

News Release

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Networks Northwest Receives National Award for Housing Study

TRAVERSE CITY, MI – Networks Northwest has received a 2020 Aliceann Wohlbruck Impact Award from the National Association of Development Organizations (NADO) for a Target Market Analysis showing the demand for housing in northwest Michigan. The study is being used by communities in the region that are looking to plan for expanded and increased housing opportunities. Networks Northwest partnered with Housing North and contracted with LandUse USA, a real estate analysis firm, to conduct the target market analysis. Networks Northwest and other award-winning projects from around the country were recognized during NADO's virtual 2020 Annual Training Conference, held online October 20-22.

"Our annual Impact Awards program is an opportunity to highlight the important work our members do every single day to serve their local communities," said 2019-2020 NADO President Kevin Byrd. "These projects show the best that regional development organizations have to offer and are a real testament to the value they add to their regions."

The target market analysis points to a regional total demand for 10,880 new rental units in 2020 and 4,660 new ownership units in 2020. Most of the demand is for lower-priced housing units: about two-thirds of ownership housing demand was for units priced below \$200,000, and 83% of the demand for rentals was for rents of \$800 per month and less. These numbers are a stark contrast to the housing that is available in the region and underscore the dire need for attainable housing for workers.

"Housing continues to be a pressing issue for many communities across the region," said Matt McCauley, Networks Northwest CEO. "Networks Northwest is committed to providing the best

available information and tools for local decision-makers to positively impact the availability of quality housing for working families."

The complete analysis, and county and community-specific studies, are available on housingnorth.org in the Resources section and networksnorthwest.org/tma.

NADO is a Washington, DC-based membership association of regional development organizations that promote programs and policies that strengthen local governments, communities, and economies through regional cooperation, program delivery, and comprehensive strategies. The association's Impact Awards program recognizes regional development organizations and their partners for improving the economic and community competitiveness of our nation's regions and local communities.

The NADO Impact Awards are presented in honor of the late Aliceann Wohlbruck who was NADO's first executive director and served 24 years as a tireless champion for regional approaches to economic development in rural communities.

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NOTE to Media: Images are oftentimes available upon request by e-mailing Dan Boss at dan.boss@networksnorthwest.org and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5047. Check our online Media Room at: networksnorthwest.org/media

Founded in 1974, Networks Northwest facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, Small Business Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services Networks Northwest offers if you visit our web site, networksnorthwest.org

Networks Northwest's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.