

July 12, 2022

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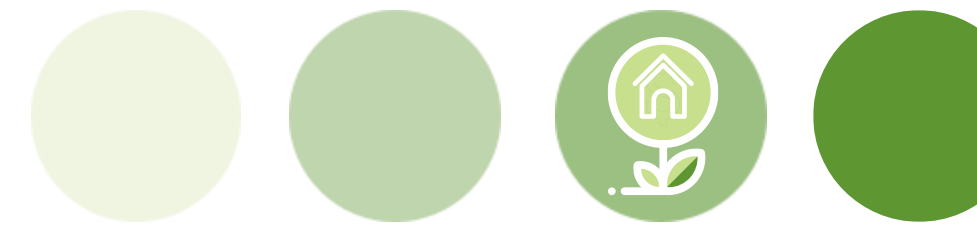
# Community Development/Human Services Committee Q2 Update

Dr. Eloisa Klementich, CEcD

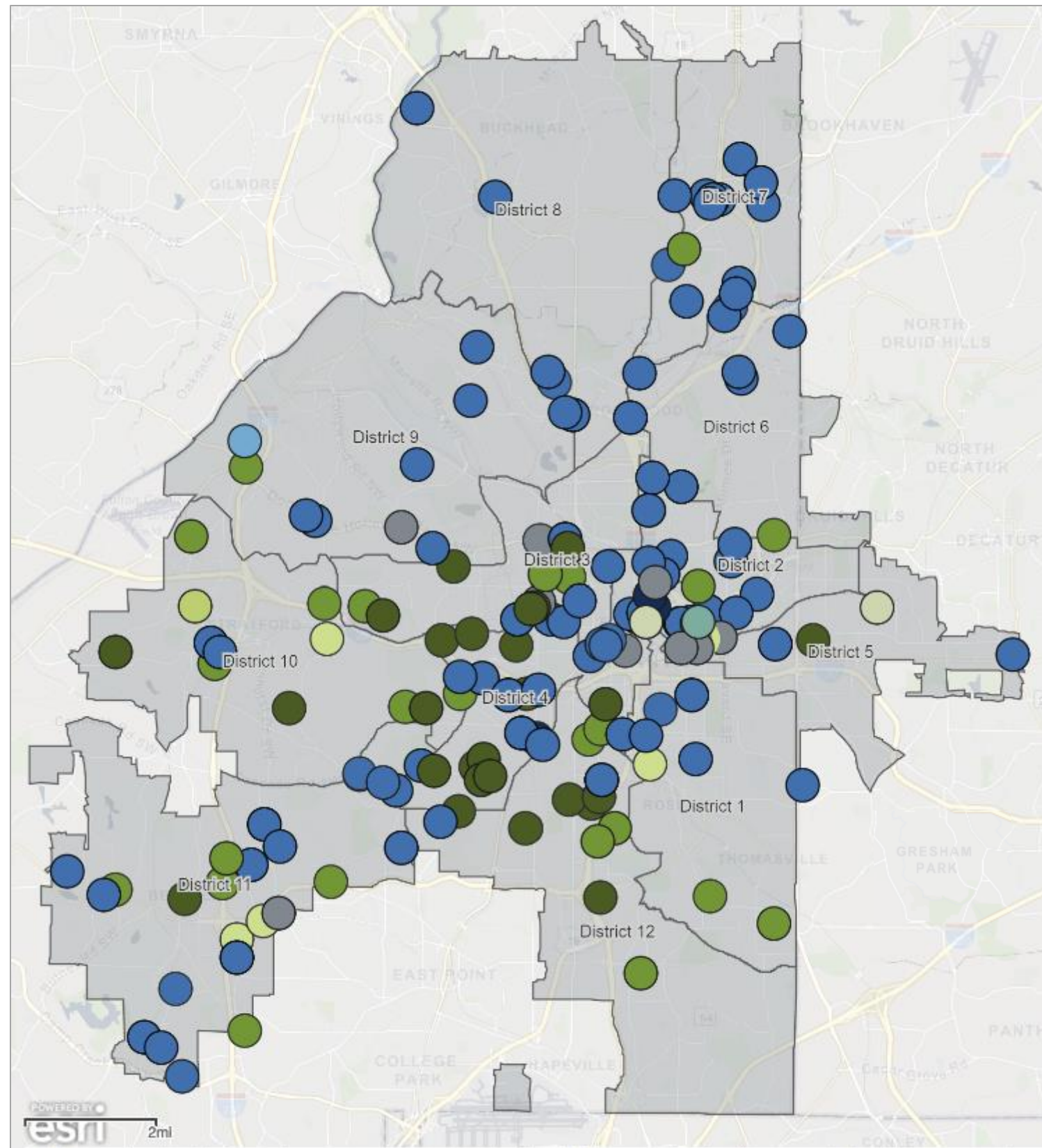


# 2022 Impact Year to Date





# Invest Atlanta Activity Through Q2 2022\*



## Community Engagement

**643**

Webinar Attendees for 2022

Homeownership Events (9 events)

**1,731**

Attendees for 2022 Small

Business Events (58 events)



2022 Through Q2

# Community Development

**6**

Multi-Family  
Housing Projects

**1,184**

Affordable Housing  
Units Created or  
Preserved

**55**

Homeownership  
Loans

**11**

TAD & NMTC  
Projects

# Project Spotlights: Housing

## Paramount



Greenbriar Parkway SW: 240 affordable units

## Skyline



1090 Hank Aaron Drive: 250 units of affordable housing at 60% AMI or below

## McAuley Park



160 units of dedicated affordable housing units as well as 10 respite housing units

# Project Spotlights: Neighborhood Development



Front Porch Sweet Auburn Groundbreaking  
\$3 M Eastside TAD grant, \$11 M AEMI allocation



Thrive Sweet Auburn Closing  
\$1.67 M Eastside TAD grant  
for commercial and residential elements

# Down Payment Assistance



28

Number of  
People Served



\$550K

Dollar Amount  
Awarded



\$5.8M

Dollar Amount in  
First Mortgage  
Funds

# 30PLUS Program

A promotional graphic for the 30PLUS program. The background is a photograph of a two-story house with a porch. The text is overlaid on the image. At the top, it says "National Homeownership Month Promotion!". Below that, "30PLUS" is written in large, blue, sans-serif font. At the bottom, "\$30,000" is written in large, blue, sans-serif font, followed by "toward down payment or closing costs to eligible buyers" in a smaller, blue, sans-serif font.

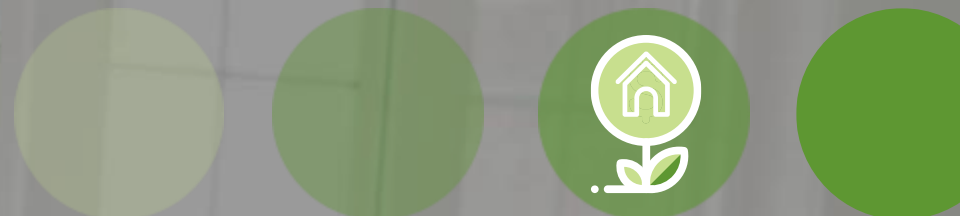
National Homeownership Month Promotion!

# 30PLUS

**\$30,000** toward down payment or closing costs to eligible buyers



# Owner Occupied Rehab



27

Number of OOR  
Loans



\$875K

Dollar Amount  
Awarded  
(Total Investment)

# Housing Opportunity Bond Update



# 2021 HOB: January – June 2022

<i>Program Components</i>	<i>Program Descriptions</i>	<i>\$50MM Allocation</i>	<i>Committed as of 6/30/22</i>	<i>Expended as of 6/30/2022</i>	<i>Balance of \$50MM</i>	<i>Comments</i>	<i>Pipeline (Applications received but not yet approved)</i>
<i>Multifamily Loans</i>	<b>Multifamily Developer Loans</b> Acquisition and construction financing to nonprofit and for profit multifamily developers offering affordable rental workforce housing units in large scale development >70 units. Funds would be leveraged with conventional, bond or other private or public financing and used to acquire, construct, preserve and rehabilitate rental housing units that will serve households at 60% AMI or less.	\$ 8,750,000	\$ 5,000,000.00	\$ -	\$ 3,750,000.00		
	<b>Small Multifamily Developer Loans</b> The Small Multifamily Loan Program would provide loans for the acquisition, development, construction, and rehabilitation of small multifamily properties (5 units to < 70 units), small mixed-use properties (Residential < 30 units + Retail/Commercial < 5,000 s.f.) with a focus on in-fill development. Durations vary according to the use of funds and property type.	\$ 4,000,000	\$ 1,930,000.00	\$ -	\$ 2,070,000.00		
	<b>Permanent Supportive</b> Deferred loans and/or grants to nonprofit and for profit multifamily developers for the acquisition, construction or rehabilitation of permanent supportive housing units . Funds would be leveraged with conventional, bond or other private or public financing and will serve households at 50% AMI or less.	\$ 5,000,000	\$ -	\$ -	\$ 5,000,000.00	Currently using 2017 Homeless Opportunity Fund administered by Continuum of Care. IA will begin spending 2021 HOB once those funds have been exhausted.	
	<b>Owner Occupied Housing Rehabilitation:</b> Owner Occupied Rehabilitation loans for existing homeowners to address critical repairs, major system, and accessibility. Loans will target households at 60% AMI or below, with priority given to seniors, disabled head of households, and military veteran head of households. The assisted property must be the primary residence of the applicant.	\$ 11,000,000	\$ -		\$ 11,000,000.00	Funds not currently active, as program was on hiatus for 1 year due to the pandemic. Staff is currently working to expend 2017 HOB Funds before accessing 2021 funds. New application to launch Q1 2023.	
<i>Single Family Loans</i>	<b>Down Payment Assistance:</b> Down payment assistance loans up to \$20,000 to purchase homes. Loans will be deferred and accrue no interest with repayment due only upon sale, refinance (term only refinance permitted) or when the home is no longer occupied as the primary residence of the borrower. Priority for funding will be made for households at 80% AMI or below.	\$ 3,000,000	\$ 1,000,000.00	\$ 860,000.00	\$ 2,000,000.00		
	<b>Single Family Development (Developer Loans):</b> Acquisition and construction financing to nonprofit and for profit developers to construct or rehabilitate affordable 1 to 4 units properties, inclusive of Accessory Dwelling Units (ADUs), for households at or below 120% AMI. Priority focus for permanently affordable housing.	\$ 2,000,000	\$ 2,000,000.00	\$ -	\$ -		Evo Have at Scott - \$450K
	<b>Direct Acquisition:</b> Funds available to the City and its public sector agencies to acquire land and vacant property for affordable housing development within targeted areas of the City. Priority focus for permanently affordable housing.	\$ 4,000,000	\$ -	\$ -	\$ 4,000,000.00	Funds are reserved for City's acquisition.	
<i>Land and Property Assemblage</i>	<b>Land Assemblage Financing Fund:</b> Purchase participation interest in loans to non-profit and for-profit developers as they seek to assemble property for the development of affordable housing. Funds will be used to support acquisition and predevelopment cost. Priority focus for permanently affordable housing.	\$ 3,500,000	\$ -	\$ -	\$ 3,500,000.00	Guidelines to be published by 4th Qtr 2022.	
	<b>Non Profit Affordable Housing Development Set-Aside</b> Funds set aside for eligible nonprofit developers for multifamily and single family affordable housing development and predevelopment.	\$ 7,500,000	\$ 2,000,000.00	\$ -	\$ 5,500,000.00		Grove Park Renewal Scattered Site Rental - \$1.8MM
	<b>TOTAL</b>		\$ 11,930,000.00	\$ 860,000.00	\$ 36,820,000.00		

# 2021 & 2017 HOB Homeownership Status

2021 HOB DOWN PAYMENT ASSISTANCE	VALUE
Total Units	38
Total Amount Funded	\$860k
Total Leveraged	\$8,050,136
Average Income	\$62,000
Average AMI	107%
Average Sales Price	\$227,000
BIPOC	78%

## Council District Breakdown - DPA

Council District 1:	2
Council District 2:	0
Council District 3:	3
Council District 4:	0
Council District 5:	1
Council District 6:	1
Council District 7:	1
Council District 8:	1
Council District 9:	1
Council District 10:	10
Council District 11:	7
Council District 12:	11



2017 HOB OWNER OCCUPIED REHAB	VALUE
Total Units	193
Amount Funded	\$5.8M
Average Age	74
Average AMI	37%
BIPOC	95%

## Council District Breakdown - OOR

Council District 1:	14
Council District 2:	2
Council District 3:	18
Council District 4:	26
Council District 5:	25
Council District 9:	32
Council District 10:	19
Council District 11:	22
Council District 12:	35

Single Family Development: \$2,000,000  
Nonprofit Development: \$7,500,000

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- \$4M in HOB Loans Committed / Leveraged \$35.2M in Private Investment
- Projects Located in Districts 5, 11
- Projects Represent New Construction
- Providing 67 Units of Affordable For Sale Housing / 40 Permanently Affordable Units

# Multifamily Developer Loans - \$8,750,000

## Small Multifamily Developer Loans - \$4,000,000

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- Committed \$5M in Multifamily Developer Loans & \$1.930M in Small Multifamily Developer loans Leveraging \$98.7M in Private Investment
- Projects Located in Districts 2, 4, 5, 11
- Projects Represent New Construction and Acquisition/Rehabilitation
- Providing 428 Units of Affordable Housing to Seniors, Families & Non-Elderly Disabled

2022 Through Q2

# Economic Development



**331**

Total Jobs Created &  
Retained

**\$24.1M**

Total Capital  
Investment

**\$35.9M**

Total New Economic  
Output

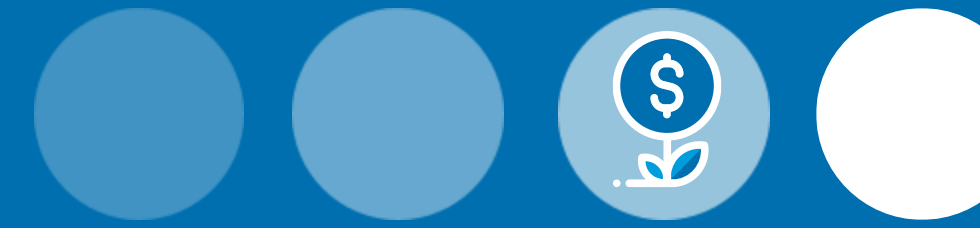
**135**

Small Business  
Supported

**6**

Opportunity Zone  
Projects

# ED Project Spotlight



## Business Retention & Expansion Projects



- Southwest Atlanta manufacturer, minority owned
- 54 new middle-wage jobs, 160 retention jobs
- \$22 million capital investment
- Partnership with WorkSource Atlanta

## 14 Small Business Loan Recipients



## Small Business Pipeline

- Loans Closed - 14
- Loans Approved - 15
- Loans in Process - 16
- Loans Withdrawn - 4
- Loans Declined - 6

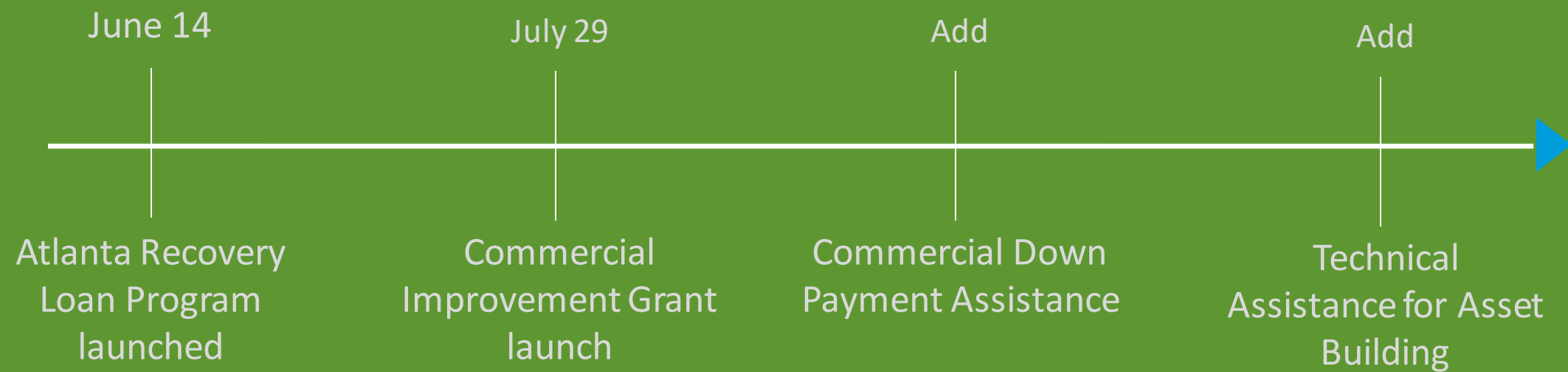
**93% of Loans Closed  
Went to Minority-Owned  
Businesses**



# Atlanta Open for Business Fund



- \$20 M fund supporting Atlanta small businesses
- 3-year initiative focused on businesses in disinvested areas
- **Four programs**
  - Atlanta Recovery Loan Program (ARLP)
  - Commercial Improvement Grants
  - Commercial Down Payment Assistance
  - Technical Assistance for asset building





225

Unique Businesses Applied

96

Businesses Received Services

905

Hours of Service Provided to Clients

.....  
69.8% of Businesses are  
Woman-Owned

.....  
88.5% of Businesses are  
Minority-Owned\*

.....  
85.4%% of Businesses have  
10 employees or less

# Small Business Resources in More Communities

## INVESTATLANTA

**Now Open:**

1. Atlanta Tech Village
2. iVillage @ MLK
3. Pittsburgh Yards
4. Mary Parker Foundation
5. Goodwill of North Georgia
6. Russell Innovation Center for Entrepreneurs

**Coming Soon:**

1. Emory University
2. ATDC
3. Westside Future Fund
4. Switchyards

**Business Consultant Sites:**

1. Prospera
2. Trevelino Keller
3. Atlanta Black Chambers
4. Urban League of Greater Atlanta
5. Operation Hope

## SMALL BUSINESS SERVICE LOCATIONS



# Property Assessed Clean Energy Financing (PACE)

## PACE Program Closings

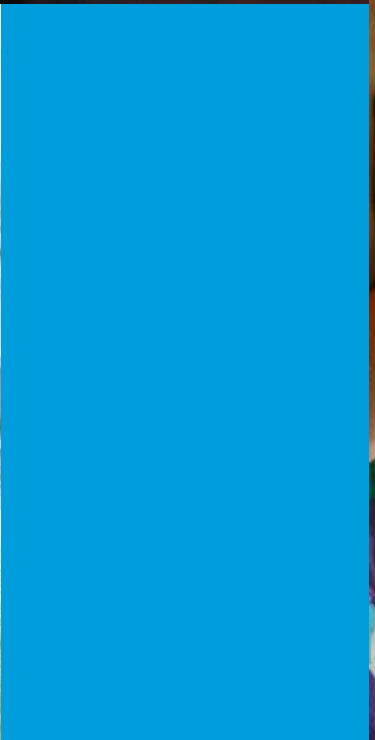


Pullman Yards

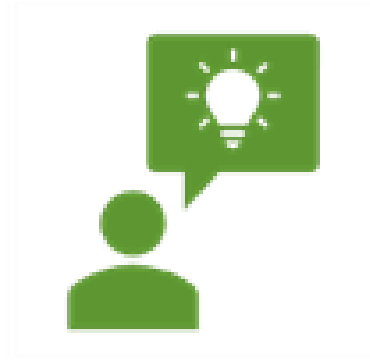


Flatiron Building

# American Rescue Plan Update



# ARP Programs



## Small Business, Non-Profit & Creative Talent Programs - \$20 M

- Resurgence Grant Fund
- Elevate Atlanta
- ATLinBusiness



## Workforce Development Programs (with WorkSource Atlanta) - \$4.7M

- Jobs Program for Vulnerable Populations
- Operation Clean Sweep

 \$24.7 million

# American Rescue Plan – Resurgence Grant Fund

*COVID-19 Relief Program for Small Businesses*



6,961

Applications Created

2,473

Applications Submitted  
(final deadline: 5/27/2022)

.....  
87.6% have 10  
employees or less

.....  
52.4% Woman-owned  
businesses

.....  
79.3% Minority-  
owned businesses

*\*Numbers reflect raw data for all received applications*

# Elevate Atlanta

- **Partnership with Mayor's Office of Cultural Affairs**
- **Deployed over \$580,000 to 60 artists/creatives**
- **Elevate 2022 will launch this fall**
  - OCA issuing RFP this month
  - Events will occur September and October



# Workforce Development Programs

- **Operation Clean Sweep – First Step Staffing**
  - 30 workers placed
  - 3 workers hired full-time by City of Atlanta
- **Jobs Program for Vulnerable Populations – Goodwill of North Georgia**
  - Paid training and wrap-around services
  - Launching in July 2022



# WorkSource Atlanta Update

# WorkSource Atlanta Program & Admin Updates

## Increasing Access

- Participated in 40+ Events: Midnight Basketball; Job Fairs, Community Events
- Lunched collaborations with:
  - Westside Works
  - Goodwill
  - Gateway
- Partnerships in progress:
  - MLK Collaborative
  - Public Libraries
- Training Provider Showcase on July 12<sup>th</sup> and July 14<sup>th</sup>.

## Administrative Progress

- Completed state monitoring.
- Completed One-Stop Operator Certification and WSA Board Re-certification
- Launched a full review of open files.
- WSA Board meeting held on June 9, 2022

## Outcomes

- 26 Youth started in our Summer Work Experience.
- 5 Customers hired during the June job fair.
- Incumbent Worker Contract pending to serve between 25-50 customers.
- WSA received the inaugural Doug Hooker Excellence in Workforce Development Award from CareerRise

# WorkSource Atlanta Performance

Program Year (Jul - Jun)	# Adults Served	# Adults Enrolled	# Dislocated Workers Served	# Dislocated Workers Enrolled	# Youth Served	# Youth Enrolled	# Services Provided
2016	490	147	63	42	414	146	933
2017	290	166	39	18	276	133	590
2018	773	660	53	42	228	134	1041
2019	723	363	47	27	106	52	876
2020	248	130	58	38	177	122	483
<b>2021 YTD</b>	<b>298</b>	<b>157</b>	<b>88</b>	<b>66</b>	<b>187</b>	<b>103</b>	<b>1,406</b>

# WorkSource Atlanta Performance

	Employment Q2	Employment Q4	Credential	Measurable Skill Gains																																
All Participants ①	<table border="1"> <tr> <td>Actual</td> <td>Goal</td> </tr> <tr> <td><b>87.50%</b></td> <td>56 / 64</td> </tr> </table>	Actual	Goal	<b>87.50%</b>	56 / 64	<table border="1"> <tr> <td>Actual</td> <td>Goal</td> </tr> <tr> <td><b>68.00%</b></td> <td>102 / 150</td> </tr> </table>	Actual	Goal	<b>68.00%</b>	102 / 150	<table border="1"> <tr> <td>Actual</td> <td>Goal</td> </tr> <tr> <td><b>68.18%</b></td> <td>45 / 66</td> </tr> </table>	Actual	Goal	<b>68.18%</b>	45 / 66	<table border="1"> <tr> <td>Actual</td> <td>Goal</td> </tr> <tr> <td><b>46.72%</b></td> <td>121 / 259</td> </tr> </table>	Actual	Goal	<b>46.72%</b>	121 / 259																
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Thank you for your time



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