



Housing Forward Presentation

City of Madison - October 6, 2022

PRESENTERS



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Cy Richardson

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Economics & Housing
National Urban League*



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*Executive Vice President
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THE URBAN LEAGUE OF GREATER MADISON

An affiliate of the National Urban League. Founded in 1968.

The mission of the Urban League of Greater Madison is to ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st Century.

THE URBAN LEAGUE OF GREATER MADISON

- Adult workforce development programs
- Education and enrichment programs for youth.
- Social justice and engagement programs for the community.
- **Leaning into more wealth building and economic development programs**
 - Homeownership & housing development
 - Business development & entrepreneurship (The Hub)

OUR TRACK RECORD (Homeownership 1.0)

- Innovative lease-to-purchase using LHITC & City CDBG grants
- Program completed in 2021 with 58 families successfully becoming homeowners
- 85% families of color, 65% female-headed, avg. family of 5
- Over \$3,000,000 in equity
- Increased income, savings, and credit scores
- 100% of CDBG loans repaid

OUR TRACK RECORD (Homeownership 2.0)

- Innovative use of NMTC + City grant to finance program
- 16 homes acquired in fall 2020, most in South Madison
- Average renovation of nearly \$50,000.
- Average sale price 40% below Dane County median
- ULGM provides financing, able to serve families with barriers
- Ongoing financial and homeownership training/counseling
- Families have already saved **\$\$\$\$**

Award Winning

- Wisconsin Fair Housing Network Award winner.
- Mutual of American Foundation 2017 Community Partnership Awardee
- Operation Fresh Start Community Partnership Award



2017
COMMUNITY
PARTNERSHIP
AWARD

Twenty-Five Years of People Working
Together to Build Better Communities

MUTUAL OF AMERICA



CHALLENGES

- Staffing transitions
- Intent to develop more single family but expensive

HOUSING FORWARD 2023-2024

Programming in the following HUD identified service categories:

A. Group Education:

1. Financial Literacy Workshops
2. Pre-purchase Homebuyer Education Workshops
3. Non-Delinquency Post-Purchase Workshops

B. One-on-one counseling in the following two areas

1. Pre-Purchase/Homebuying
2. Home Maintenance and Financial Management for Homeowners (Non-Delinquency Post-Purchase)

HOUSING FORWARD 2023-2024

- At least 100 families served annually
- At least 75 complete Pre-Purchase & 50 complete post-purchase workshops
- At least 35 families will receive ongoing counseling and increase their financial stability and/or homebuyer readiness
- At least 15 families will successfully purchase a home.
- At least 80% will be families of color
- See proposal for other outcome metrics

HOUSING FORWARD 2023-2024

- Will match City funds with at least \$135,000
- Leverage other ULGM programming and partnerships
 - Employment programs (ULGM, HIRE, CEI, etc.)
 - ULGM presence in 13 schools
 - The Hub entrepreneurship training and coaching
 - Other ULGM community engagement programming
- Cohort style programming with individualized coaching
- Goal centered programming
- Incentives for reaching key goals

HOUSING FORWARD 2023-2024

- Accessible programming locations
- Partnerships
 - Yes! To being part of a City facilitated network
 - Third Sector
 - Homebuyers Roundtable
 - National Urban League



