

HOUSING DEVELOPMENT IN RURAL COMMUNITIES: HOW CAN WE GET THIS DONE?

South Dakota Housing Conference

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Challenges to Housing Development

- Available land
 - ▣ Land-locked
 - ▣ Willing seller
- Lack of resources or resource awareness
 - ▣ State and federal programs are “mysterious”
 - ▣ Lack of builders or developers
- Perceptions of affordable housing
 - ▣ NIMBY-ism
 - ▣ Social issues
- Penciling out?
 - ▣ Lack of economies of scale
 - ▣ Thin margins, tight market

Local Concerns

- What do you know?
- What to do with a housing study
- There's no "I" in team
- Lack of financial resources

□ RISK

How to Get it Done

- Thanks to Nike for this one....
 - ▣ **JUST DO IT!!**
- Don't be afraid to try something, but....
 - ▣ Plan your development wisely
- Talk to someone who's done it
 - ▣ Home Address Network
- Engage your community
 - ▣ City/County officials
 - ▣ Banks/Investors
 - ▣ Builders/Developers

How to Get it Done

- These people aren't "behind the curtain." Call them!!
 - ▣ South Dakota Housing (SDHDA)
 - ▣ USDA Rural Development (USDA RD)
 - ▣ Governor's Office of Economic Development (GOED)
 - ▣ South Dakota HUD Office (HUD)
 - ▣ Federal Home Loan Bank of Des Moines (FHLB DM)

Some Good Examples

- Plankinton
- Mount Vernon
- Centerville
- Homes are Possible, Inc. (HAPI)

An “Eh” Example

- Planning and Development District III
 - ▣ Prairieland Housing Development
 - Some communities couldn't take risk
 - We “JUST DID IT”

Takeaways

- Try to get help in securing land and infrastructure
- Leverage financing – avoid one funding source
- LOCAL management (not from 80+ miles)
- Educate your team first, then educate the community
- Expect the unexpected!!