



**Duration of the program: Forty-eight (48) hours over twelve (12) weeks period,  
September 14-December 14, 2019**

**WEEK 4: Saturday: October 5, 2019, 9:00 AM to 1:00 PM**

## **Course 4: Provisional Capacity Assessment**

### **Presenters:**

<b>09:00 Welcome</b>	<b>Taylor Smith, Project Coordinator, Monroe Neighborhood Revitalization Program</b>
<b>09:05 Creating Sustainable Neighborhood: A Best Practice in Milwaukee, Wisconsin</b>	<b>Donald Andrews, Dean, College of Business, Southern University A&amp;M College, Baton Rouge, LA</b>
<b>09:30 Introduction to Speaker</b>	<b>Eric Porter, Program Founder, ComNet, LLC</b>
<b>09:35 Mortgage Loan</b>	<b>Siedda Hines, GFMS Mortgages</b>
<b>10:25 Coffee Break/Stretch</b>	
<b>10:30 Affordable Housing</b>	<b>Andreanecia Morris, Executive Dir., HousingNOLA</b>
<b>11:35 City of Monroe</b>	<b>Ellen Hill, Head, Planning &amp; Urban Development, City of Monroe, LA</b>
<b>11:45 Housing Development</b>	<b>Nicole Barnes, Executive Dir., Jericho Road Housing and JBBL Housing</b>
<b>12:45 Review &amp; Preview</b>	<b>Eric Porter, ComNet, LLC Sung No, Co-Director, Southern University EDA University Center</b>


# ***Creating Sustainable Neighborhood: A Best Practice in Milwaukee, Wisconsin***



<https://www.cbsnews.com/video/milwaukee-couple-works-to-improve-community-one-block-at-a-time/>

**10.4.2019**

**Structured by  
Donald Andrews, Dean, College of  
Business, Southern University A&M  
College, Baton Rouge, LA**



# Emerging Neighborhood Developers and GMFS Mortgage

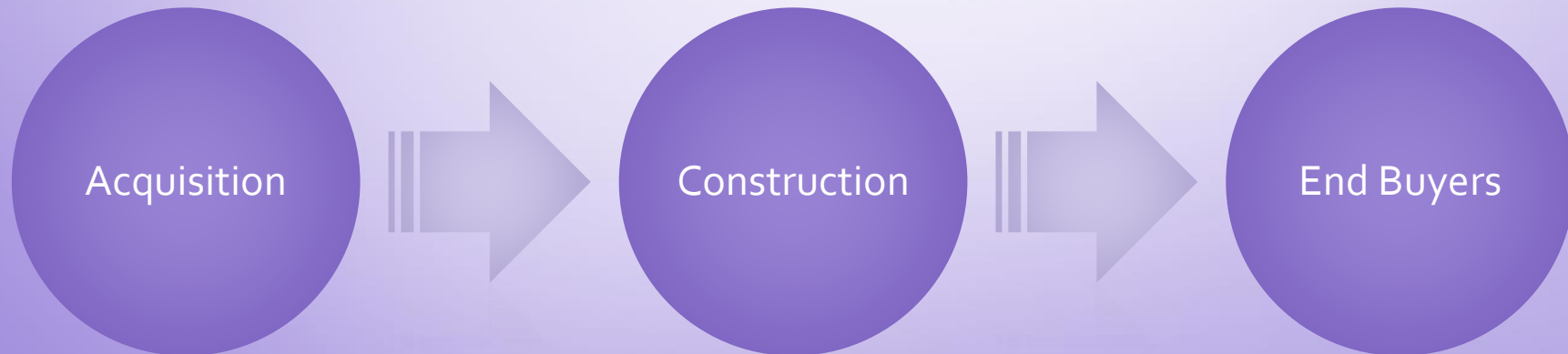
“ Helping Others Create Generational Wealth Through Homeownership ”

Siedda Hines – Mortgage Loan Officer

# About GMFS Mortgage

- <https://youtu.be/Tpy2XArqvq4>

# The Process



# The Process

- Acquisition – The act of **gaining** ownership or control of real property (real estate) or an interest in real property.
- Construction – the **building** of something or **replacing** old with new
- Exit Strategy – a **planned** approach to get rid of real property in a way that will **maximize** benefits or make an **impact**.

# End Buyers



“ Helping Others Create Generational Wealth Through Homeownership”



# Numbers Don't Lie

*Greater Baton Rouge*

## MARKET UPDATE!

*Statistics comprised from the last 7 days*

New Listings:	341
Expired:	67
Price adjustments:	383
Under Contract:	1540
Sold:	262

/ DO YOU HAVE QUESTIONS  
ABOUT BUYING OR SELLING A HOME? /

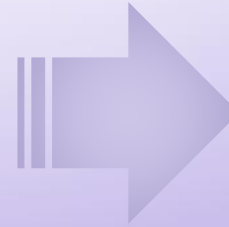


# Building A Partnership with GMFS Mortgage

Qualified  
Buyers



Eyes on  
the Prize



What  
Sets You  
Apart?

# Qualified Buyers

- Home Loan Consultation / Application
- Pre Qualification
- Pre Approved! Eligible

# Eyes on the Prize

- CRM
- Inner Circle Network
- Open House
- Agent Tours

**7854 SEVILLE CT BATON ROUGE 70820**

**1689 SQ FT**



MLS #2019004105



Great home built by David Richardson Builder. Gated community with so many amenities you will love. Fabulous 3 Bedroom 2 Bath with bonus room. Wonderful open floor plan for entertaining and enjoyment opening up to the living area. The kitchen is equipped with cypress cabinets, granite countertops, stainless steel appliances, gas range, tons of storage and oversized granite breakfast bar for added dining space. Maintenance free living with no carpet to worry about with beautiful wood floors throughout the living space and ALL bedrooms. The master suite is fit for a king (or queen or both) due to the oversized closet space and spa tub. This house has too many upgrades to mention. You must see it to believe it. Location is minutes from LSU, Bluebonnet, Highland Road or wherever you need to go.



<https://soldbyqueen.kwreality.com>

Each Office Independently Owned & Operated. Licensed to State

**Housing Payment Information**

Payment Details	Conventional
Down	3%
Term	30 Years
Loan Amount	\$257,050
Interest Rate	4.25%
APR	4.54%
P & I	\$1264.53
Homeowners Ins. Est.	\$130
Property Taxes	\$165
Mortgage Insurance	\$92.11
HOA Fees	\$67
Total Monthly	\$1718.31



**GMFS MORTGAGE**  
CHANGING LIVES



[guafsmortgage.com/siedeln.htm](http://guafsmortgage.com/siedeln.htm)

NMLS# 1581578

[illegible]

03/29/2019

# What Sets You Apart?

- Let GMFS Mortgage help you design an attractive incentive program like:
  - Seller Concessions
  - Home Warranty
  - Agent Commission
  - Lender Credit
  - First Responders Assistance

Let's

**Partner &**

Create Change in our Community

Together WE Can!



**GMFS MORTGAGE**  
*Celebrating 20 Years Changing Lives*

[APPLY](#)

[LOAN OPTIONS](#)

[LOAN OFFICERS](#)

[RESOURCES](#)

[REVIEWS](#)

[800-970-4637](#)

## SIEDDA HINES



**Siedda Hines**

**GMFS Mortgage Loan Officer**

**Baton Rouge, LA**

[gmfsmortgage.com/siedda.hines](http://gmfsmortgage.com/siedda.hines)

**START APPLICATION**

[or Request a Free Consultation](#)

[Apply](#) | [Reviews & Resources](#)

**GMFS Mortgage - Baton Rouge, LA (Sherwood)**

4561 Durham Place Suite C

Baton Rouge, LA 70816

**Office:** 225-214-5161

**Mobile:** 225-252-1912

**Fax:** 844-249-2199

**NMLS #1581575**

[First Time Homebuyer Budget Worksheet & Tips](#)

**States:**

Louisiana #1581575

I Am Here To Assist!





**EDA University Center for  
Economic Development  
Southern University, BR**



# ***Creating Neighborhood Developers***

***October 5, 2019***

# ***Provisional Capacity Assessment***



***Presented By:  
Andreanecia Morris  
Nicole Barnes***



# ***Provisional Capacity Assessment***

- Since Hurricane Katrina and the subsequent flooding events the region has seen a decline in funding from philanthropic and federal resources. Funding has become more outcomes-focused, and the need for stronger organizations is fundamental.

# ***Provisional Capacity Assessment***

- As a result, a partnership between the HUD New Orleans Field Office and HousingNOLA has developed a capacity building program to help address these concerns with the goal of strengthening organizations to become stronger assets in the communities they serve.

# ***Provisional Capacity Assessment***

## ***Objectives***

- Provide an opportunity for peer to peer exchange
- Improve identified organizational policies and systems
- Ensure each organization has the needed systems in place for federal funding compliance

# ***Provisional Capacity Assessment***

- ***Overall Goal***

To create stronger organizations that link to other communities, possible new service areas, and funding.



# *Provisional Capacity Assessment*

## **10 YEAR**

### **STRATEGY AND IMPLEMENTATION PLAN**

FOR A MORE EQUITABLE NEW ORLEANS





## Vision

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*HousingNOLA believes our community can provide high-quality, safe and accessible housing that is affordable to individuals and families of all income levels throughout New Orleans.*

*HousingNOLA is a 10-year partnership between community leaders, and dozens of public, private, and nonprofit organizations working to solve New Orleans' affordable housing crisis.*

## State of Housing - 2014

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Median Income - \$37,146

Median Rent - \$907

Average Home Value - \$192,000

*Mismatch between low wages/incomes  
and rising housing costs*



# HousingNOLA: More than a Plan

Executive Committee  
Leadership Board  
Community Engagement  
Data Working Group  
Policy Working Group  
Community Review Team



# Community Engagement

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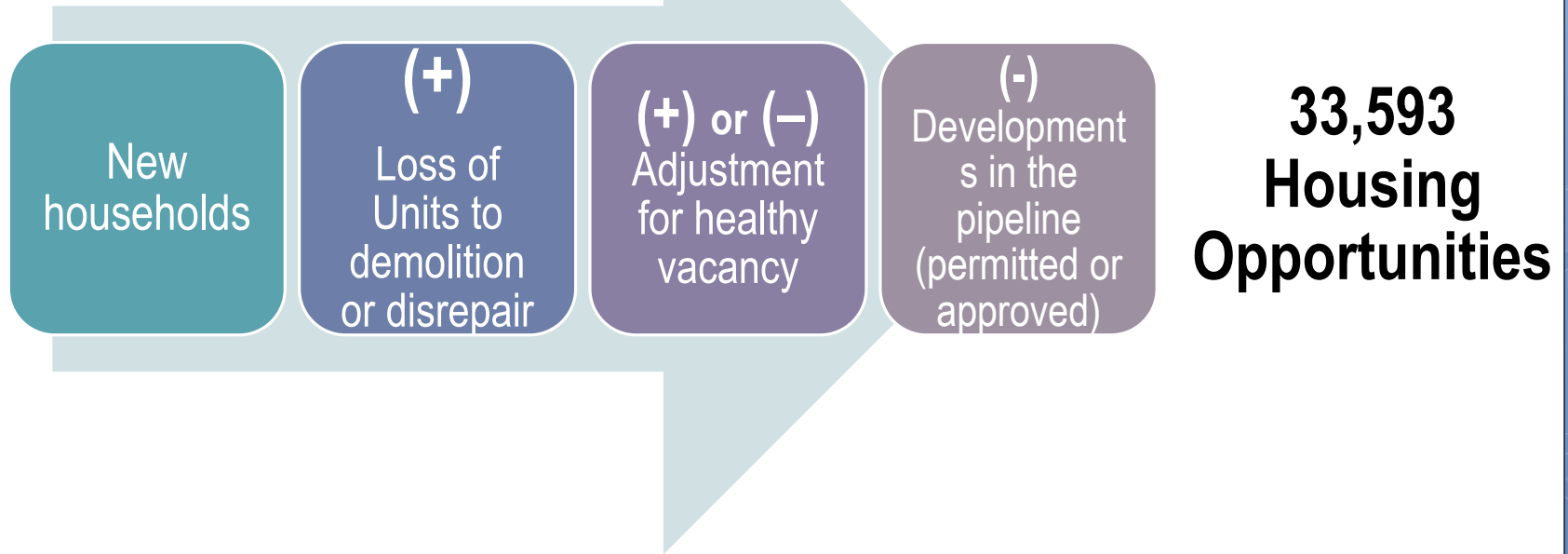
- 2014 - 17 Neighborhood Summits
- Ambassador Trainings
- Community Review Team
- Housing Summit – June 2015
- Leadership Board
- Master Plan Update
- Neighborhood Plan Pilots



## Housing Demand: 2016 thru 2025

**Rental Units - 16,921**

**Owner Occupied - 16,672**





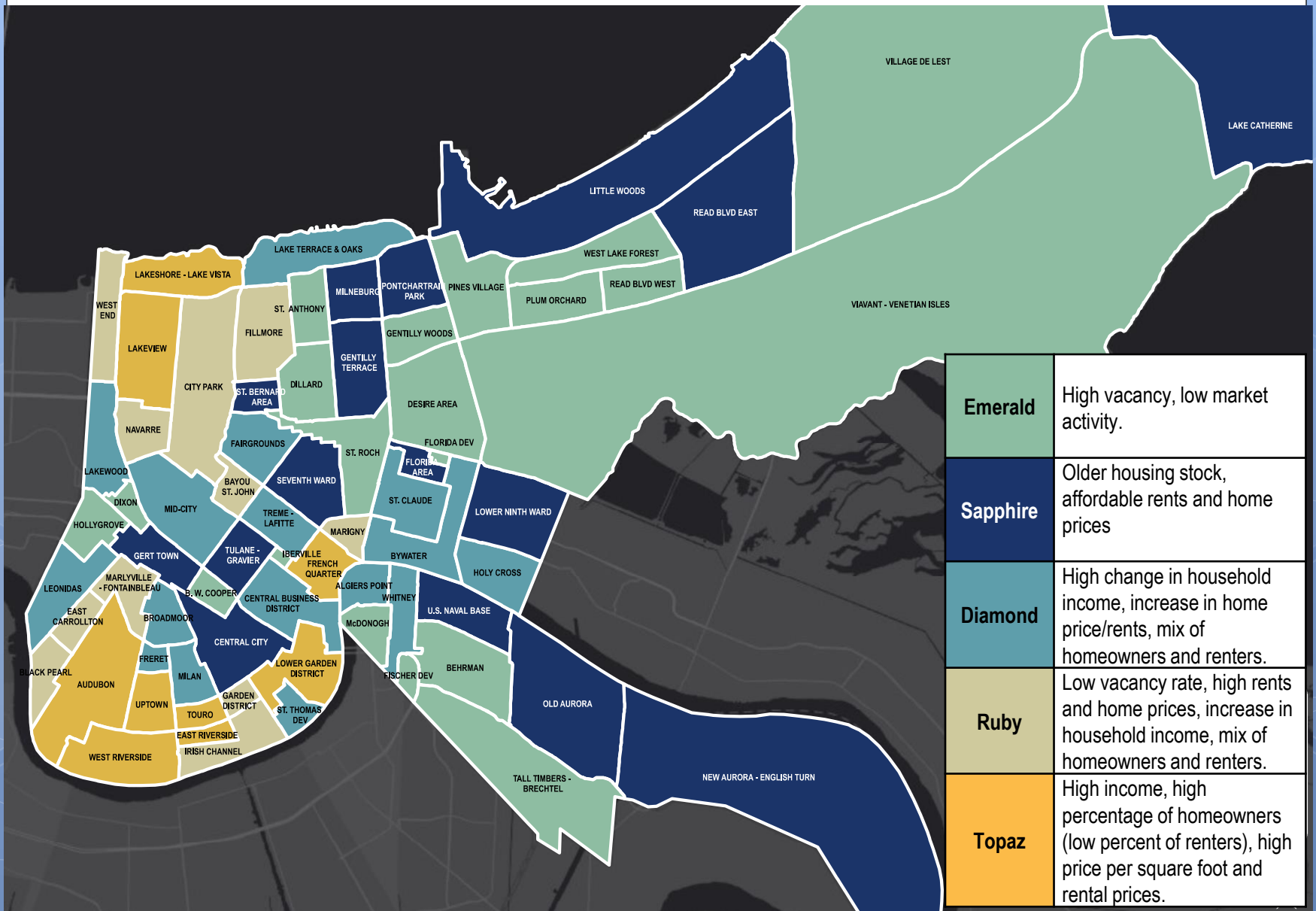
## 5- Year Production Goals

7,700 Units Over 5 Years in Partnership with the City of New Orleans



5,400 Rental Units  
2,300 Homeownership Units

# Neighborhood Typology



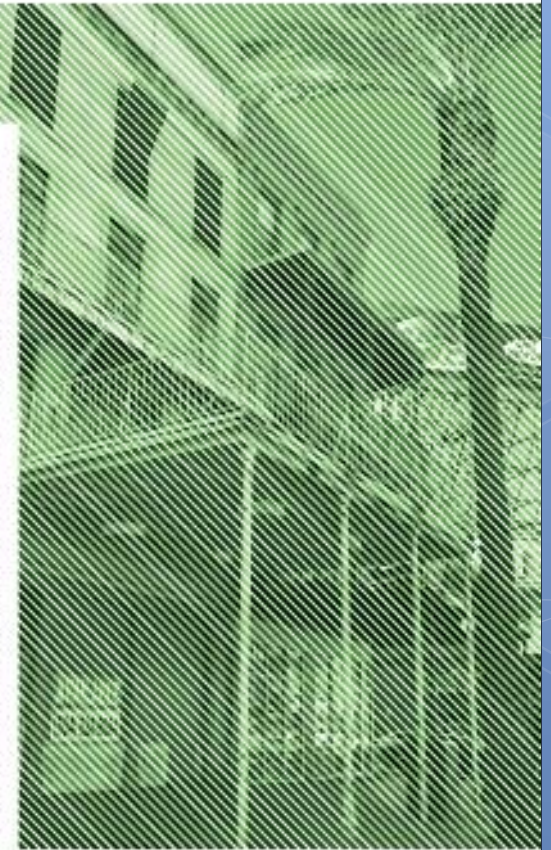




# 2019 REPORT CARD

## EVALUATION OF PROGRESS

TOWARDS A MORE EQUITABLE NEW ORLEANS



## Current State of Housing

Median Income - \$38,423

Median Rent - \$993

Average Home Value - \$242,900

*Wages continue to stagnate as housing  
costs continue to rise*

The New Orleans City Council unanimously passed the Smart Housing Mix ordinance! GNOHA and HousingNOLA are still working with officials to refine the maps for implementation.



Senate Bill 109, which extends the foster care age from 18 to 21, will help avoid the devastating outcomes many fostered youth encounter without resources and support, and will give them access to more housing opportunities.



New Soft Second  
Funding

FANO Green  
Mortgage  
Product

Property Tax  
Relief Bills 79/80

Short Term  
Rental  
Regulations



# 2020 PRIORITIES

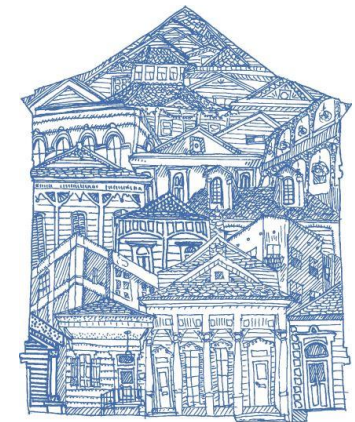
- ❑ Demand that the city and state housing agencies finalize their Cooperative Endeavor Agreement and stop the loss of affordable housing opportunities
- ❑ Work on federal reform efforts to finally stabilize the National Flood Insurance Program (NFIP) and protect and strengthen the Community Reinvestment Act (CRA) neighborhood level.
- ❑ The data also reveals that there is a pressing need to increase first time homeownership opportunities for African Americans and HousingNOLA will be making this a signature issue for 2020.
- ❑ Focus on property tax assessment reform and work for the full implementation the incentives inside the Smart Housing Mix
- ❑ Work with national partners to raise the issue of affordable housing during the 2020 elections.

Ballot Measure:

*“Do you support an amendment to allow the City of New Orleans to exempt property within Orleans Parish from all or part of ad valorem taxes that would otherwise be due for the purpose of promoting affordable housing?”*

Voting **“YES”** for Amendment 4 exempts properties with fewer than 15 residential units from property taxes for the purpose of promoting and encouraging sustainable affordable housing.

Amendment 4  
will allow the  
creation of Tax  
Relief programs



PUT HOUSING FIRST



# Statewide Housing Priorities 2019

1. Create designated revenue streams for local and statewide Housing Trust Funds to increase affordable housing production
2. Increase homebuyer education and financial literacy opportunities
3. Create a comprehensive housing strategy that addresses title and succession issues to create more affordable housing
4. Recruit more local developers to partner with and commit to affordable housing development
5. Increase permanent and emergency housing opportunities with wraparound services for special needs populations, including at-risk youth, people who are mentally ill, homeless individuals, people who were formerly incarcerated, and victims of domestic violence





# Statewide Housing Priorities 2019

6. Increase homeownership opportunities for low- and moderate income renters (Section 8 homeownership program, mobile homeownership as affordable option, Soft Second Programs)
7. Increase support for aging-in-place policies that increase accessibility for seniors, as well as addresses affordable rents for fixed incomes
8. Ensure that affordable housing does not equate to substandard housing by setting habitability requirements for landlords and the city to abide by.
9. Education and Community engagement around affordable housing
10. Research Anti-Displacement policies

# OUACHITA

POPULATION HOUSEHOLDS

156,433 56,799



## RACE & ETHNICITY

BLACK 37.5%  
WHITE 59.9%  
ASIAN 1.0%  
OTHER 1.6%

2.2% Hispanic or Latino  
97.8% Not Hispanic or Latino

\$133,400 MEDIAN  
VALUE

MEDIAN  
RENT \$730

## TENURE

OWNER OCCUPIED 59.3% RENTER OCCUPIED 40.7%

## OCCUPANCY STATUS

Occupied: 56,799 units  
Vacant: 10,293 units  
TOTAL: 67,092 units

\$ \$40,081

## MEDIAN HH INCOME

## POVERTY STATUS

24.5% \$

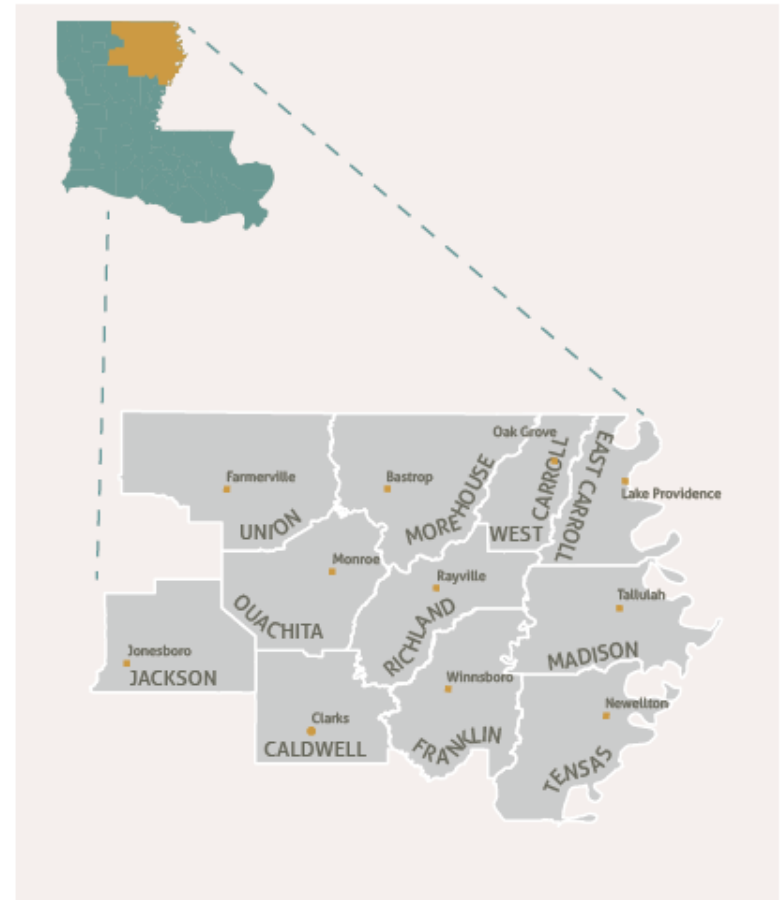
## COST BURDEN

Owner: 17.8%  
Renter: 48.1%  
Overall: 30.1%

## RESIDENTIAL BUILDING PERMITS



520



# ***Provisional Capacity Assessment***

***Creating a Strong Future: Together***



# ***Provisional Capacity Assessment***

- The affordable housing landscape has been influenced heavily over the past year by shrinking support in Washington D.C. and the lack of resources from philanthropy.
- Nonprofit leaders must become strategic and intentional in building profitable, sustainable organizations that last beyond themselves and continue to serve the needs of our communities.

# ***Provisional Capacity Assessment***

- This requires courage and planning to create new organizational structures and collaborations that consolidate resources and expand capacity and resilience.
- Thus the formation of a strategic partnership, between Jericho Road (JR) and Project Homecoming (PHC), to best meet the current and future affordable housing needs of New Orleans residents, was born.

# ***Provisional Capacity Assessment***

- The vision of the JR and PHC merger is to combine the construction and workforce development expertise of Project Homecoming with the housing and community development expertise of Jericho Road to create a merged organization with greater capacity and more opportunities to provide housing solutions.

# ***Provisional Capacity Assessment***

## **What is the Benefit of Combining with an in-house Construction Crew?**

- Cutting Overhead In Half
- Establishing Predictable Capacity When Contractors Are Not Available
- Providing Workforce Development and Training
- Opportunity for earned income

# ***Provisional Capacity Assessment***

## **gentrification**

noun gen·tri·fi·ca·tion \ ,jen-trə-fə-'kā-shən \

the process of renewal and rebuilding  
accompanying the influx of middle-class or  
affluent people into deteriorating areas that  
often displaces poorer residents



# ***Provisional Capacity Assessment***

## **CASE STUDY:**

***Central City – a New Orleans Neighborhood***

# ***Provisional Capacity Assessment***

Central City, the community from which Jericho Road operates, once offered a myriad of housing options for working class families:

- Single family shotgun homes affordable to lower-middle income families,
- Affordable rentals,
- Plentiful Section 8 housing options.

# ***Provisional Capacity Assessment***

- Due to its close proximity (within walking distance and multiple bus and streetcar lines) to the hotels, restaurants, and tourist attractions of Downtown, it was the type of neighborhood where families who work in these businesses established roots generations ago.

# ***Provisional Capacity Assessment***

- For families facing financial hardship, parting with a home passed down through many generations represented bleak Post-Katrina financial reality. As homes were flipped, seemingly overnight, Central City began to offer allure to younger, more affluent renters and prospective homebuyers.

# ***Provisional Capacity Assessment***

- When market rents rose, families were priced out of homes they had rented for decades. A home in the 1800 block of Martin Luther King Boulevard sold for \$29,000 in 2012. Less than two years later, the same home (a multi-family shotgun double) sold for \$326,000.

# ***Provisional Capacity Assessment***

- Encouraged by the rapidly increasing market, rents and home prices shot up and more families were squeezed out. Stagnant wages coupled with rapidly appreciating rents and home values have continued to spell disaster for many Central City families, who are predominately low-middle income and minority.

# ***Provisional Capacity Assessment***

***What can we do to stem this tide of displacement?***

- Development of intentional land use development and disposition policies by the municipality that prioritizes affordability.
- Cultivating funding sources for affordable development.
- Small developers creating affordable housing opportunities

# The Muses

Role: Co-developer



## **Muses I and II**

New construction of affordable rental units in Central City New Orleans

### **Units**

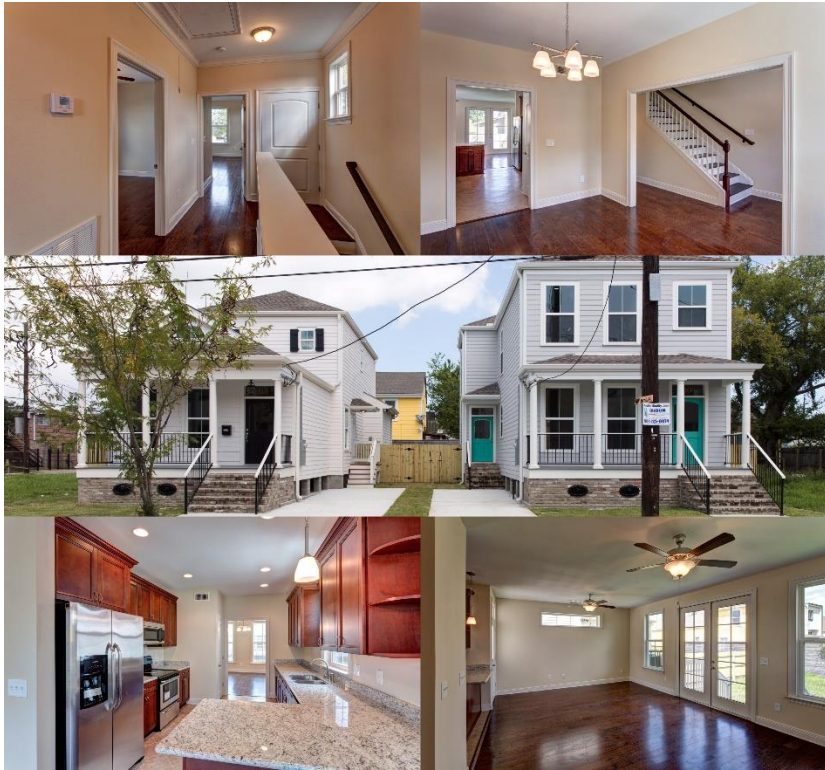
263 Affordable Units

### **Size**

301,452 SF



# Central City Infill Housing



## Cost

\$15 million +

## Size

90,000 sq. ft. +

# Mirabeau Gardens



**Cost**

**\$1.1 million**

**Size**

**8,500 sq. ft.**





# Historic Renovations



# Our Impact



"IT WAS LONG ... MAYBE A TWO OR THREE YEAR PROCESS. AT ONE TIME, I WAS ABOUT TO GIVE UP ON IT. WE HAD A DREAM OF OWNING A HOUSE ... JERICHO ROAD WAS A BIG HELP IN MAKING SURE EVERYTHING GOT TURNED IN ON TIME."



"WE KNEW WE WANTED TO HAVE A STABLE HOME IN WHICH OUR CHILDREN WOULD GROW AND CREATE MEMORIES. JERICHO ROAD'S HOMEOWNERSHIP OPPORTUNITIES HELPED US BUY THE HOME OF OUR DREAMS. TODAY, WE ARE HAPPILY SETTLED, WITH OUR CHILDREN, IN THE NEIGHBORHOOD WHERE WE HAVE ROOTS, AND WILL CONTINUE TO HAVE ROOTS FOR GENERATIONS TO COME."



"IF I CAN DO IT,  
ANYONE CAN!"