoods will be the name of the new common application for Neighborhood Housing Initiatives.
- ▶ Applicants may choose from eligible activities including public amenities, homeowner rehabilitation, and new construction.
- ▶ New construction over \$400K requires 1:1 match and there is a maximum subsidy of \$100k per unit.
- ▶ Eligible entities include: entitlement and non-entitlement communities, for profit and non-profit organizations.
- ▶ Must set aside 20% of units for 60% AMI and below.
- ▶ Eight or more units will trigger Davis-Bacon.
- ▶ Application will be available April 1st and begin processing and awarding by April 15th.

Priorities	Goals	Strategies
HOUSING ECOSYSTEM	HIGHLIGHTED - Goal 2.6.: Enhance the efficiency and effectiveness of the Central UP housing ecosystem by fostering collaboration on housing and improving access to regional market-level data on housing needs and opportunities.	Strategy 2.6.A. - Establish the "Central UP Housing Collaborative" to enhance collaboration, capacity, and efficiency within the housing ecosystem. Through information sharing and best practices, the collaborative will develop housing market intelligence through the creation of studies, address workforce and training matters, and explore housing topics in the Central UP region, such as the creation of a regional housing trust fund or leverage fund.
		Strategy 2.6.B. - Conduct comprehensive target market analyses across the six Central UP counties to accurately assess housing needs and markets in the Central UP region. Additionally, support will be provided to communities through grants and other opportunities to track relevant housing data, ultimately fostering a well-informed and responsive housing ecosystem that addresses diverse housing needs effectively.
		Strategy 2.6.C. - Utilizing the Central UP Housing Collaborative, begin unifying a strong regional network of technical expertise to build new measures from existing models. For example, create a regional Central UP Community Preference Survey modeled off of previous surveys from NAR and AARP to better understand housing choices in the region.
		Strategy 2.6.D. - Close the gap between the political structure and the marketplace to streamline community planning and zoning allowances to develop additional housing solutions. The Central UP Housing Collaborative will seek technical assistance to provide training to streamline community planning and zoning to align and support attainable and affordable housing.
HOUSING STOCK	HIGHLIGHTED - Goal 4.1: Increase the supply of the full spectrum of housing that is affordable and attainable to Central UP residents.	Strategy 4.1.X. - Build capacity for community and economic development, non-profit, faith-based, and other purpose-driven housing development and staffing by providing training, education, and technical assistance.
		Strategy 4.1.Y: Incentivize development of attainable and affordable housing units up to 120% AMI with a priority to increase the housing supply for households at or below 30% AMI to increase supply.
		Strategy 4.1.Z: Identify where gaps exist, attempt to mitigate, and create new funding opportunities for new senior facilities providing a continuum of care through the collaboration of a broad array of partners.
	HIGHLIGHTED - Goal 4.4: Increase the rehabilitation and/or preservation of housing stock including owner-occupied homes and rentals.	Strategy 4.4.X. - Increase the amount of funding and ease of access to resources for rehab, repair, and preservation. These types of activities will be done in coordination with environmental resilience goals and the MI Healthy Climate Plan, with high a priority for targeting seniors, veterans, and low-income populations.
	HIGHLIGHTED - Goal 4.6: Increase missing middle and workforce housing stock to facilitate greater housing choice.	Strategy 4.6.X. - Provide more regionally controlled incentives like BuildUP and MSHDA Missing Middle to address development and appraisal gaps, uplift missing middle and workforce housing, and drive meaningful growth in housing stock for homeowners and renters.
		Strategy 4.6.Y. - Provide funding for rehabilitation and building new rental opportunities for underserved and workforce populations at or below 120%.
RENTAL HOUSING	HIGHLIGHTED - Goal 6.2: Reduce the number of underserved and vulnerable populations experiencing rent burden by removing barriers and increasing resources.	Strategy 6.2.X. - Mitigate rent burden for underserved and vulnerable populations by identifying local funding sources, developing targeted financial assistance programs reflecting ALICE budget considerations, and promoting affordable housing initiatives, thereby increasing resources and removing barriers to housing affordability.



Project ideas

- ▶ Additional funding for repair/rehab
- ▶ Home modifications for elderly or persons with disabilities
- ▶ Develop a regional incentive program for workforce housing
- ▶ New construction

Grant Opportunities

- ▶ [US DOT RAISE Discretionary Grants](#) - Deadline: February 28, 2024
- ▶ [USDA Rural Business Development Grant](#) - Deadline: February 28, 2024
- ▶ [Safe Routes to School Mini-Grant](#) - Deadline: March 1, 2024
- ▶ [EGLE Agriculture and Rural Businesses Energy Incentive](#) - Deadline: March 3, 2024
- ▶ [Sen. Peters' FY25 Congressionally Directed Spending](#) - Deadline: March 12, 2024
- ▶ [USDA Re-Connect Round 5](#) - Opens March 22nd
- ▶ [EDA Public Works and Economic Adjustment Assistance](#) - No deadline!
- ▶ [MSHDA Housing Readiness Incentive Program](#) - Funding still available to non-RRC communities
- ▶ [DOT Safe Streets and Roads for All](#) -
 - ▶ Planning & demonstration grants deadlines: April 4th, May 16th, and August 29th
 - ▶ Implementation grants deadline: May 16th
- ▶ [MIO Technical Assistance Support Applications](#) - Windows 2A (Feb 20 - March 8) and 2B (Feb 20 - March 22)

Training Opportunities

- ▶ [MSU-E's 2024 Governing Essentials Series](#) - Spring, Summer, and Winter dates
- ▶ [MSU-E Short Term Rental Webinar](#) - March 28th

Upcoming Events

- ▶ [CEDAM's Small Towns & Rural Development Conference](#) - April 29th - May 1st
- ▶ [MSHDA's Building Michigan Communities Conference](#) - May 14th & 15th
- ▶ [EGLE's 2024 MI Healthy Climate Conference](#) - May 16th & 17th

Partner updates

Anything to share that's relevant to regional development?

Thank you for attending.

**NEXT MEETING: Thursday, April 25th, 10:00 - 11:30 AM Eastern -
Virtual only**